



The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 23

NEW YORK, N. Y., FRIDAY, FEBRUARY 1, 1946

TEN CENTS

Lea's Bill Going To House

Porter OK's Measure Re Train Radio System

Washington Bureau, RADIO DAILY
 Washington — The FCC strongly supports Senate Bill 1537, authorizing an Interstate Commerce Commission to direct installation of train radio systems, Chairman Porter has notified the Senate Interstate Commerce Committee. The committee yesterday released Porter's letter of approval. Such a bill, Porter wrote, is now "appropriate."

He declared that "enactment of the proposed legislation is recommended (Continued on Page 7)

Nora Stirling Returns; Setting Dorothy Dix Show

Nora Stirling, former NBC writer and commentator, just returned from an extended vacation in Canada, is working out a deal with Douglas Storer whereby a "Dorothy Dix" program will be set for network airing as a quarter-hour show across the board. Miss Stirling will write the show and also be the voice.

Dorothy Dix column is reported as currently being syndicated to over 200 newspapers with an estimated 16,000,000 readers.

FCC Announces New List Of AM and FM Applicants

Washington Bureau, RADIO DAILY
 Washington—FCC announced yesterday six applications for construction permits for new standard stations and granted eight new applications for FM stations.

The AM applications follows: Regional Broadcasting Co., Chicopee. (Continued on Page 8)

SRO

When "Ladies Be Seated" was aired from the Warner Theater in Lawrence, Mass., Wednesday afternoon for the March of Dimes, the SRO sign was in evidence long before the doors opened. 2,200 people queued up outside the theater three hours before broadcast time, and paid \$1,200 in admissions, which went into the National Infantile Paralysis Fund.

By Invitation

Washington—The board of directors of the U. S. Chamber of Commerce today will be addressed by H. R. Baukhage, whom they have invited to give an informal talk on the Nuremberg trials, which the ABC Co-Op Division commentator attended during his recent tour of Germany. Following the address, Baukhage will answer questions from board members.

Louis-Conn Coverage To Include Radio, Tele

Radio coverage of the Louis-Conn fight in June has been set, and plans for tele coverage are nearing completion, it was reported yesterday.

According to an authoritative source, Gillette Safety Razor Co., through Maxon, Inc., will sponsor radio description over the ABC web. Although the actual figure involved was not revealed, it is believed to be in the neighborhood of \$100,000.

Tele plans call for coverage by (Continued on Page 2)

KECA Wins First Prize In Chelsea-ABC Contest

KECA, Los Angeles outlet of ABC, won first place in the Chelsea Cigarette station promotion contest staged in conjunction with the Guy Lombardo orchestra song title contest, it was announced yesterday by David Alber, public relations counsel, following (Continued on Page 2)

Poppele Declares Television No Threat To Other Media

Television does not threaten the existence of current advertising media, but will operate in a realm of its own, "providing a unique form of entertainment to millions of people, and will help create new wealth for the nation." This prediction was made yesterday by J. R. Poppele, president of the Television Broadcasters Association and vice-president of the Bamberger Broadcasting Service, Inc., in a talk before 300 members of the

Anti-Petrillo Measure Will Be Debated; Rules Committee Limiting Argument To 2 Hours; No Minority Report

'Exclusivity' Decision Expected In Capital

Final industry decision on the long standing feud between networks and the State Department over the "exclusivity rule" is due next month following the return of the NAB president, Justin Miller.

John Howe, special assistant to William Benton, Assistant Secretary of State, said the Department is anxious to clarify the situation before (Continued on Page 2)

Lady Esther Renews On CBS For 13th Year

Lady Esther, Ltd., has renewed its contract with CBS for the 13th consecutive year, continuing sponsorship of "Screen Guild Players" for 52 weeks on the full web, effective Feb. 11. Program heard Mondays, 10 p.m., (Continued on Page 2)

Fourth Radio Institute Of UCLA-NBC Set For June

West Coast Bureau, RADIO DAILY
 Los Angeles—The fourth annual Radio Institute conducted by the University of California at Los Angeles in cooperation with NBC, will open (Continued on Page 7)

Washington Bureau, RADIO DAILY
 Washington—House action is expected next week on the Lea anti-Petrillo bill following favorable action last night by the House Rules Committee.

The Committee cleared the road for House action on the bill by approving the mild Senate-passed bill, and then agreed to permit substitution of the tougher Lea version.

The Senate bill, first offered by Senator Vandenberg, of Michigan in (Continued on Page 8)

Adopt 5 Resolutions At NAB Denver Confab

Denver—Approximately 100 registrations, representing 30 stations from six states, met here this week at the NAB (district 14) meeting, to discuss improvements in current broadcasting policy.

Resolutions were adopted including: "NAB sales managers committee will continue efforts to improve the (Continued on Page 8)

Ralph Austrian President Of RKO Television Corp.

Ralph B. Austrian yesterday was elected president of the RKO Television Corp., at a meeting of the board of directors. He formerly was executive vice-president. Austrian succeeds Fred Ullman, who remains a director, but who will devote his full time to RKO Pathe.

Milestone

When Arturo Toscanini conducts the 50th Anniversary celebration of Puccini's "La Boheme" over the NBC "General Motors Symphony of the Air," February 10, it will mark a milestone in the long career of one of the world's great conductors. When the Puccini classic was first presented in Turin, Italy in 1896, Toscanini directed the music.



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FINANCIAL

(Thurs., Jan. 31)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Sack Heads Music Dept. Of New Recording Co.

Hollywood—Al Sack, maestro of the CBS "Maise" and "Beulah" shows and formerly associate conductor with Paul Whiteman, has been appointed national musical director for Black and White Record Co., Inc., according to an announcement by Paul Reiner, of Cleveland, president of the company.

Coming and Going

JOHN LEECH, recently appointed director of the Mexico office of the British Broadcasting Corporation, has arrived in Mexico City to take up his new duties.

BEN F. HOVAL, general manager of WSAU, Columbia affiliate in Wasau, Wisc., looked in yesterday at the station relations department of CBS.

HAROLD CASSILL, general manager of WKIP, Poughkeepsie, N. Y., in town yesterday for conferences at the headquarters of ABC, with which the station is affiliated.

ED BEGLEY, radio actor, off to Hartford, Conn., on a "March of Dimes" assignment. He'll return after the week-end.

CARTER M. PARKAN is in town. He's the commercial manager of WDOD, CBS outlet in Chattanooga, Tenn.

MARION O'HARA, manager of ABC's Mansfield, Ohio, station, WMAN, in New York this week for talks with officials of the network.

LARRY SURLS, Jr., account executive in the Co-Operative Program Division of the American network, is expected back today from a four-day trip to Washington, D. C.

CARL OSWALD, Mutual network's traveling representative, and MORTON DOWNEY have returned from Milwaukee, where they participated in that city's Centennial Celebration.

EVELYN KNIGHT, vocalist, is in Baltimore, where today she opens a return engagement of two weeks at the Club Chanticleer.

JOSEPH M. SEIFERTH, audience promotion manager at WJZ, is flying over the week-end with a group of entertainers to Virginia, where he will conduct his 450th, 451st and 452nd shows at Camp Pickett and the Macguire General Hospital in Richmond.

DWIGHT COOKE, chairman, and ROBERT ALLISON, director of the Columbia network's "People's Platform," leave today for Washington, D. C., where tomorrow's program will originate.

KECA Wins First Prize In Chelsea-ABC Contest

(Continued from Page 1) Following judging of the promotion campaigns by a committee of trade paper editors. Second honors went to WING, Dayton, Ohio, with five other prizes going to WROK, Rockford, Ill., WGAC, Augusta, Ga.; KGFF, Shawnee, Okla.; KXEL, Waterloo, Ia., and KFMB, San Diego, Calif. First prize in the contest was a \$1,000 Victory bond; second, \$500, and five additional prizes of \$100 each.

The station promotion contest ran from November 6 to December 18, 1945. Awards were to be based on originality of ideas and extent of coverage. Size of station was to be taken into consideration.

The judges: Frank Burke, RADIO DAILY; Eldridge Peterson, Printers Ink; Reginald Clough, Tide; George Rosen, Variety; Lou Frankel, Billboard; Florence Small, Broadcasting; Doris Lawton, Advertising Age.

'Exclusivity' Decision Expected In Capital

(Continued from Page 1) Before the next major speech of a high government officer. Secretary of State Byrnes is scheduled to speak over the air early next month, but since the address is sponsored, the question of exclusivity will not arise.

Preliminary discussion between network representatives and NAB officials have already been held, but no final decision has been made.

An NAB spokesman said the situation would have to be ironed out soon. Miller is expected back on February 5.

Kay Kyser's "College" Begins Ninth Year Feb. 7

West Coast Bureau, RADIO DAILY Hollywood—Kay Kyser's "College of Musical Knowledge" starts its ninth year of broadcasting on February 7. It is broadcast on 139 stations of the NBC network.

Louis-Conn Coverage To Include Radio, Tele

(Continued from Page 1) NBC for airing over WNBT and for transmission via coaxial cable to Philadelphia, Washington and Schenectady, it was stated. The web's video chief, John F. Royal, met with Mike Jacobs, promoter of the championship bout, on Monday, presumably to set final arrangements. Named as a possible sponsor was the "Saturday Evening Post," which had the Army-Navy game tele rights. The price involved, said to be "fantastic," probably will not be too far behind the radio figure.

Lady Esther Renews On CBS For 13th Year

(Continued from Page 1) (EST), originates at KNX, Los Angeles. The Biow Co. is the agency. Philip Morris & Co. has renewed its Friday 9-9:30 p.m. (EST), slot over the full CBS net for 52 weeks, replacing "It Pays To Be Ignorant," with a new comedy show by Abe Burrows, "Holiday & Co." tonight. Renewal was negotiated through Biow Co.

Morency Named Vice-Pres. Of Travelers B'casting

Hartford, Conn.—Paul W. Morency has been appointed a vice-president of the Travelers Broadcasting Service Corp., it was announced by J. W. Randell, president. Morency has been general manager of the Travelers outlet, WTIC, since 1929.

A former field service manager with the NAB, Morency has continued activity in that organization, serving as a member of the board of directors, the executive committee and various other NAB groups.

WNBT Signs Mack Triplets

The Mack Triplets, vocal trio, have been signed for four appearances on television station WNBT.



Mimi's got the right idea

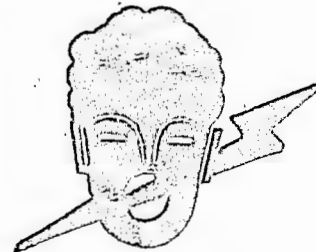
Mimi is a Rhesus monkey. They rarely breed in captivity, but Mimi broke the jinx and now she won't let anybody get near her baby. She even clutches it as she swings around her cage.

The jungle wariness and survival may not be an exact analogy for business and the battle for brands that's just ahead. But it's close.

If your plans of not letting anybody get near your baby indicate radio, we'd like to tell you about W-I-T-H in Baltimore.

It's the successful independent that produces more listeners-per-dollar-spent than any other station in this big five-station town.

These are the facts to clutch on to. Glad to show them to you.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

KSJB Jamestown North Dakota. Represented by North Central Broadcasting System, Inc. C. P. ISSUED—NOW CONSTRUCTING 5000 WATTS 600 ON THE DIAL CBS—MBS

EDMUND C. BUNKER
Joins Avery New York Office

A southern gentleman, educated in South Carolina, Ed Bunker forsook a legal career to enter radio in 1934.

His experience covers every phase of the radio field. He has been in turn control operator, announcer, writer, program director, salesman and regional sales representative for a leading southern station. After four years of regional selling experience, he went to work for Uncle Sam in 1942 as a Naval Aviator.

Now, back in civilian life, Ed automatically returned to radio advertising. Since he believes in the policy of aggressive activity in radio representation, he naturally joined Lewis H. Avery, Inc. He brings well-rounded experience to a fast-growing organization of seasoned station representatives.



Photo by BACHACH

LEWIS H. *Avery* INC.
Radio Station Representatives

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

544 Market Street
San Francisco, Calif.
DOuglas 5873

315 W. Ninth Street
Los Angeles, Calif.
TUcker 2095

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

LOS ANGELES

By RALPH WILK

AL RACKIN has taken Dick Pittenger as partner in his publicity business, which henceforth will be known as Rackin-Pittenger Publicity. Recently released from the Coast Guard, Pittenger formerly worked at 20th Century-Fox and RKO Radio studios.

In response to popular demand, Ronald Colman and his wife, Benita Hume, will play a return engagement on the Jack Benny program on Sunday, Feb. 3rd, but as an added attraction, Jack will also have as his guest noted concert violinist Isaac Stern, with whom the comedian will play a duet.

Absent from the KFWB microphone for two and a half years, spent with the Field Artillery in the European war theater, Dick Garton has returned to the announcing staff of the Warner Bros. station. Also due back at KFWB after almost three years in the Army is Fred Dodge, accountant.

Ned Hullinger, formerly of the "Chicago Daily News" staff, and before that with the Evanston (Ill.) "News-Index" and "Gary Post-Tribune," has joined the publicity department of ABC. During the war he served in the Navy as a lieutenant commander, seeing active service in both the Pacific and Atlantic theaters of warfare.

Radio Station KMPC has presented to the Los Angeles schools, 800 framed, engraved reproductions of General MacArthur's address aboard the "U.S.S. Missouri" on Japanese Surrender Day.

In the name of G. A. Richards, president of KMPC, Robert O. Reynolds, vice-president and general manager, made this presentation to Vierling Kersey in a special radio broadcast Saturday, January 26, 1946, commemorating General MacArthur's 66th birthday. Mr. Kersey, superintendent of the Los Angeles City Schools, acknowledged the presentation for the Board of Education in a brief talk to the radio audience.

The copies of these addresses will be placed in the school rooms of the City's Public Schools as a testimonial to a great American.

Beaton Joins Mutual

Lt. Comdr. John Beaton, USNR, has joined the Mutual sales staff after three and a half years on active duty. For ten years before entering the Navy, he was passenger sales manager of American Airlines. While in service he saw action in North Africa, Italy and France.

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



Memos Of A Midnigher. . . !

● ● ● Insiders insist that there's a dark horse—never mentioned in any publicity yet—who'll be in at the finish when Crosby does sign a new contract—Churchill offered 100 G's for 30 lectures in the U. S. Wildroot picked up Woody Herman's option long before it was up. . . . 30-year-old Andy Heiskell, new publisher of Life mag. replacing Roy E. Larson. . . . Cosmo Records have guaranteed Hal McIntyre and Tony Pastor a production figure of over a million records a year. . . . New gadget has been developed for the juke box which will permit commercials to be read between records. . . . "Break The Bank" tomorrow nite will have \$4,030 on the line—the biggest cash payola ever offered on a quiz. Last week, a guy came within half a cent of smashing the old bank. Question was: what's the smallest bill ever printed in the U. S.? Correct answer is 3 cents—but contestant fizzled out with two and a half. . . . Van Johnson's 1st radio appearance in N. Y. will be on the Kate Smith ailer Feb. 8th. . . . Street scene: Jimmy Stewart requiring the aid of two cops to get him through Times Sq. autograph-seekers. . . . Gov. Davis, of La., will tour Central America with his hill-billy ork. . . . A Coast radio comic complained to his sponsor that the musicians on the show refused to laugh at his jokes. The sponsor merely pencilled back a note: "Get funnier jokes."

★ ★ ★

● ● ● Our Hat's Off Dep't: Jack Bailey's emceework on "Queen For A Day" Lionel Hampton's Decca disc of "Hey Ba-Ba-Re-Bop," his best this year. . . . CBS' "Theater of Romance," a Sherman and Marquetching. . . . Warde Donovan's interpretation of "Seven Days A Week" on his NBC coast-to-coaster. . . . Count Basie's "Queen Street," a hot fave at the juke boxes. . . . Jerry Lester's nimble clowning at the Copa, which puts him one-two-three with any comic in the biz. . . . Joy Hodges in "Honeymoon In N. Y."

★ ★ ★

● ● ● Thoughts While Strolling: If contestants could vote for the quizmaster who puts them most at their ease, Kay Kyser would come in the money. Wanna bet? You'd be surprised how many of the middle-aged gals miss Frank Munn's tenoring. . . . Before many years pass I have an idea that Lawrence Tibbett will open up a vocal studio for aspiring youngsters who eye the Met. . . . Joan Edwards gets fan mail from listeners who ask about her baby's health and advice on how to bring up a kid and keep up a professional career. . . . One of the waiters in a Radio City restaurant makes twice as much coin peddling silk stockings on the side as he does serving on the tables. . . . Biggest opening in years will be the Louis Prima prima-yer Wed. nite at Nat Moss' 400 Club. Selebs galore expected. . . . Duke Ellington is the composer who likes playing medleys of other fellows' tunes. . . . Jerry Gray's conducting-arranging job on the Philip Morris ailer will get him a big recording contract soon. . . . Tom Reddy, who announces "Ladies Be Seated," attracting M-G-M's interest Sudden thaw: The Merry Macs need a big record in a hurry. . . . Billie Burke can do more for fluttery speech than anybody else, yet away from the mike, she's soft spoken and dislikes the character.

★ ★ ★

● ● ● Ticker Tape: Jack Rubin proudly showing off his strapping 19-year-old sailor boy, Richard J., in town on shore leave. . . . Bill Berns and Bill Raidt have a new quizzer ready tagged "Vox Mom," whatever that is. . . . John Irving Fields' press job on "Gangbusters" landed his client on the front page again last week. . . . Johnny Graff, former writer-producer at WEEI, Boston, doing some shows here. . . . Mutual interested in new quiz idea by movie press agents Len Golos and Sam Brody. . . . Bob Shaw, co-author of "Mr. D.A.," vacationing in Havana shortly. . . . Fred Allen once told Sinatra he oughta get some exercise. "I do," replied the Voice. "When I'm thru in the bathtub, I pull out plug and battle the current."

CHICAGO

By BILL IRVIN

ILLINOIS Meat Company, through Arthur Meyerhoff and Company, will begin sponsorship of "Two-Ton Baker," well known Chicago radio piano-chatter virtuoso on Saturday, Feb. 2, over WLS from 9:45 to 10 a.m. (CST). Contract is for 52 broadcasts with Jan. 25, 1947, the expiration date.

Dale Harrison, Chicago "Sun" columnist, inaugurated a 15-minute Sunday series Jan. 27, over WIND at 12:15 p.m., under the title "Dale Harrison's Sunday Story." Harrison relates some incidents during the preceding week that in his opinion, rate feature billing and also reads selections from his scrapbook of poems and paradoxes. Program is sponsored by Gibby's Restaurant through United Broadcasting Company of Chicago, contract is for 52 weeks.

John B. Moser, formerly general counsel for CBS in Chicago, and recently discharged from the Armed Forces after 27 months as a special agent in the Military Intelligence Division, has opened law offices at 209 South La Salle Street, Chicago, specializing in the fields of radio broadcasting and State and Federal regulation of foods and drugs.

"A Date For Daddy" is the new title of the Holsum Products program over WGN at 3:15 p.m. (CST), Monday through Saturday. Under its new format a board of three judges, picked from the studio audience, each day selects a winner among the women interviewed by Emcee Tommy Bartlett. The winner receives the "Date For Daddy" award, which includes two tickets to the Olsen and Johnson stage hit, "Laffing Room Only," dinner at the College Inn of the Hotel Sherman, flowers, a facial, manicure, hair styling and a special hand-made creation by one of Chicago's leading milliners. In addition, the winner's husband receives a number of personal gifts, including a wallet, tailored sport shirt, tie and the use of a Tuxedo for the evening. If the couple has a child under two years of age, they also receive six months' free diaper service. The program, formerly titled "Meet Tommy Bartlett," is sponsored by Holsum Products Company, Milwaukee. Account is serviced by Arthur Meyerhoff and Company, Chicago.

THE LARGEST BUYING AUDIENCE IN NEW YORK MARKET

is available on

1380Kc—**WBNX**—5000 Watts

EVERY HALF HOUR BEGINNING AT 12:55 P.M., MONDAY THRU SATURDAY—ARMSTRONG PUBLICATIONS BRING YOU THE COMPLETE RESULTS OF RACES AT ALL MAJOR TRACKS.

SEVERAL CHOICE SPOTS ARE STILL AVAILABLE—GET THE FACTS NOW—Wm. Moore, Mgr. WBNX, MEIrose 5-0333



Poppele Declares Television No Threat To Other Media

(Continued from Page 1)

mercially unborn" industry. On the other hand, he made it clear that the possibilities of video have not, however, been overrated, and sounded a note of warning to those who might seek to "stem the television tide" for fear of its effect upon existing enterprises.

The commercial aspects and possibilities of the new medium are many and diverse, he pointed out, but declared that "we haven't the faintest notion today exactly how television is going to affect us 10 years hence. A careful study of the subject seems to indicate that it promises to be a lively, commercially profitable enterprise in that time—without replacing existing media."

The TBA president declared that commercial television is here—"undeniably"—as indicated by his prediction that the first quarter million receivers to leave the production lines will probably be in the hands of the public, in cities like New York, Philadelphia, Chicago, Los Angeles and their immediate environs—before the end of 1946. "Thus we may assume," he added, "that the first impact of tele competition on existing media will be felt either late this year or early in 1947."

At this point Poppele referred to the recent hearings in Washington conducted by the FCC in the granting of television channels in Washington, and predicted that the capital city will "spearhead the industry."

He also pointed out that radio commercials requiring "vivid visualization" will find in television a more forceful media, and that radio will eventually have to rely on new methods, and new approaches. "Television," he said, "therefore, becomes a principal threat to its sister art, but certainly not to the degree of overshadowing it completely."

Although a "segment" of the film

industry has looked askance at television for some time, the moviemakers stand to fare a lot better with the new medium than radio, Poppele said, since the motion picture industry can compete directly with the home broadcaster by installing theater television equipment,—and by reason of its "established wealth, get a corner on many major events that lend themselves to television." Here he referred to the apparently favorable attitude toward television that Mike Jacobs, New York boxing promoter, is taking toward tele as a second outlet for his major fights. In this regard Poppele predicted that the figures for the television rights of the Louis-Conn fight in June would be "fantastic." He also indicated that an announcement would be forthcoming shortly on the event.

Sees Newspapers Benefited

The AMA group was reminded by Poppele of the "trepidation" among newspaper publishers and magazine executives when radio caught on as a commercial art during the middle 1920's, but emphasized that the effect has been nothing but beneficial. "Radio is 25 years old and still the circulation of magazines and newspapers just grow and grow and grow," he said. Another very important angle in the matter of a market for receivers will be the probable increase in leisure hours of the average working man,—when the nation settles down to peacetime manufacture and production. Poppele was of the opinion that the work-week standard may settle "at 36 or 38 hours," thereby providing enterprising tele producers, etc., a challenge to make their own interests more attractive to the country's millions. "I make this point to emphasize the contention that there is enough room for every medium in our world of tomorrow," he said.

WHN To Broadcast "Millrose Games" Saturday

WHN will broadcast the famed Millrose track meet at Madison Square Garden, Saturday 9-11 p.m., with Marty Glickman, outlet's sports director doing the description and Bert Lee handling the color. Subsequent meets to be carried by the indie include the National AAU Championships, the IC-4A meet, and the Knights of Columbus games.

Mel Ott On WNEW

Mel Ott, manager of the New York Giants, guests on the Army recruiting program "We Guard The Peace," on WNEW tonight 9-9:30 p.m. Also heard will be Muriel Gaines Trio, Pfc. Buddy Moreno and 378th ASF Band. Written by Cpl. Hillard Rose, program is under supervision of Capt. Arthur Donnelly. Kerby Cushing directs. It will originate at the Henry Hudson Hotel gym.

New Series On WOR-MBS To Replace "Whisper Men"

"Twenty Questions," a modern version of the old and popular parlor game, will make its radio debut on Saturday, February 2, over WOR-Mutual. Program will be heard from 8 to 8:30 p.m. EST.

Bill Slater, MBS sports commentator, and moderator of WOR's teenage program, "It's Up To Youth," will be conductor of a new series of game quizzes in which objects and persons suggested by listeners are identified through a limited number of questions by the panel of experts. Panel members will include Herb Polesi, radio producer; Fred Van Deventer, news commentator; Florence Rinard, musician and teacher; and Bobby McGuire, high school student.

Program will replace the "Whisper Men" series, formerly heard at this time.

PROMOTION

AFA Booklet

"Jobs in Advertising," is the title of a sixteen-page booklet recently issued by the Advertising Federation of America and written by Alfred T. Falk, the director of the Federation's Bureau of Research and Education. The publication is designed to be particularly helpful to returning servicemen and women in advertising as a career. Enclosed in the booklet is a concise explanation of the occupational set-up in the advertising field, with descriptions of the different kinds of advertising jobs and the various types of businesses which employ advertising personnel. Included also in the booklet are some helpful suggestions on how to locate the beginner's job, and lists a number of other sources of information about advertising and its vocational opportunities.

In Praise Of Coffee

Emphasizing how promotion of programs can be intensified to benefit station, agency and sponsor, WXYZ, Detroit, went to work on "I've Got Your Number," a twice-weekly quarter hour "give-away" program using recordings. Co-operating with Kenyon & Eckhardt, the agency for Borden's Instant Coffee, the station wrapped up postal mailings to 800 grocery outlets, placed display material in 200 stores, built over 40 counter displays and 3 window displays and used newspaper advertising. Special merchandising feature was the courtesy announcement each week given to a different grocery chain or independents.

CAB Increases Budget For First Quarter Of '46

The CAB board of governors has approved an increased budget for the first quarter of 1946, enabling organization to continue its previously announced expansion program. The increase is nearly 50 per cent over the budget for same period last year.

In addition the board authorized its chairman, Bernard C. Duffy, to appoint a committee to study all aspects of radio audience measurements, and to report on the future objectives, technical and administrative policies of CAB.

FOR SPECIALIZED
DELIVERY

Call
HOLLYWOOD
MESSENGER & EXPRESS

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: GLADSTONE 2244

WILLIAM STRAUSS and **HERMAN UCH** have returned to WQXR, following service in the Army. Strauss, who remains the announcing staff, served as a captain in the Adjutant General's Dep't. Uch, who returns to the engineering staff, served as a radio intelligence officer in New Guinea, the Philippines and Japan.

Returned to the art department at Benson & Bowles, Inc., are **BILL COE**, who served with the Army in the Pacific, and **PHIP HOOKER** and **JOHN GRAF**, both with two and a half years' service in the Navy.

RAY MILICI, discharged from the Marine Corps with the rank of first lieutenant, has joined the sales staff of WOV, New York. . . . **BILL GORDON**, released from the Armed Forces, has returned to his former position as an announcer with the station.

RICHARD BLOW has joined the WNEW staff as a member of the continuity department, after serving as a pilot with the Navy Air Corps for three years. . . . **BILL COLE**, former petty officer with the U. S. Navy, has returned to the WNEW staff after an absence of three years. He is replacing Solomon Odessky of the mail room, who leaves for the Army this Friday.

Breneman Starting Tour To Plug Show And Picture

West Coast Bureau, *RADIO DAILY*
Los Angeles—Tom Breneman will pack up the orchids, wishing rings and other props of his "Breakfast In Hollywood" network program February 3 for a two months' personal appearance tour with his new film.

The picture version of "Breakfast In Hollywood" will be preemed at the Oriental Theater in Chicago February 7. Following the initial showing it will open February 14 in Milwaukee, February 15 in Detroit, February 26 in St. Louis, March 5 in Houston, March 11 in Dallas and March 13 in San Antonio.

During the tour, Breneman will broadcast from the theater where the picture is showing, without the usual breakfast for the audience but with all the rest of the regular routine.

Lincoln Dinner On ABC

ABC will broadcast the annual Lincoln Day dinner of the National Republican Club, Feb. 12, 10:00-10:30 p.m., EST. Chairman Walter Hope will introduce the speakers, Herbert Hoover, Governor Thomas E. Dewey and Governor Edward Martin of Pennsylvania.

Governor Martin will also be heard at the Congressional celebration of the event on Feb. 7, 10:30 p.m., over NBC. Rep. Raymond S. Springer will give the introduction.

AGENCIES

Comparing Advertising Media Difficult, Says ARF Executive

GARRY CARTER, managing director of Frontenac Broadcasting Agency, and one of Canada's better known of the younger radio executive figures, has formed Garry J. Carter & Associates. The new company will occupy offices with Charles Michelson, Inc., at 67 West 44th Street, New York. Garry J. Carter & Associates will be exclusive distributors in the United States of "The Happy Gang," Canadian transcribed program.

RALPH NEAVE, JR., formerly research director of Sherman K. Ellis & Co. and more recently with the Lambert Company, has joined Brown & Weir, Inc., as director of the agency's Research Department.

LAWRENCE E. WITTE, formerly with the radio publicity department of N. W. Ayer & Son, Inc., New York, and the public relations staff of Westinghouse Electric Corp., Newark, N. J., has joined the radio staff at the National Public Relations Division of The American Legion, Indianapolis, as a radio script writer. A veteran of World War II, he entered the military service in October, 1942, and was discharged December 2, 1945, as a personnel sergeant major with the 63rd Infantry Division.

FRED YOSCA has joined McCann-Erickson's foreign department after three years with the Combat M. P.'s in Africa, Sicily and Italy.

HAROLD STONE has joined Pedlar & Ryan, Inc., in an executive capacity. For the past three years he has been with the Treasury Department in charge of all war and Victory loan drives.

HELEN MULVANNERTON has joined McCann-Erickson's foreign department after a year in Italy and Germany with the Red Cross. Previously she was with American Airlines.

CHARLES F. GANNON, Benton & Bowles' vice-president in charge of public relations, will supervise the agency's service.

GENE SHEFRIN, formerly with 8th Air Force public relations, and **JACK OLKEIN**, ex-"Newsweek" staffer, both just out of the Army, have joined the Fred Stengel publicity office.

NBC To Honor Boy Scouts On Special Coast Show

West Coast Bureau, RADIO DAILY
Los Angeles—NBC will celebrate the 36th anniversary of the Boy Scouts Feb. 9, with a special program from the Shrine Auditorium, featuring Edgar Bergen, Roy Rogers, Ralph Edwards and the Mitchell Boys Choir. Dr. Elbert K. Fretwell, chief executive of the Boy Scouts, will speak from New York. Program will be heard over the web at 6:00 p.m., and over WEAJ at 11:30 p.m., EST.

Attempting to compare the effectiveness of one advertising medium with another, such as newspapers with radio, is both impractical and impracticable, A. W. Lehman, managing director of the Advertising Research Foundation told members of the New York Chapter of the American Association of Newspaper Representatives last week at its monthly luncheon.

"Because the Advertising Research Foundation conducts the Continuing Study of Newspaper Reading, and because I am affiliated with the Cooperative Analysis of Broadcasting, I am asked occasionally how to compare readership and listenership ratings," Lehman said. "The answer is that it cannot be done statistically."

Cites Differences

"Membership of newspapers and radios are two entirely different things," he continued. "A different technique is used for each. Different results are obtained from each. The very factors involved in each measurement are different. Experienced research men readily recognize these differences."

Among the major differences pointed out by Lehman between the two media included: interviewing methods, size and composition of sample, size of interview areas, the time of interviewing, in addition to the fundamental differences between the two media.

The Continuing Study of Newspaper Reading, he said, employs the recognition method of interviewing in which an admitted reader is asked if "he happened to see or notice anything" on each page of the paper being measured. The Cooperative Analysis of Broadcasting employs the telephone coincidental method of in-

terviewing in which each respondent is asked to identify the program to which he was listening as well as the station to which he was tuned when called.

The newspaper study uses a parallel sampling method, usually covering 250 men and 250 women, with interviews distributed to approximate as closely as possible the circulation of a newspaper throughout a city. The C.A.B. uses a random sample, with phone calls being made simultaneously in 81 cities of 50,000 or more population. The average half-hour night program has a national sample of nearly 4,000 calls.

"In the newspaper study," Lehman pointed out, "we show a specific advertisement to a reader and determine whether he has read it, and how much of it he has read. The ad itself, or if you prefer, the commercial alone, is measured. But in radio, we measure the entire program, not the commercial alone."

"A newspaper's readership usually involves just one city. But our radio listenership involves 81 cities. The population of a city in which a newspaper is surveyed may number 15,000 or 100,000. But the radio-interview cities have populations of 50,000 or more, and the interviews are conducted simultaneously."

Lehman urged that the various media devote their energies to improving and strengthening themselves, and adhere to a strong positive sales program in soliciting advertising.

"Sell your medium, show where and how it is strong and effective, sell it on its own two feet instead of selling against other media. Through research, make your own medium so strong and effective that it will sell itself," he said.

Vivian Acord Appointed To ARC Radio Post

Alexandria, Va.—Vivian Acord, formerly with KHJ, Hollywood, and recently returned from overseas duty with the Red Cross, has been named chief of the radio section of the ARC's information staff for the Eastern area, which comprises the states of Virginia, West Virginia, Maryland, Pennsylvania, Indiana, Ohio and Kentucky and the District of Columbia.

In her 32 months in the Mediterranean and European theaters, Miss Acord was program director in club service and later public information representative. Prior to joining the area staff, she was attached to the radio section of national Red Cross headquarters in Washington.

Young Subs For Gardner

Alan Young takes over as temporary manager of NBC's "Duffy's Taverns," Feb. 15, 8:30 p.m., EST, while Ed "Archie" Gardner takes time out for a tonsillectomy.

Henry Cox Appointed WJZ Acting Program Mgr.

John Hade, program manager of WJZ, has been granted a one month leave of absence in order to recuperate from a recent siege of the flu. Henry Cox, an assistant program supervisor of the American Broadcasting Company, has been appointed acting program manager of WJZ, according to an announcement made by John H. McNeil, station manager.

Philco Wins Verdict

Montreal—Chief Justice W. L. Bond handed down judgment in the Superior Court in Montreal in January, granting the petition of the Philco Corporation of Canada by making absolute and perpetual an interlocutory injunction granted last February, restraining Wolf Bialik, his employees and agents from making use, in connection with the manufacturing or sale of neckwear, of the word Philco. Respondent was also condemned to \$100 damages for having infringed the petitioner's trademark.

EQUIPMENT

New Record Changer

New automatic record changer, utilizing three shelves instead of the usual one or two, has been announced by E. S. Needler, manager of the special products sales division of the Farnsworth Television and Radio Corp., Fort Wayne, Ind. The advantage of the new changer is that it prevents the causing of cracks in records due to chipping of the center hole, by holding down chipping to a minimum. Officials expect production on the new record-changer to begin at the Marion, Ind., plant sometime in January, provided adequate materials and parts can be obtained.

Crosley Names Works Manager

Appointment of H. W. Deuker, works manager of the Cincinnati plants of Crosley's manufacturing division, has been announced by F. J. Schotters, vice-president in charge of production. Deuker has been with the firm since 1941.

F. D. Phillips Retires

F. D. Phillips has retired as manager of the Westinghouse branch Peoria, Ill., and has been replaced by Clarence G. Ward, who joined the organization in 1928. Ward served as officer manager and apparatus and supply salesman before assuming his present duties.

Realignment At S-C

Realignment of several positions in Stromberg-Carlson's engineering and research division was put into effect recently, with Roger T. Furr becoming chief technical service engineer in charge of several sections. The instrument lab became part of the research department under Benjamin Olney, while Howard H. Brauer assumed charge of the business phase of the division. Oliver L. Angevin, Jr., was appointed chief sound equipment engineer.

Gets RCA-Victor Adv. Post

John C. Marden has been named assistant advertising manager and sales promotion manager of the RCA-Victor home instruments department. William H. Tindall and Frank Schmitt have been appointed staff assistants. Marden served as a procurement official for RCA in Washington during the past four years.

G. E. Program Renewed

"G.E. House Party" has been renewed by the General Electric Company of Bridgeport, Conn., for 5 weeks on the full CBS network. The daytime show, which has just celebrated the completion of its first year on the air, features Art Linkletter as "Master - of - Informalities" and is heard Mondays through Fridays, 4:45 p.m., EST, from Hollywood.

"House Party" is the first of the 54-year-old company's CBS program to be devoted to its Household Appliance Division.

Young & Rubicam, Inc., is the agency.

Porter OK's Measure The Train Radio System

(Continued from Page 1)

by the Commission, first, because it disposes of any question of the authority of the Interstate Commerce Commission to order the installation of such systems pursuant to section 1 of the Interstate Commerce Act and, secondly, because the bill would delegate to the experienced railroad regulating agency, the Interstate Commerce Commission, the responsibility for determining the manner and extent to which train radio communications systems may be installed and operated (in supplementation of or in substitution for existing signaling devices) or discontinued.

Phraseology Reviewed

"While the Commission is thus in entire accord with the general objectives of the bill, the language of paragraph (B) of the bill authorizing the ICC to order a carrier to install a radio train communication system which the ICC might be construed as authorizing the ICC to impose specifications of installation, binding upon the affected railroad, which might possibly be at variance with the requirements of the Commission's rules governing the operation of railroad radio stations. The present form of the bill might also suggest that the prior license for radio station operation required under the communications act is not necessary when a specific order of installation has been issued by the Interstate Commerce Commission. In order to make it clear that this is not the intended interpretation of the bill, it is suggested that paragraph (B) of the bill should be amended by the addition of the following proviso:

"And provided further, that the installation and operation of any train communicating system or portion thereof employing radio for the transmission of energy or communications or signals and requiring a radio station permit or license under the provisions of the Communications Act of 1934, as amended, shall be effected in accordance with the provisions of that act and such applicable rules and regulations as may be issued pursuant thereto by the Federal Communications Commission."

Carson Show To N. Y.

CBS' Jack Carson Show will broadcast from New York later this month when they travel east to play the Strand Theater here. Program regulars, Carson, Arthur Treacher and Tugwell open at the Warner Bros. theater Feb. 22.

Sponsor WABC Early Show

American Home Products Corp., on January 28, became the first sponsor on the early morning WABC program "This Is New York." Campaign, for G. Washington Coffee and Hair Groom, consists of six participations a week. The firm has also signed for five participations weekly in the afternoon broadcast of the show. Agency is Ruthrauff & Ryan.

New Video Sports Show Scheduled By ABC

Schnectady—Benny Leonard, conceded to be one of the greatest lightweight boxing champions of all time, and Vernon (Lefty) Gomez, former New York Yankee pitcher, will be heard and seen on "I Saw It Happen," a new type of sports video show to be aired by the American network beginning Wednesday, Feb. 6, at 7:30 p.m. (EST).

Don Dunphy, sportscaster, on the Friday night Gillette boxing broadcasts over the American Broadcasting Company, will emcee the new program, which will originate from the studios of the General Electric station, WRGB, in this city. The series is scheduled for four successive Wednesdays over WRGB.

An attempt to improve on the usual type of sports interview program, "I Saw It Happen," brings back to video viewers great sports personalities of recent years, with fast-moving dramatizations of sports events and comedy sequences. Dunphy, cast as a veteran sports columnist, plays the pivotal role in introducing the sports stars against the background of a busy newspaper sports department.

Fourth Radio Institute Of UCLA-NBC Set For June

(Continued from Page 1)

its six-weeks session June 24, with eight courses to be taught by NBC personnel in the web's Hollywood studios.

The institute is supervised by Sidney Strotz, vice-president in charge of NBC's western division; Jennings Pierce, manager of public service and station relations; and Dr. J. Harold Williams, director of the summer session at UCLA.

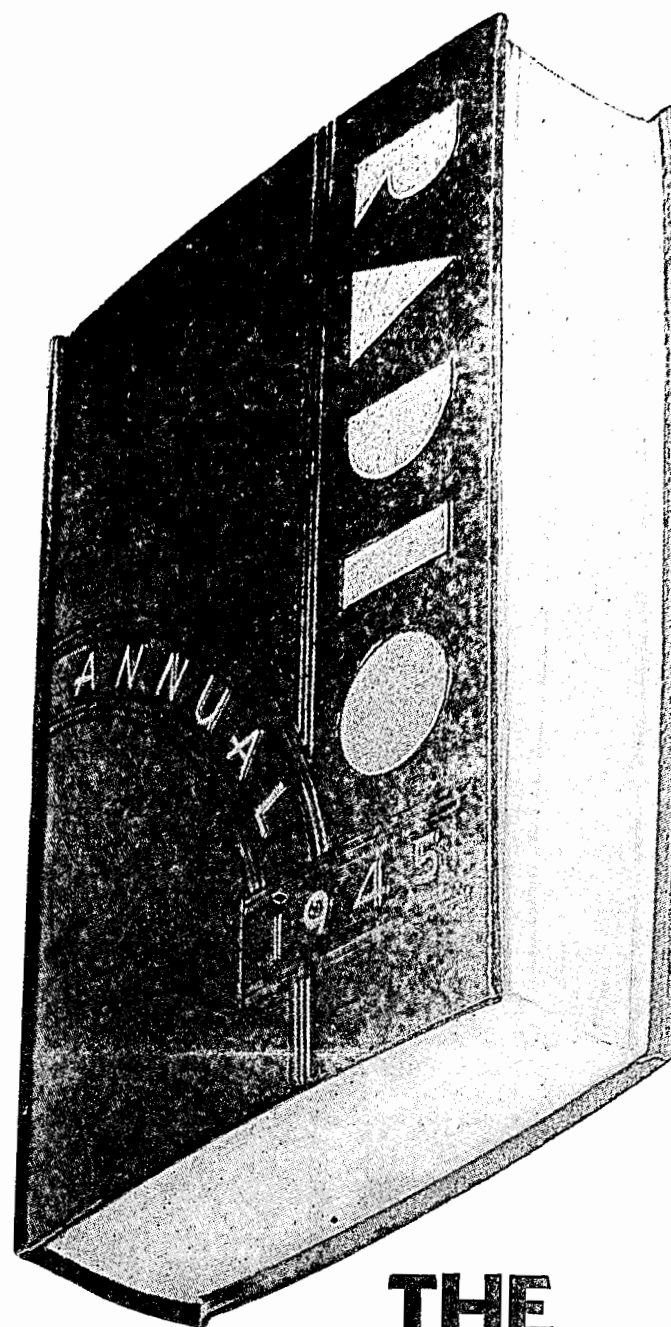
Courses include news and special events preparation, announcing, time sales, control room operations, radio in education, production-direction, scripting, and history and survey of broadcasting.

WMCA Labor Program Bought By Manufacturer

Cap-Tin Development Corp., New York slide fastener firm which recently ran full-page ads in morning dailies urging labor-management unity through arbitration, last night signed for 50-weeks sponsorship of WMCA's "Labor Arbitration" show. All sponsor's messages will constitute pleas for industrial harmony, instead of commercial plugs. Program is heard Thursdays, 9:03 p.m., and is conducted by Samuel R. Zack, labor relations consultant.

Christie, Nesbitt Back At NBC Foreign Posts

James I. Christie and Frank Nesbitt, on military leave from the NBC International division, have returned to the network following the completion of their duties with the U. S. Navy.



THE RADIO ANNUAL for 1946



The industry's most completely
efficient source of reference
— NOW IN PREPARATION —



OUT SOON

Complimentary to RADIO DAILY Subscribers

Debate On Lea's Bill In House Next Week

(Continued from Page 1)

1944, later died in the House. This bill was aimed at Petrillo's Interlochen decision regarding music camps for children. The Vandenberg bill was re-introduced last year.

In setting a rule for the Lea bill, the House committee limited debate on the measure to two hours. At the last minute, Rep. Vito Marcantonio, of New York, decided not to submit a minority report. He made it plain, however, that he intends to fight the bill on the floor of the House.

FCC Announces New List Of AM and FM Applicants

(Continued from Page 1)

Mass., to be operated on 730 kilocycles, power of 1 kilowatt, daytime; Stark Broadcasting Corp., Canton, Ohio, to be operated on 1060 kilocycles, 1 kilowatt, daytime; Dr. Leskie H. Luck and Birdsel McDonald, doing business as Luck-McDonald Co., Fort Worth, Texas, to be operated on 1360 kilocycles, 1 kilowatt; H. M. Suthard and P. M. Mullins, doing business as Mayfield Broadcasting Co., Mayfield, Ky., to be operated on 1320 kilocycles, 1 kilowatt, daytime; the Tower Realty Co., Baltimore, Md., to be operated on 680 kilocycles, 5 kilowatts; WLBG, Inc., Laurens, S. C., to be operated on 820 kilocycles, 250 watts, unlimited.

In another action, FCC granted a construction permit to Associated Broadcasters, Inc., Indianapolis, Ind., to operate on 1550 kilocycles, 250 watts, daytime.

The FCC also granted a petition of Van Curler Broadcasting Corp., Albany, N. Y., that its application for a new station to operate on 1460 kilocycles, 5 kilowatts, unlimited, to be designated for consolidated hearing with applications of Fort Orange Broadcasting Co., WHEC, and Albany Broadcasting Co.

The eight additional FM stations follow: Maryland: Hagerstown — Hagerstown Broadcasting Co., WJEJ, Metropolitan.

Missouri: St. Louis—St. Louis University, WEW, Metropolitan.

New York: Syracuse—Radio Projects, Inc., Metropolitan.

North Carolina: Charlotte—Southeastern Broadcasting Co., WBT, Metropolitan. Gastonia: F. C. Todd, WGNC, Metropolitan, possibly rural.

Ohio: Columbus—Lloyd A. Pixlet, et al, D/B as the Pixleys, WCOL, Metropolitan.

Oregon: Medford—Medford Printing Co., KRNR, community.

Pennsylvania: Clearfield — Airplane & marine instruments, Metropolitan.

Petitions FCC

Chillicothe, O. — The Chillicothe Broadcasting Co. has petitioned the Federal Communications Commission for permission to operate a radio station, operating with 100 watts power and unlimited hours.

COAST-TO-COAST

—MISSOURI—

KANSAS CITY—KCKN has created a lot of listener comment with its new novelty program "Disc Diggers." The show, a half-hour weekly presentation with Eddie Clark as record maestro, features the outstanding new disc releases of the week—be they swing, or jazz, plus discussion on the releases' potential popularity. . . . **ST. LOUIS**—KSD has augmented a news department under the direction of Frank Eschen, former program director; Jim Dutson, dramatic copywriter and producer, and Peggy Cave, director of women's activities for KSD. . . . John Tinnea, former program manager of KWK, has been promoted to assistant station manager. Russell Kaiser, formerly production manager, has taken over Tinnea's old lost as program director.

—KANSAS—

TOPEKA—A new 4-H service award, carrying two college scholarships of \$250 each for the outstanding 4-H boy and girl in the State, is being sponsored by WIBW, in co-operation with the Kansas Extension Service. The winning boy and girl will receive a \$100 educational trip and speaking tour of the State. . . . Luncheon clubs of Topeka are now being served with the latest news during their noon meetings by use of a straight wire hookup used by WIBW.

—PENNSYLVANIA—

PHILADELPHIA—Kenneth Stowman, assistant to Roger W. Clipp, WFIL president, has announced the institution of a monthly award of merit to designated employees. The award, which comprises a printed scroll and twenty-five dollar Victory Bond, is presented for outstanding service, loyalty, integrity, ingenuity and foresight in performing his or her duties. . . . **PITTSBURGH**—Andrew Kasmarik, electronic technician in the Navy, has returned to his post in the WWSW engineering department.

—UTAH—

SALT LAKE CITY—Ralph W. Hardy, public service director of KSL and a member of the program managers executive committee of NAB, was recently chosen by the Salt Lake Junior Chamber of Commerce as the outstanding young man of 1945 in the Utah Capital. The jaycee award commended him especially for accomplishments in county chest, war bond, radio education and church activities. . . . New audience-participation show on KSL five days a week, is "Window-Shoppers' Guild," with emphasis on practical gags. Jack Davies emcees, with music by Gus Farney and his Window Trimmers.

—NEW YORK—

NEW YORK—Captain Hugo Rogers, borough president of Manhattan, and Commissioner Ernest I. Pugmire, National Commander of the Salvation Army, will speak over WHN, Feb. 7, in behalf of the Salvation Army's 1946 fund-raising campaign. . . . **BROOKLYN**—Estelle M. Sternberger, WLIB news commentator, celebrated her first year of broadcasting for the

outlet Feb. 1. Mrs. Sternberger formerly was vice-president of the National Council of Women in the U. S., and together with the late Anne Garlin Spencer of Teachers College, Columbia University, she arranged for the International Congress of Women at Chicago, before the outbreak of the war.

—MASSACHUSETTS—

GREENFIELD—"The Happiness Clinic," a new program designed to help listeners get along better in work and marriage, featuring Dr. Paul T. McClurvin, noted psychologist and lecturer, who reveals the secrets of a happy life as discovered by ordinary people and modern research, will be presented each Monday, originating at the studios of WHAI. . . . John W. Haigis, Jr., for the past three and a half years a weather observer with the Army Air Corps, has been named program director of WHAI.

—OHIO—

CINCINNATI—"Music Preferred," a new program presented over WCKY, aired Mondays through Fridays, invites listeners to send in their requests for musical recordings. The persons whose requests are played will receive a free photograph sitting by the Goldcraft Studios, the photography company, sponsoring the broadcast. . . . A series of programs designed to stimulate the "Master Planning of Metropolitan Cincinnati," is being aired over WCKY on Sundays, under the auspices of the City's Planning Association. Programs are a series of dramatic presentations written by Phil Albright and Walter Kappes dramatizing each week a specific problem of city planning, traffic and Metropolitan matters that are being considered by the association.

—ILLINOIS—

CHICAGO—"The American Story In Song. . . . By Bob Atcher, "a quarter hour presentation highlighting America's heritage of folk melodies, will debut on the new WBBM Monday through Friday series, Feb. 4. Drawing from a repertoire of nearly 10,000 tunes and accompanying himself on the guitar, balladeer Atcher tells the Nation's story in song from the days of the Mayflower to the present. . . . Bill Friman, recently discharged from the Armed Forces where he served with the Office of Strategic Services in England, has joined the sales staff of WIND.

—DISTRICT OF COLUMBIA—

WASHINGTON—WMAL's "Music Box" aired each afternoon, has awarded several record album sets to patients of the Sanitarium at nearby Glendale, Md., for sending in the most unusual song title. Tafton Robertson, master of ceremonies, and Ida Clark, organist on the show, put on a quick campaign last week and as a result a record playback unit was presented to the listeners at Glendale, from the staff of WMAL. . . . Frank Burrow, having served over two years in the Army, has returned to the WWDC announcing staff.

Adopt 5 Resolutions At NAB Denver Conf

(Continued from Page 1)

quality of the commercial phase of broadcasting by eliminating 'catchers hitchhikes'; NAB will make best efforts to secure cooperation of all industries similarly affected by time changes in obtaining Federal legislation establishing uniform time and to bring about voluntary cooperation within the industry to establish uniform time; the district will pledge active support to BMB. I endorse every possible move to make the BMB a permanent organization suggesting steps to be taken at one looking to 1947 survey; district 4 pledges complete and wholehearted support of Justin Miller and his assistants."

Hugh Terry of KLZ was unanimously re-elected district director. The luncheon meeting was highlighted by the speech of John C. Vivian, Governor of Colorado, who was highly praise of radio's cooperation, and optimistic over the future of the winter intermountain area as important answer to broadcasting center of the broadcasting industry.

The 100 registrants were entertained Monday night at the Broadmoor Country Club by Denver station. Hugh Feltis held a special BMB meeting for 35 Denver agency executives Tuesday morning. The meeting resulted in new members for both NAB and BMB which announcements will be made when contracts are made.

Lee Parran Appointed To FCC Information Dept.

Washington Bureau, RADIO DAILY

Washington — Lee Parran, former Ohio newspaper and publicity man, took over this week as assistant director of information for the Federal Communications Commission. He was recently discharged from the Army, having served since 1941, mostly in the Pacific area.

Parran served in the public relations section of the 37th Infantry Division, the Third Army headquarters and the South Pacific Base Command, specializing throughout in radio.

Send Birthday Greetings To

Feb. 1	
John L. Anderson	Frank Engle
James P. Johnson	Betty Lawford
Arch Morton	H. M. Overstreet
Feb. 2	
Paul G. Gumbinner	Cal Tinney
Benny Rubin	Veronica Wiggins
Arthur Billings Hunt	
Feb. 3	
Martin Block	Mary Carlisle
Nelson Case	Charles J. Correll
Nick Kenny	Jack Weldon



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 24

NEW YORK, N. Y., MONDAY, FEBRUARY 4, 1946

TEN CENTS

Color Tele Demonstrated

Royal Explains Stand On Television Films

West Coast Bureau, RADIO DAILY
Hollywood—"NBC prefers not to make its own films for television and will contact film producers to furnish them, but will not limit its deals to any one producer," according to John F. Royal, NBC vice-president in charge of television, who held a press interview here Friday.

Announcement was made of the appointment of Hal Bock as manager of NBC's Hollywood television interests who will also continue as manager of the Western division press dept. Leslie Raddatz will be acting press manager and Richard Eisiminger, assistant manager.

Four Web Leaders Named "Brotherhood" Committee

William S. Paley, chairman of the board of CBS, has been named chairman of the radio committee for the 1946 American Brotherhood Drive, the week of Feb. 17-24. The other members of the committee—all network presidents—are: Niles Trammell, of NBC; Mark Woods, of ABC, and Edgar Kobak, of Mutual. The per-

(Continued on Page 2)

All-American Poll Winners Top First Fifteen List

Fibber McGee & Molly, Bob Hope and the Lux Radio Theater, all winners in the Ninth Annual RADIO DAILY Poll, in that order top the list of the first fifteen evening "Network Cooperatings" in the Jan. 30 report just released.

Average evening audience rating is 10.5, up 0.2 from the last report, up

(Continued on Page 2)

London Talk

Mrs. Franklin D. Roosevelt, American delegate to the United Nations Conference in London, will address the annual Pilgrim's Society Dinner in the British Capital today. Mrs. Roosevelt's talk will be broadcast shortwave from the Savoy Hotel to U. S. listeners over the American network from 4 to 4:15 p.m. (EST). The society promotes British-American amity.

Saving

Washington — FCC announced Friday, that reductions in Interstate telephone rates estimated to save users over \$20,000,000 a year, became effective Feb. 1. Reductions in Interstate long distance telephone rates for distances between 340 and 2,140 miles will save users an estimated \$166,000,000 annually. Included in the reductions are private line telephone, telegraph and telephotograph rates.

Peabody Nominations Made By NYC Group

Walter Winchell, CBS's "Assignment Home," MBS's "Wings for Tomorrow," and the NBC Symphony series have been recommended to the National Board of the George Foster Peabody Awards Committee at the University of Georgia as award winners by the New York City branch of the committee, headed by Mrs.

(Continued on Page 3)

Valentine May Broadcast Short-wave From Tokyo

If ex-police commissioner Lewis J. Valentine, commentator on the "Gang Busters" crime series over ABC, goes to Japan to install a law-enforcement system, as requested by Gen. Douglas MacArthur, there is strong possibility that his radio work will be main-

(Continued on Page 6)

Columbia Shows Improved Video System At Series Of Previews Conducted In New York Headquarters

Interest in high frequency color television was given impetus the past week-end when the Columbia Broadcasting System staged a series of color-tele demonstrations and experts forecast the production of receivers and transmitters during the late fall of 1946 or early in 1947.

The demonstrations, held at CBS headquarters in New York under the direction of Dr. Peter C. Goldmark, director of engineering research and development, and Worthington Miner, manager of the web's tele department, brought out a new appraisal of tomorrow's television. Dr. Goldmark, in answer to a

question on the merits of present day mechanical scanning as compared to proposed electronic color, declared "The best of electronic color will be no better than disc-scanning." Questioned about the cost of proposed color receivers, Mr. Miner ventured an opinion that they would cost only 10 per cent more than monochrome receivers.

It was the consensus of CBS ex-

(Continued on Page 7)

Managerial Changes Within Westinghouse

Philadelphia — Personnel reassignments at three stations and at broadcast headquarters of Westinghouse Radio Stations, Inc., were announced over the weekend by Walter Evans, vice-president and executive head of the firm.

John B. Conley, manager of KEX,

(Continued on Page 8)

Velotta Named To Head ABC News, Spec. Events

Thomas Velotta, who has been director of special events for the ABC network, has been named director of news and special events, it was an-

(Continued on Page 7)

Protest Registered On FCC Zenith Ruling

A strong protest against the FCC denial of petitions by Zenith and GE for use of the 42-50 MC band for FM was registered with the FCC last week. Major reason cited by Arthur Freed, chairman of pioneer FM manufacturers conferences and vice-president of Freed Radio, was unavailability of transmitting equipment for the higher bands. He wrote:

(Continued on Page 8)

★ THE WEEK IN RADIO ★

Television Experts Meet In Capital

By JIM OWENS

WASHINGTON — expected to become one of the most important cities in the Nation, when network television becomes a daily operation — was the scene of the gathering of authorities from various allied fields. FCC chairman Paul Porter told video, radio and advertising executives that "television is ready now," although it will eventually move up to high frequencies. . . . Informal plans for the "biggest broadcast in radio's history,"

were outlined by the Navy Department for coverage of the atomic bomb test in the Pacific this Spring. . . . Independent stations, seeking equal coverage with networks, prodded Navy authorities into including them in the broadcast, which will probably be "pooled."

The four Washington television channels will definitely not be shared by the six applicants. . . . FCC author-

(Continued on Page 8)

Bride Ballyhoo

Boston — When the "Diaper Special" leaves Grand Central Station, New York, at 6:00 p.m., today, carrying thirty-five British war brides and their babies to new homes in Boston, the WBZ special events department will be aboard with microphones for a series of three broadcasts to be made during the trip. The first pickup will be made in Grand Central Station, itself.



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

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

FINANCIAL

(Feb. 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

Intra-Store Tele Show At Jamaica Store Tonight

The first major demonstration of intra-store television as a selling and advertising medium in a New York retail establishment will take place tonight at the Gertz Department Store, Jamaica, L. I., following a one-week postponement of the showing originally scheduled for January 28. The Gertz demonstration will be the second of its kind undertaken on a large scale and will resemble the RCA-Victor showing held a few months ago in Gimbel Brothers, Philadelphia. The Philadelphia demonstration was considered to be a successful indication of the role television will play in retail merchandising and attracted thousands daily.

WM AMERICAN BROADCASTING CO. Plattsburg, N. Y. CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

Coming and Going

JANE KALMUS, publicity representative for Philco's "Hall Of Fame," broadcast Sundays over ABC, returns today from a two-week trip to the West Coast. She will take charge of the New York office of Hutchins Advertising Co., Philco's agency.

EDGAR KOBAC, president of the Mutual network, left town Friday on an extended trip through the Midwest to the West Coast, stopping first to attend a meeting of the Marketing Executives Society at Atlantic City.

JOHN M. OUTLER, general manager of WSB, Atlanta, Ga., and BOB POLLOCK, commercial manager of the station, are in town on a business trip. They will leave New York next Friday.

ALEX TEMPLETON went down to Annapolis yesterday and gave a concert at the U. S. Naval Academy.

SIMON GOLDMAN, manager of WJTN, American network affiliate in Jamestown, N. Y., paid a call Friday at the headquarters of the network.

S/SGT. GEORGE R. TORGE, who before the war was program director of WBEN, Buffalo, N. Y., and who then served for three years with the Third Army under General Patton, has received his honorable discharge and now is renewing old acquaintances in Gotham.

CARL GEBUHR, director of press information at WTOP, Columbia-owned station in Washington, D. C., has returned to the Nation's Capital following a few days in New York.

RICHARD WYCKOFF, statistician of Broadcast Measurement Bureau, leaves today for Chicago, where he will make preparations for the mailing of BMB's half million ballots to determine station business.

WALTER HAASE, station manager of WDRC, Hartford, Conn.; HARVEY OLSON, program manager of the station, and JACK ZAIMAN, president of the "Headliners Club," came into New York late last week for an interview with Arthur Godfrey, which was beamed direct from the CBS studios to Hartford.

All-American Poll Winners Top First Fifteen List

(Continued from Page 1)

0.1 from the corresponding report last year. Average evening sets-in-use reported are 33.1, a gain of 0.3 over last year. Average available audience is 81.3, no change from the last report, and up 1.0 from the corresponding report a year ago.

Radio Theater had the highest sponsor identification index, Frank Sinatra had the largest number of women listeners per listening set with Boxing Bouts the largest number of men listeners, and the Lone Ranger had the most children listeners.

The top fifteen shows and their stars follow: Fibber McGee & Molly, Bob Hope, Radio Theater, Charlie McCarthy, Jack Benny, Red Skelton, Screen Guild Players, Fred Allen, Mr. D. A., Walter Winchell, Great Gildersleeve, Eddie Cantor, Abbott and Costello, Jack Haley, Take It Or Leave It.

John Golden Theater Leased For 3 Yrs. By ABC

The John Golden Theater, located on 58th Street near Seventh Ave., in New York City, has been leased for a period of three years by the American Broadcasting Company, Inc. it was announced jointly by Mark Woods, ABC president, and H. William Fitelson, owner of the theater.

The playhouse, scene of many theatrical classics in past years, will be renamed "The ABC 58th Street Theater," and will be completely renovated. Capacity of the theater is 800 persons.

Block Reaches 11th Milestone

Oleo-voiced Martin Block, mentor of WNEW's "Make Believe Ballroom," celebrated his 11th anniversary with the outlet Saturday. After his theme on his morning broadcast, he segued into Clyde McCoy's recording of "Sugar Blues," the platter that ushered in the initial "Ballroom" broadcast on Feb. 3, 1935.

Four Web Leaders Named "Brotherhood" Committee

(Continued from Page 1)

sonnel of the committee will be announced officially today by Harold E. Stassen, general chairman of American Brotherhood Week, established under the auspices of the National Conference of Christians and Jews.

President Harry S. Truman is honorary chairman of the drive.

Lyle Van On MBS

Lyle Van replaces William Lang starting today on the Kreml news program over the Mutual network, from 12 noon to 12:15, EST, Monday through Friday.

Contract was handled through Erwin Wasey Agency.



How do Homing Pigeons do it?

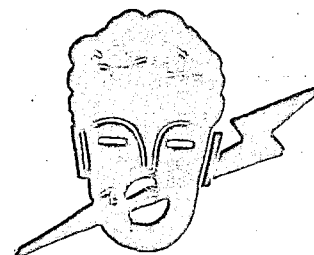
You've probably read of the almost incredible feats of speed flying done by homing pigeons. Some have been known to cover 1,000 miles in two days. But the thing that always fascinated us is their ability to hit their home roost right on the nose.

The ability to hit anything right on the nose doesn't seem to be given to humans. We usually need facts. We usually have to figure things out. The "instinct" to be right just isn't there.

And that's why we're glad we've got the kind of radio facts that make smart time buyers get on the home beam and turn to W-I-T-H in Baltimore.

For the facts show that this successful independent produces the greatest number of listeners per dollar spent in this five-station big town.

If you'd like to get home in Baltimore, W-I-T-H belongs at the top of your budget.

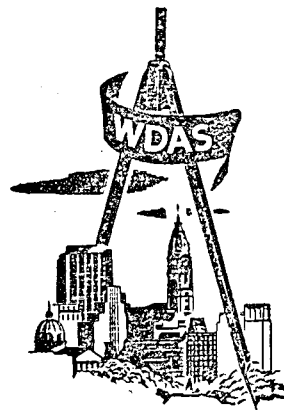


W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Coverage

... in Philadelphia



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

New York Peabody Committee Makes 1945 Recommendations

(Continued from Page 1)

Luella S. Laudin, radio chairman of the National Council of Women of the U. S.

This is the first time that the New York committee has made public its recommendations to the National Board since the establishment of the awards in 1940. The local group's recommendations were prefaced by the statement that the committee recognized "the need for giving special recognition to those radio programs which displayed an awareness of such contemporary problems as group tensions, the readjustment and rehabilitation of the returning veteran, and the conservation of youth," and "developing understanding and goodwill between nations, groups and individuals as one stepping stone to a lasting peace."

Winchell, who is heard over ABC, was cited "for his continuous fight against tyranny, treachery, appeasement and fascism." A special award was recommended for Edward R. Murrow, of CBS, "for his outstanding service to public understanding in the field of foreign news reporting." Cecil Brown, of MBS, received honorable mention.

"Assignment Home" was recommended "for a consistently high-

grade job . . . in presenting the challenging problem of the rehabilitation and readjustment of the returning veteran." Also cited for their contribution in this field were "When He Comes Home," WMCA; "Wings for Tomorrow," MBS, and "Opinion Requested," MBS.

Recommended for special awards by the public service subcommittee were WOV's "Mr. Columbo Discovers America" and "My Little Boy," CBS Textron Theater show.

For their contributions to improving race relations, "Wings for Tomorrow," MBS; "New World A'Comin'," WMCA, and "Opinion Requested," MBS, received honorable mention.

Corwin Cited

Norman Corwin was recommended for an award in the field of "outstanding entertainment in radio drama," and his V-E Day script, "On a Note of Triumph," aired over CBS, received special mention for striking "a new high in radio dramatic art." For the "outstanding dramatic presentation for an individual radio station in 1945," WMCA was cited by the committee for "New World A'Comin'."

The NBC Symphony series was recommended for the Peabody Award in the music field "because it is the most impressive assemblage of performers solely for radio concerts of a high character." Also cited was WQXR's "Getting Your Music's Worth."

Cited in the educational field were NBC's "Our Foreign Policy" and CBS's "Transatlantic Call." "Youth Forum" on WQXR was recommended as an "outstanding children's program," with an honorable mention to WOR's "It's Up To Youth."

The report to the national body indicated a tribute to the New York City Radio Committee, headed by Morris Novik, which co-ordinates the participation of local outlets in civic affairs, and recommended the adoption of the plan by other cities.

KSD Plans Coverage Of Cardinal Consistory

St. Louis—Frank Eschen, director of special events at KSD, will fly to Europe to provide direct radio coverage of the consistory at which four new American Cardinals will be invested with their robes of office.

Broadcasts from Rome, Dublin, London, Paris and possibly Berlin will be conducted by Eschen starting Feb. 12, via RCA shortwave. The first will be from Dublin. From there Eschen will fly to Rome for the consistory, with broadcasts from the other capitals slated through Mar. 15.

Local interest is high because Cardinal-Designate John Glennon of St. Louis is among the churchmen to be elevated. The others are Cardinals-Designate Francis Spellman, of New York; Edward Mooney, of Detroit, and Samuel Stritch, of Chicago.



Meet MARTIN

ALEXANDER, genial conductor of Canton's favorite early-morning funfest. A recent Conlan Survey* proves that the majority of Canton radios are tuned to Marty's Party every weekday morning. What better way to tell your sales story to Canton's valuable tabulations. . . 59th in metropolitan

★ COMPLETE DETAILS AVAILABLE UPON REQUEST. CANTON • OHIO

1000 WATTS FULL TIME

WIBC

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

BASIC STATION MUTUAL NETWORK

Represented by BURN-SMITH Co.

Now

Iowa's Best Frequency

First in America with a NEW

RCA 5F TRANSMITTER



Rapid Facts About Eastern Iowa's COLUMBIA Station:

- Largest Daytime Coverage of any station in the state within its 0.5 MV line (3,500,000 people)
- Largest Population Coverage of any station in the state within its 2.5 MV line (1,200,000 People)

THE BIGGEST RADIO BUY IN THE BEST MARKET OF A GREAT STATE.



Represented by
The Katz Agency

A BALANCED Market for Permanent Selling



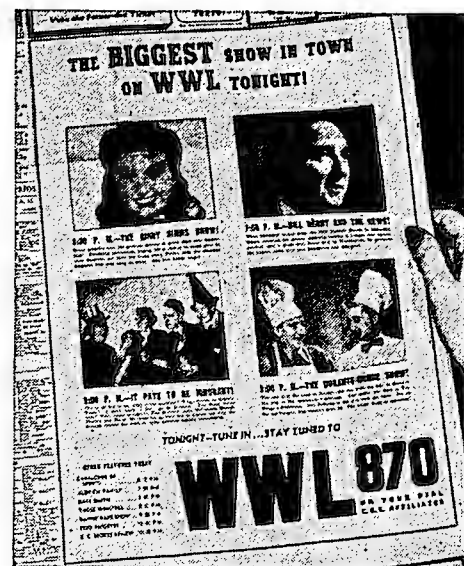
A Day in the Life of Mrs



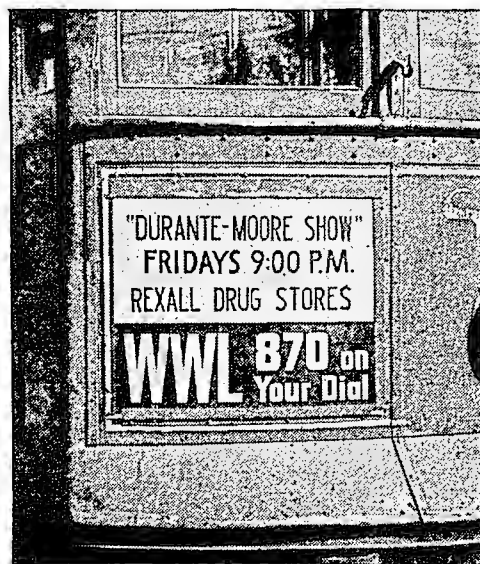
1 She turns on the radio and hears ...



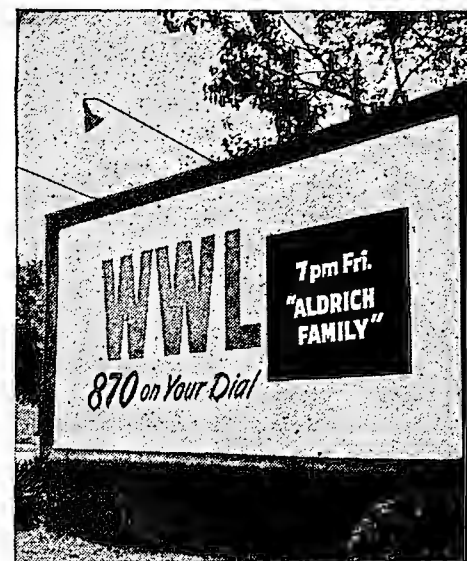
2 She reads the morning paper and sees ...



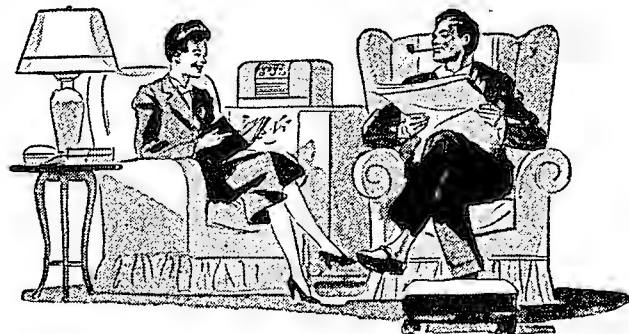
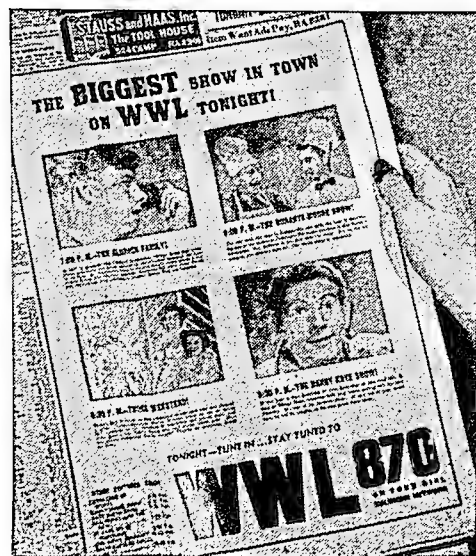
5 She takes the street car downtown and sees ...



6 From the car window she sees...



9 In the evening paper she sees ...

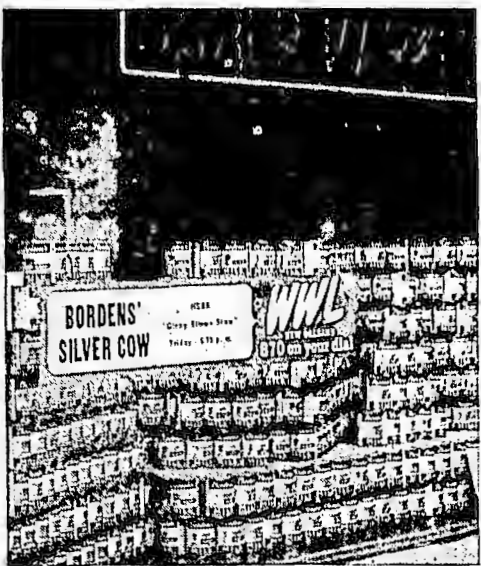


10 That night when Mr. Broussard says, "What's good on the radio tonight?"

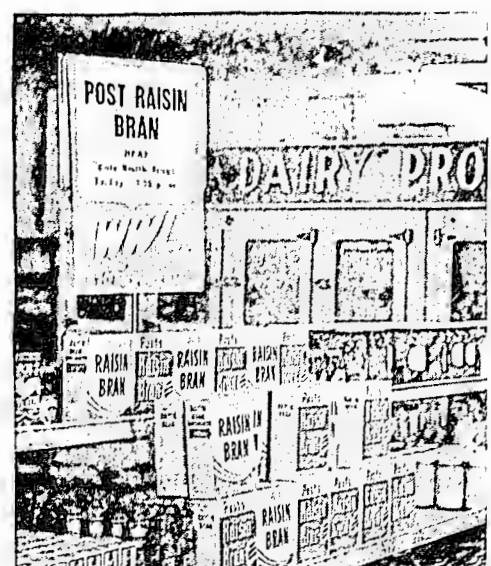
Pierre Broussard of New Orleans ...



Going to mar-
; on the store
ndow she sees...



4 In the grocery
store she sees ...



As she enters a
etel for lunch she
es ...




8 Home again—
the mailman has
left a message ...



“
WWL
”

er answer
is likely
to be...

Morning, Noon, and Night
Folks turn first to



The Greatest Selling Power
in the South's Greatest City
50,000 Watts - Clear Channel - CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

CHICAGO

By BILL IRVIN

H. C. COLE MILLING CO., Chester, Ill., on Feb. 23, begins sponsorship of a 15-minute program Saturdays, 10:30 to 10:45 p.m. (EST), over the South and Southeast network of the Mutual Broadcasting System, promoting Omega Flour. Program will be a song and patter series starring Smilin' Ed McConnell and will originate from Mutual's studios at KHJ, Los Angeles. Contract, for 52 weeks, was placed through J. Walter Thompson Company.

Valentine May Broadcast Short-wave From Tokyo

(Continued from Page 1)

tained without interruption, it was indicated over the weekend.

When the announcement was made by ABC last week that Valentine had been advised of MacArthur's request through the War Department, network officials said that arrangements would be made to pick up the commentator by shortwave for direct broadcast to the U. S. At the same time, Frank B. Waterman, Jr., president of the L. E. Waterman Fountain Pen Co., who sponsors "Gang Busters" cleared the road for Valentine's acceptance of the Tokyo job by announcing that sufficient time off, and continuation of salary, would be granted him. While the latter arrangement is expected to hold true, however, it was indicated yesterday that the actual pick-up of Valentine from the Japanese Capital might not be successful on a regular weekly basis, and therefore not attempted.

The Waterman Co., which pays Valentine \$50,000 a year under his present contract, is reported willing to carry out existing commitments whether he makes any broadcasts from Japan or not.

Stork News

Los Angeles—Klaus Landsberg, West Coast director of tele productions, W6XYZ, at Paramount Studios, became the father of a boy, born Jan. 29, at the Hollywood Hospital. Baby, who has been named Ronald Cleve, weighed seven-and-one-half pounds.

Wedding Bells

Vera Quarles, assistant to Elsie Dick, director of public service programs for the St. Bartholomew's Church in New York last Saturday, to Lt. Sydney C. Andt of Austin, Minnesota.



California Commentary . . . !

• • • The delegates who attended the NAB 17th district meeting in Seattle are still talking about the wonderful hospitality accorded them. With a taxi and municipal bus strike in effect, members of the Seattle arrangements committee and others met the incoming trains. Among the entertaining highlights were the dinner and show given at the Olympic Hotel,

Los Angeles

with the committee on arrangements consisting of Bob Priebe, chairman; Joe Hiddleston, Dick Green, Burt Sims, Florence Wallace, Paul Moore and Oliver Runchley. January proved a re-union month for Jennings Pierce, NBC Western division's station relations manager. At the NAB district meeting in Seattle he met Max Dolin, who is now with KIRO, and who was orchestral director at NBC-San Francisco, when Jennings was chief announcer there. Later in the month, Jennings held a reunion at Denver with Lloyd Yoder, manager of KOA, who was formerly in San Francisco. Lt. Leonard Finch, who recently received his honorable discharge from the Navy, has rejoined the CBS-KNX press department, succeeding Joyce Moss, who resigned.

★ ★ ★

• • • Many former Minneapolis announcers are active in Hollywood. Rod O'Connor is splicing on the Red Skelton show, in addition to handling some dialogue. Pierre Andre is on the ABC staff and is announcing "The Hall Of Fame" show. Michael Roy is splicing on the Alan Young program, while John Wald is with the "Richfield Reporter." Bill Davidson is with KECA and Dave Vaile is in the CBS-KNX production department. Stuart Novins, formerly of CBS-Boston, and more recently a captain in the infantry, has joined the CBS-KNX writing staff. Former CBS continuity editor John Dunkel is back from a three months stay in New York, where he was writing the Raymond Massey show. Arch Oboler has returned from a Mexico City vacation. Bob Dwan, producer; Hal Gibney, announcer; William Andrews, assistant manager of NBC's Western division radio recording department, and Robert J. McAndrews, manager of the division advertising and promotion department, recently observed their tenth anniversary at NBC with a luncheon at the Brown Derby.

★ ★ ★

• • • Norma Jean Nilsson, "The little girl next door," on the Jack Carson show, is all excited about her forthcoming trip to New York with the Carson troupe for personal appearances. This will be the eight-year-old youngster's initial junket to Broadway. Bill Lawrence, producer of the "Screen Guild" show, has an interesting side-line—building swimming pools. He has already broken ground for pools for Wendell Niles, the announcer, and Ann Jamieson, the singer. Ray Schultz, who was a member of the Navy medical corps in the Pacific for three years, has resumed his old duties in the NBC Western division publicity department. Braven Dyer, "Los Angeles Times" sports expert, and "Doc" Hanley, Santa Barbara sportsman, pick Frank Bull as the best football announcer they have ever heard. Frank Latourette, chief of ABC's Western division news and special events departments, has returned to San Francisco after conferences.

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• • • After several years of service, Lt. Richard H. Graham has been released from the Navy and has resumed his work as attorney representing RCA and its subsidiaries on the Pacific Coast. Don B. Tatum, a member of the firm of Lillick, Geary, Olson and Charles, who has represented RCA and its subsidiaries on the Coast during Lt. Graham's absence, has returned to his firm. Bonita Granville, starred in a psychological drama, "White Violets," on C. P. MacGregor's "Skippy Hollywood Theater," Jan. 23. It was her second appearance on the "Theater" within the last few months.

SOUTHWEST

NATIONAL BISCUIT CO., bakery division, will air for their Bread, a daily quarter hour Morning Cowboy Roundup over KONO on Monday through Saturday, in San Antonio.

Some sort of record is being claimed by KTSA, San Antonio as to the largest amount of locally produced live talent programs exclusive of news or m.c.'d record programs. There are 18 hours and 10 minutes every week of locally produced airings.

Lillard Hill is being presented by the newscaster on the Magnolia Petroleum Company daily series of newscasts presented Monday through Saturday on KGKO, in Worth.

A total of 64 stations coast-to-coast are currently airing Mondays through Friday for a quarter hour an original program idea of Howard W. Dashi, owner and operator of KMAC in San Antonio and KPAB, Laredo, which is also owner of the Starkist Co. Programs are titled the "Starkist Treasure Chest" and are in behalf of Starkist Flotation Toothpaste, tooth powder and shave cream and a contest type program lasting a quarter of an hour.

Listeners are invited to compete in 25 words or less, a given statement. Daily prizes awarded for the best answers include a 1946 combination radio phonograph, two Helms watches and two deluxe metal Schwinn-Built bicycles. An additional prize of \$500 is awarded for each week's best statement.

A new program "WFAA Presents" is to be heard each Saturday on WFAA, Dallas for a quarter hour. Hugh Waddill at the organ will be a program regular with a different vocalist or instrumentalist featured on each program.

In the Stork Derby held at KABC, San Antonio, Mr. and Mrs. George Case were declared winners with Mrs. Case, wife of the KABC program director gave birth to a son 15 hours before Mrs. Jack C. Taylor, wife and husband is head of the KABC accounting department, gave birth to a son on Tuesday, Jan. 22.

HARDWARE DEPT.



"Any limit on those wolf traps you advertised over WFDL Flint?"

World's Foremost Tobacco Center
KINSTON, N. C.
Mr. Advertiser, cash in by using WFTC, Eastern Carolina's Most Progressive Station. The ideal outlet for your test campaign.
Represented by
BURN SMITH
Donna Welland, Owner
Bob Bingham, Gen. Mgr.

CBS Demonstrates Television In Color

(Continued from Page 1)

...that with the present delay in production of black and white receivers and transmitters that color receivers and equipment would be ready for the market. They pointed out the present strides in color development represents the use of new equipment developed, built and installed since V-J-Day.

Use New Transmitter

Friday's demonstration was received on an experimental color television set in the sixth floor offices of CBS on Madison Avenue in New York City. The program originated in a film scanner on the 10th floor of the building and was sent by coaxial cable to the Chrysler Building where it was broadcast through newly installed equipment developed by the Federal Telephone and Radio Corporation. The transmitter, it was revealed, operates on a frequency of 40 megacycles with a power equivalent to 20 kilowatts and is said to be four times the power of the most powerful station now operating in New York.

The CBS demonstration used films with color and in black and white. Contrast of flowers in monochrome to vivid color treatment using red, blue and green, effectively demonstrated the eye compelling quality of color as compared to black and white. The same treatment was used in showing football teams on the field, first in black and white and then in color.

It is apparent that CBS has perfected the use of mechanical screening to a high state of efficiency and is prepared to stake its television future in this development. The demonstration was presented in a darkened room with the press group about a single receiver. Viewed under these conditions the color subjects seemed to have the same fascination as the technicolor of motion pictures and with comparable visual qualities.

Goldmark Pioneered

Most of the credit for the CBS color development goes to modest Dr. Peter G. Goldmark, young physicist and inventor who joined the network in 1936 to participate in the research and television activities. He became chief television engineer of CBS and in September, 1940, demonstrated Columbia's original full color television. The present CBS color system stems directly from Dr. Goldmark's original achievement. The war, however, interrupted further development and

Questions And Answers On CBS Color Television

Scores of questions were tossed at CBS television experts during the press showings the past weekend. Many of the questions and answers revealed interesting aspects of color tele thinking. Some of inquiries and the answers follow:

Q—Will color tele receiver pick up monochrome transmissions?

A—Yes, if black and white is transmitted on same frequencies.

Q—Will color television receiver necessarily have to be a large cabinet model?

A—Dr. Goldmark says "no." He adds that color receivers can be of table model size.

Q—What are the primary colors used in CBS's color process?

A—Red, blue and green. These are the spectrum primaries, as opposed to both the pigment primaries of red, yellow and blue, and the subtractive primaries of blue-green, magenta, and yellow used in motion picture films.

Q—Will color receivers built today become obsolete in event of an electronic system?

A—No. Receivers built today could still receive pictures broadcast by such as electronic system.

Q—Are there any sources of program material now available to low frequency black and white which are unavailable to ultra high frequency color?

A—No. Ultra high frequency color can make use of color film, black and white film, live studio pickup or mobile pickup.

Q—Will color transmission equipment cost more than monochrome equipment?

A—No. It will be less. The transmitter used for today's broadcast is roughly comparable in terms of signal strength, to the WCBW transmitter regularly broadcasting in the low frequencies. Yet the U. H. F. transmitter weighs only one-third as much—a fair yardstick of the relative cost in large-scale production.

Q—What is the next step on the CBS schedule for the development of ultra high frequency broadcasting?

A—Priority 1 is given to completion of the ultra high frequency live color camera, which should follow swiftly upon the delivery of tubes on order. This camera will

the present demonstrations are the result of new development since V-J Day.

New transmitting antennas used by the CBS organization in their present demonstrations went into operation in the Chrysler Tower early last Wednesday. This transmitter installed on the 71st floor by the Federal Telephone and Radio Corporation is designed to broadcast high definition, full color television.

Hold Many Demonstrations

The present schedule calls for three daily demonstrations, Monday through Friday, with press, industry leaders, advertisers and agencies scheduled to view the improved color television. Two types of receivers are used. One offers a direct view picture approximately 12 inches wide and the other projects an image on the screen twenty-two inches wide.

Using a video band width of 10 megacycles for the new pictures, CBS is broadcasting on a 16-megacycle band between 480 and 496 megacycles. The pictures now being broadcast contain 525 lines in red, 525 lines in blue and 525 lines in green—scanned at the rate of twenty complete full colors per second. Emphasis is put on the "Ghost free" reception. At one point Dr. Goldmark demonstrated that by deliberate maladjustment of the receiving antenna it was possible to pick up ghost images.

be a further development of the live color pick-up camera used by CBS before the war. It is hoped that this camera will be ready by May of this year. Only slightly less urgent is the building of a studio to accommodate full-color productions, both film and live pick-up, and the development of a color mobile unit.

Q—What sort of delivery dates are being quoted by manufacturers for production of color equipment?

A—They compare very favorably with delivery dates quoted by manufacturers for present-type black and white equipment of the same relative type. In some cases they actually improve on the black and white schedules.

Q—How long should it take to set standards for commercial color television in the ultra high frequencies?

A—With the cooperation of the industry it should be possible to amass sufficient data to permit the FCC to set commercial standards during the summer of this year. Extensive tests on the ultra high frequencies are already under way on a 24-hour basis from the Chrysler Tower in New York. They are being conducted jointly by CBS (transmitting) and the FCC (receiving and recording). A wealth of material is expected to evolve from these tests.

Q—When can ultra high frequency color television broadcasting be made available to the American public on a commercial basis?

A—Columbia believes that if the industry will put its combined effort behind color television, right now, manufacturers can begin producing equipment during the fall of 1946 for a full-fledged commercial color television inaugural early next year.

Q—What evidence exists that such rapid progress can be made?

A—The fact that the major portion of the equipment used in today's demonstration was developed, constructed, and installed by a comparatively small segment of the industry in the few months since V-J Day.

Velotta Named To Head ABC News, Spec. Events

(Continued from Page 1)

announced over the weekend by Robert E. Kintner, vice-president of the American network.

Richard L. Tobin, who headed the network's news department, will return to the New York Herald-Tribune in an "executive capacity," it was added.

Velotta has been with American since its separation from NBC, beginning his career in radio as page boy in 1927. He joined the news department of NBC shortly afterwards, and later became director of sustaining programs for the web.

John Madigan will continue as national news editor of ABC under Velotta.

Chinn Honored By IRE

Howard A. Chinn, chief audio engineer for CBS, has been elected a Fellow of the Institute of Radio Engineers, one of 16 designated for the award out of a total membership of 16,000. Chinn is the third CBS technician so honored, the others being Dr. Peter C. Goldmark and A. B. Chamberlain. Chinn, a graduate of Brooklyn Poly, joined the network in 1932.

WQXR Applies To FCC For Increase To 50kw

WQXR has made application to the FCC for an increase in power from 10,000 watts to 50,000 watts, it was announced over the weekend by John V. L. Hogan, president of the Interstate Broadcasting Company, Inc. The station, owned by the New York Times, is celebrating its tenth anniversary this year.

In making the announcement of the application for increased power, Hogan said: "With the further development of our FM station for New York Metropolitan coverage, we hope to step up our AM station to 50 kw in order to give distant listeners more reliable service, especially as WQXR's programs are not broadcast on a network and are therefore not obtainable elsewhere."

Specializing in the presentation of quality music, the station offers 14 hours of music programs out of the 17-hour broadcast period daily, with remaining time devoted to news and special events. According to Hogan, WQXR's night-time signals now reach as far north as Canada and south to Florida, but is not dependable on a regular basis.



MUTUAL BROADCASTING SYSTEM
JOHN ELMER President
GEORGE H. ROEDER General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

Send Birthday Greetings To

Feb. 4

John G. Fraser Alice Hill
Jack R. Poppele Paul Ruhle
A. Walter Socolow Jane West

Protest Registered On FCC Zenith Ruling

(Continued from Page 1)

"Regret decision denying Zenith Radio and General Electric petition. Stop FM service in the 42-50 band has severely deteriorated due to the following reasons:

"1. The Commission's order to broadcasters to change over to the 88-108 band by January 1, and broadcasters inability to comply due to unavailability of transmitting equipment.

"2. Petrillo's ruling to broadcasters operating FM and AM stations to maintain dual musical staffs.

"Strikes and contemplated strikes at Western Electric, General Electric, Westinghouse and RCA, the principal manufacturers of FM transmitters, will further severely delay introduction of a satisfactory FM service in the 88-108 band for months. For the protection of the investment of 500,000 owners of FM sets and for the moral support of the broadcasters, radio manufacturers, radio distributors and dealers who have supported FM, strongly urge Commission revoke order to broadcasters in the 42.50 FM band requiring them to change over to 88-108 band service by January 1, and order FM stations to maintain service in the 42-50 band at their fully authorized power until their new transmitting equipment is received, installed, field-tested and operating at fully authorized power. Also order all stations that have discontinued FM service in the 42.50 band because of Petrillo demands to resume service with recorded programs until the broadcasting industry settles differences with Petrillo."

* THE WEEK IN RADIO *

Television Experts Meet In Capital

(Continued from Page 1)

ities made it clear that direct assignments would be made to only four broadcasters. . . . The House Committee on Foreign and Domestic Commerce weighed a bill to outlaw radio advertising of liquor products. . . . Radio and television coverage of the Louis-Conn fight was reported nearing the contract stages. . . . President Truman headed a list of notables at the annual Radio Correspondents Association dinner.

RCA and the United Electrical Workers (CIO), came to a compromise agreement on wage and hour issues. The pact was reached without a work stoppage. . . . Mutual believes it has a "showcase" for new talent, especially writers, in "The Carrington Playhouse" series, scheduled to debut Feb. 21. . . . J. C. Pope, Australian broadcasting executive has strongly denounced American ET shows, charging that "they retard the mental development of immature Australian listeners." . . . The United Press decided to definitely discontinue news wire service to the State Department, following a delay of suspension pending further discussion with Ass't Sec'y of State William Benton. . . . The following day Rep. Emanuel Celler condemned both UP and AP for their action, contending that the danger of Governmental propaganda was "so much eyewash."

The Lea Bill, designed to curb James C. Petrillo's power, was favorably considered by the House Rules Committee and action on the floor of the House is expected this week. . . . Ralph Austrian, formerly executive vice-pres. of RKO Television Corp.,

succeeded Fred Ullman as president. . . . The NAB regional meeting at Denver adopted five important resolutions designed to improve the quality of broadcasting. . . . Senate Bill 1537, authorizing the ICC to direct installation of train radio systems, was given strong support by Paul Porter.

Jack R. Poppele was elected a vice-president of WOR. Later in the week, Poppele, who is also president of the Television Broadcasters Association, told a meeting of the American Marketing Association that television will not displace other media. . . . A business boom without precedent in the radio industry, was predicted at the Institute of Radio Engineers. . . . Major Edwin H. Armstrong, inventor of FM, assailed FCC's decision eliminating low frequency allocations for FM broadcasters. . . . He declared the issue was no longer a technical one, but a public one.

Bing Crosby settled his difficulties with Kraft Foods, returning to KMH on Feb. 7. The following day Crosby was reportedly mulling a deal with the American network to do a transcribed series. . . . Richard F. Connor resigned his post as vice-president in charge of operations for ABS.

Lewis J. Valentine was requested by Gen. MacArthur for police work in Japan. . . . The Cowles Broadcasting Co. operators of WOL, applied for an experimental high-frequency color tele station. . . . The "television bomb," designed by the Army, has wide application to peacetime home video, according to B. R. Cummings of Farnsworth Television and Radio Corp.

Stop Making Atom Bombs, Swing Tells Senate Group

Washington Bureau, RADIO DAILY

Washington—If the United States wishes to serve the cause of peace, it will stop manufacturing the atomic bomb and remove it from military control, Raymond Swing told the Senate Special Committee on Atomic Energy. The ABC Co-op Division commentator, who has been devoting one broadcast a week to the subject, was requested by the committee to give his opinion as to the type of legislation necessary for the control of the new power.

Sees Fear Engendered

"Whatever the justification of the use of the atomic bomb in World War II," Swing said, "there can be no justification for continuing its manufacture now that the war is over, unless anyone is so foolish as to believe that we can serve the peace by inspiring dread and fear of the American people among our neighbors. To leave the control of the atomic bomb with the Army is to permit the continuous flow of fear from this country to all parts of the earth.

"Atomic energy does not in any sense belong to anybody but to the people of the United States. To let it slip carelessly into private control

McDaniel In Legal Post For RCA Communications

Glen McDaniel, New York and Washington attorney, has been appointed general counsel of RCA Communications, Inc., it was announced over the weekend by Thompson H. Mitchell, executive vice president. McDaniel, who resigned January 15 as chairman of the Navy Board of Contract Appeals, succeeds the late Frank B. Warren.

In March 1942, McDaniel was named special counsel to James V. Forrestal, then Under Secretary of the Navy, and later was commissioned a lieutenant in the USNR. Upon his release from the Navy as a lieutenant commander, McDaniel was prominently engaged in the procurement of aircraft for the Bureau of Aeronautics.

without due thought as to adequate popular controls may be to lose the public treasure, and indeed to give power of the American people to private individuals in defiance of the democratic principles of our national life.

"Legislation should be drafted with special dedication to the public interest and to the public interest being supreme over private interest."

Managerial Changes Within Westinghouse

(Continued from Page 1)

Portland, Ore., for the past 13 months becomes general manager of Westinghouse group, succeeding B. Wailes, who has been named manager of WOWO, Ft. Wayne. The shifts are intra-company and become effective Feb. 15.

Charles S. Young, wartime manager of WBZ and WBZA, Boston and Springfield, succeeds Conley as manager of KEX, with Wilmer C. Swalley taking the Massachusetts post.

Wailes, a former network executive who has headed WRS setup since June 1940, takes the direction of WOWO from Paul E. Mills, who resumes his former post as sales manager of the Ft. Wayne outlet.

A station manager for the past few years, Conley joined Westinghouse in 1925 at East Pittsburgh, where he spent 11 years in the accounting department. From 1936 to 1940 he was auditor and assistant treasurer of the firm, and for the next five years was manager of WOWO. He took charge of KEX in January 1945.

Black Market Raid Aired

NBC on Saturday aired a description of an actual black market raid in Germany. Henry Cassidy handled the story, starting at headquarters and following the raiders into a Frankfurt cafe where they rounded up the violators.

**BALTIMORE'S GREAT
FOOD SALESMAN**



**HE SELLS THRU
THE AIR with THE
GREATEST of EASE**

EDWARD PETRY & CO., National Representatives

sell
Durham
N.C.'s
3rd city
quickly
with

WDNC

OWNED BY
DURHAM HERALD-SUN
NEWSPAPERS

Represented by Howard H. Wilson Co.



FCC Lists Tele Hearings

WOR Officials Meet; Set Quotas For 1946

Plans for WOR's 1946 business quota of 15 per cent increase over last year held the spotlight at yesterday's all-day sales meeting attended by the outlet's entire New York staff plus representatives from Boston, Chicago and Philadelphia.

Among the leading factors offered for the intended increase are: many new advertising campaigns reported for the new year; availability of civilian goods; the expected production of new items developed during the war, and the fact that all of WOR's top account executives have returned from service.

The meeting, which was held in the (Continued on Page 7)

NBC Television Experts Address ATS Meet Today

Paul Alley, editor of NBC film programs and Burke Crotty, producer in charge of WNBT's mobile unit, will be speakers at the regular luncheon meeting of the American Television Society today at the Hotel Sheridan.

Alley and Crotty will discuss the uses of mobile units and films in television programming at the meeting, which is scheduled for 12:30 p.m.

Radio Research Topic At REC Meet Thursday

Marion Harper, Jr., vice president and director of research of McCann Erickson, will be the principal speaker at the regular luncheon meeting of the Radio Executives Club next Thursday, February 7, at the Hotel Roosevelt. Harper will discuss "Is Radio Research All That It's Cracked Up To Be?"

Taken For A Ride

Three returned veterans who left LaGuardia Field this morning for Hamilton Field, San Francisco, as guests of the Army Air Transport Command are glad they attended last night's performance of "Ladies Be Seated." The AATC utilized the audience participation show to pick the lucky GIs to make the trip. Johnny Olsen, emcee of the program, did the choosing.

British Tele Resumes Tests In London Area

(British Bureau, RADIO DAILY)
London—British commercial television, blacked out for the last six years, resumed operations at 11 a.m. (GMT), Feb. 1, when a black cross on a white background was "flashed" from Alexandra Palace, former exhibition center. Experimental broadcasts will continue daily for two and one-half hour periods as the industry works on developing new sets.

Normal television programs will (Continued on Page 2)

Price Named President Of Westinghouse Corp.

Gwilym A. Price has been elected president of Westinghouse Electric Corp., succeeding George H. Bucher who resigned. Under a recent amendment of the corporation's bylaws, Price, as president, will be the chief executive officer.

A. W. Robertson, who as chairman, has been the chief executive since 1929, has reached retirement age and (Continued on Page 2)

Commission Names Applicants Involved In Video Requests For 11 Cities; Dates Will Be Set Later

RMA Report Discloses Influx Of New Set Mfrs.

Approximately two-thirds of the companies, which to date have obtained OPA ceilings for radio sets, are newcomers in the field, having entered the business either during the war years, or shortly after, it was disclosed yesterday in a report issued by the Radio Manufacturers' Association. Following an analysis of OPA prices listed through January 18, the RMA report showed that new com- (Continued on Page 4)

BMB Spokesman Outlines Advantages To Advertisers

Pittsburgh — BMB's forthcoming standardized audience measurement "will help advertisers use radio more effectively," Philip Frank, of BMB told the monthly meeting of the AMA's Pittsburgh chapter.

Detailing the measurement methods (Continued on Page 5)

WMAQ Records Free Time Given Station Clients

Chicago — WMAQ's promotion scheme of station break program plugs has netted NBC Central Division clients \$628,538 in free advertising, according to Emmons Carlson, (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday set for hearing applications for television stations in eleven cities, including New York, Los Angeles, and Philadelphia. The Commission scheduled no dates for the hearings, but with the hearings for Washington under its belt, it is expected that they will be held soon. The list of applications set for hearing by the FCC follows:

New York—Northeastern New Jer- (Continued on Page 7)

State Radio Bureau Plan Program Series

Albany—The work of the New York State Youth Commission and some of its case histories in combatting juvenile delinquency will be dramatized in a transcribed series now being prepared by the State Radio Bureau under the supervision of Thomas C. Stowell, head of the Bureau.

Production plans call for the series to be recorded with professional tal- (Continued on Page 4)

NBC Tele Transmitter Planned For West Coast

West Coast Bureau, RADIO DAILY
Hollywood—Television transmission by NBC from Hollywood will get under way a year after the FCC grants (Continued on Page 2)

Three Executive Promotions Named By Trammell At NBC

Three major organizational changes in the executive management of the National Broadcasting Company were announced yesterday by Niles Trammell, president of the network.

Roy C. Witmer, for almost 15 years vice president in charge of sales for the web, was promoted to staff vice

president, reporting directly to the president; Harry C. Kopf, vice president of the central division in Chicago, was promoted to vice president in charge of network sales; I. E. Showerman, Eastern sales manager, has been elevated to the post of man- (Continued on Page 7)

Returnees

Chicago—Of the 53 NBC Central division employees who have been released from the Army, Navy and Marines, following completion of military leaves of absence, 32 have returned to the division's offices and studios, it was revealed in a report prepared by Leonard Anderson, personnel manager. During the last five years, 75 Central division employees joined up.

Vets Invited

New departure on the "Prof. Quiz" show on ABC has the Prof. playing veterans' hospitals during the week with a check on the high-scorer of the week among the vets. In the event that the winner is an ambulatory case, he will be invited to be a contestant on the regular weekly broadcast. Other contestants are drawn via numbers at the studio.



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

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FINANCIAL (Mon., Feb. 4)

Table with columns: Bid, Asked, WCAO (Baltimore), WJR (Detroit)

British Tele Resumes Tests In London Area

(Continued from Page 1) start in May, and in the meantime, the British Broadcasting Corp., which operates television in the United Kingdom, is appointing technicians, producers, cameramen and artists.

Oklahoma "V" Host

Oklahoma City—The University of Oklahoma will be host to the Annual Radio Conference on station problems, scheduled this year from March 7 through March 10, it was announced yesterday. Sessions will be held in Norman, on the University campus, and at its headquarters, the Biltmore Hotel, in Oklahoma City. Present registration listings include teachers and station representatives from over 20 states.

REFERENCE RECORDINGS IN CHICAGO L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

PAUL MOWREY, manager of the television division in the program department of ABC, has left on a four-week trip that will take him through the Midwest to the Coast. He is in Chicago today, will arrive on the Coast tomorrow and will spend the following three weeks in Los Angeles and San Francisco.

MICHAEL R. HANNA, station manager of WHCU, Columbia network affiliate in Ithaca, N. Y., is in New York for conferences with officials of the web.

DORIS CORWITH, assistant to the manager of NBC's public service department, on Lincoln's Birthday, a week from today, will be in Altoona, Pa., where she will address the Association of University Women.

JOHN GIBBS, head of John Gibbs & Co., has left for the West Coast on a combined business trip and vacation.

JOHN B. HUGHES war correspondent and news commentator, is in town from the West Coast for a short visit. He will speak tomorrow at the regular Celebrity-Luncheon of the Advertising Club of New York on the subject, "America Leads—Like It or Not."

JOHN MAYO, roving ambassador for the Lang-Worth Library, is once again being greeted in the key cities out of town.

HERB LANDON, of the radio publicity department at Kenyon & Eckhardt, Inc., is in Tampa, Fla., where he is making preparations for the broadcasting of the "County Fair" program from the Florida State Fair, Feb. 9 and 15.

KENNY DELMAR and the program personnel of his new show, "Don't Make Me Laugh," will leave soon on a cross-country tour, winding up in Hollywood, where the comedian will make a movie.

WMAQ Records Free Time Given Station Clients

(Continued from Page 1) manager of the division's sales promotion department. Recipited invoices for time costs totalling that amount have been sent to spot, local and web clients, showing what station break announcements made in 1945 on behalf of the sponsor's programs would have cost at regular card rates. Copies of the invoices were furnished clients, agencies and salesmen.

There were a total of 20,593 long and short live station breaks aired over WMAQ during the year. Of the 30-seconds available, 12 seconds are sold at regular rates, eight are needed for station identification, leaving ten seconds for promotion spots. If the 12 seconds are not sold, clients receive the entire 22 seconds.

NBC Tele Transmitter Planned For West Coast

(Continued from Page 1) the license now pending before the commission, John F. Royal, NBC vice president in charge of television and O. B. Hansen, vice president and chief engineer, disclosed yesterday. The NBC transmitter, which will probably be located on Mt. Wilson will cost in the neighborhood of \$750,000, Hanson said.

Lee Wailes Resigns Post With Westinghouse Group

Lee B. Wailes has resigned as general manager of Westinghouse Radio Stations, Inc., reportedly to join a new organization, and has been replaced by John B. Conley, manager of KEX, Portland, Ore.

A former network executive, Wailes had been head of the Westinghouse group since June, 1940. Conley, a station manager for the past five years, headed WOWO and WGL, Ft. Wayne, from 1940 to 1945.

Charles S. Young, wartime manager of WBZ and WBZA, Boston and Springfield, succeeds Conley in the west coast position.

Price Named President Of Westinghouse Corp.

(Continued from Page 1) will continue in a less active capacity as chairman of the board under the new bylaws.

Bucher was elected vice-chairman of the board and will continue to serve as chairman of the Westinghouse Electric International Co., which handles all export business of the parent company, and will have other active duties.

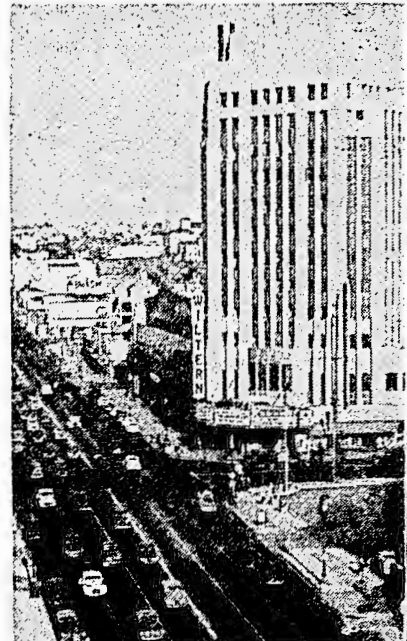
Fifty years old, Price was elected a vice-president of Westinghouse in 1943, and had been executive vice-president since May, 1945. He was elected a member of the board in January, 1945.

Banghart Replaces Van

Kenneth Banghart has replaced Lyle Van on WEAJ's 6 p.m. news slot, Monday-Saturday, as well as in the 11 p.m. Saturday spot. Van yesterday switched to MBS, where he is doing the noon news program. WEAJ's 11 p.m. Sunday news will be handled by Ben Grauer.

Hildegard, Norths Swap Visits

"Mr. and Mrs. North," on their NBC program at 8 p.m. Wednesday, Feb. 13, will have as their guest Hildegard, after which the Norths will make an appearance on the Hildegard "Raleigh Room" show which follows on the same network at 8:30 p.m.



Wilshire & Western

Because of Los Angeles' traffic system, 84,000 cars stream across this intersection of Wilshire and Western in a 24-hour period. The more publicized intersection of Hollywood and Vine in Hollywood has only 45,000 vehicles in the same time period.

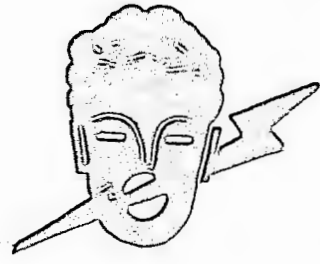
The comparison W-I-T-H is about to make in this ad is pretty obvious.

It isn't what people have been led to think about intersections or radio stations that makes them great. It's the performance record.

Here's our point in Baltimore radio:

W-I-T-H, the successful independent, delivers more listeners per-dollar-spent than any other station in this big five-station town

Facts are available.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REI

Exclusive VOICE OF SOUTHEASTERN CALIFORNIA 100 MILLION DOLLAR YEARLY MARKET KXO EL CENTRO CALIFORNIA SEERAYMER



"MANY THANKS AND BEST WISHES TO YOU ALL!"

—JOHN CHARLES THOMAS

(WESTINGHOUSE EVERY SUNDAY)

LOS ANGELES

By RALPH WILK

TED WILK is out of the Army after 5 years, a good share of which was spent in the Aleutians. He is back with Lou Irwin in the Agency business.

Phil Carlin, vice-president in charge of programs of the Mutual Broadcasting System, is in town for a two-week visit. While here, he will be in the conference with Pat Campbell, acting program director of the Don Lee network, and other Don Lee executives.

Returning from the services this week, to take over their former positions in the CBS-KNX sound effects department are Cliff Thorsness, Clark Casey, Gene Twombly and Gene Ballantyne, according to an announcement made by department head Al Span.

Peggy Webber has been assigned to do the feminine character on David Hanna's new half-hour "Tapestry of Life" show on KNX.

Tom Breneman of "Breakfast In Hollywood," is out to raise one million dimes for the National March of Dimes fund drive. Tom is asking his radio listeners to send their cash or checks to the Oriental Theater, Chicago, where they will be changed into ten-cent pieces and placed in a glass replica of the "Little White House" at Warm Springs, Ga. When the drive is over, Tom will present a gold key to the hoard to President Harry Truman.

Helen Wendt, who started with NBC in 1937, and transferred to ABC as engineering secretary for the network, will leave the latter part of the month to join Foote, Cone & Belding advertising agency.

State Radio Bureau Plan Program Series

(Continued from Page 1)

ent by WOR's transcription service, with the first discs to be made available to all stations in the state in about three weeks. This will be the first major series produced by the Bureau, which was created last November at the request of the public relations committee of the National Association of Broadcasters.

Set up in the publicity division of the Department of Commerce, the Radio Bureau over the weekend was separated from all other media, with the establishment of the Bureau of Information, under Herbert C. Campbell. Deputy Commissioner Harold Keller is director of the publicity division.

For a campaign in your city
Sensational new production
"VETERANS OF VICTORY"
Write or wire direct to
NATIONAL RADIO FEATURES
100 State Street, Albany 7, N. Y.
Allen I. Stock, General Manager
— Coast-to-Coast —



Manhattan Memoranda . . . !

● ● ● A \$150,000 deal with the N. Y. Giants and Pabst beer, just sealed for WMCA by Wilbur Stark. Deal includes a 52-week sports show and a 26-week all-nite program. . . . Two nets have offered Henry Kaiser a commentary series since his appearance on the Hildegard aircr Jan. 30th N. Y. Stock Exchange sponsoring a series of shorts warning of the dangers of inflation. . . . Larus Bros., mfrs. of Holiday tobacco, reported upset over the new "Holiday & Co." Philip Morris show. If true, they're not the only one who's upset over it. Three laughs in a half-hour show is hardly par for an Abe Burrows script. . . . Funny sidelight on the Bing Crosby-Lucky Strike talks. Chesterfield for years has been featuring Bing in magazine ads. . . . Director Jay Hann leaving J. Walter Thompson to free-lance. . . . Harvey Stone out of the Army Feb. 20th and looking for writers for his proposed new show. . . . ABC net reported very happy with the "Fat Man." In fact, you might say they're as happy with that series as they are unhappy with "Jimmy Gleason's Diner" . . . Fanny Brice more seriously ill than her intimates suspect. . . . Sydney Moseley appointed V.P. of the Overseas Press Club. . . . Format on the Cass Daley show being changed, with story line added. . . . Love Sheila Graham's line about the actress squawking at her billing, or lack of it. "No billing, no cooing," she insisted.



● ● ● Lyle Van's new contract with Mutual calls for \$1,500 a week for a year, with double that amount if the contract is continued a second year. . . . It's a girl at the Geo. Junkins. Mom is Nancy Craig Jane Pickens has gotten her release from CBS' "American Melody Hour." She opens at the Wedgewood Room on the 22nd and is readying another air show. . . . Moe Gale has signed Henry Hull and Ruth Chatterton and will represent them for radio. . . . Bess (Miss America) Myerson, who claimed she wasn't interested in a theatrical career, taking dramatic coaching. Warners are interested in her—and vice versa. . . . Van Johnson, who spent most of his time trying to get a job during his last stay in N. Y., will get \$5,000 for his Kate Smith stint Feb. 8th. . . . Murphy Sisters due for their own show on Mutual as a result of their click on "Nite Club in the Sky" Musicraft Records took the col'm's tip about Kutie Kitty Kallen and inked her to a contract last week. . . . Evelyn Knight has done three "command performances" for Pres. Truman in the past six months. . . . Aside to Kay Lorraine: Did you know that your mid-west beer show has a rating of 9.8?



● ● ● Clark Gable due in N. Y. on the 15th. . . . Word from the Coast that Mary Pickford's test for "Life With Father" was sensational Because "Acheson, Topeka & Santa Fe" was all but played out by the time the "Harvey Girls" hit the screen. Metro is keeping "Love On A Greyhound Bus," the Lombardo smasher in the film, under wraps. . . . Newbold Morris, the latest city official to grab a commentary show of his own. . . . Yvette taking a stab at musical comedy. She's doing the Ethel Merman role in "Anything Goes" at the Detroit Civic Light Opera Ass'n CBS tossing out another show in a few weeks—a weak sister that's been riding one of the gravy trains. . . . "March of Time" filming Jimmy Dorsey's crew tonite at Nat Moss' 400 Club. . . . 3 WOR wires a week for Lionel Hampton when he opens March 4th at Ben Harriman's Aquarium Cafe. . . . "Money Is The Root Of All Evil," the Joan Whitney-Alex Kramer tune, rapidly climbing into the best seller lists. . . . The Russky government planning two B'way musicals this Spring. . . . And now Sen. Claghorn has a song dedicated to him. It's "I Love You—That Is," by Dewey Bergman, Lombardo's arranger. . . . Lucky Millinder, the dynamo, airing a tribute on his ABC show to the late Fats Waller.

CHICAGO

By BILL IRVIN

NEW POLICY of using local agricultural experts on special pickups on the National Farm and Home Hour has been instituted, William Drips, NBC agricultural director, announced. First regional assignment was given Hal Renollet, farm director of KOA, Denver, during the recent Western National Live Stock show.

Current popularity of Don McNeill and the Breakfast Club in the national radio editors polls has resulted in tv motion picture offers being received by McNeill. It is expected that one of these deals will take the Breakfast Club to Hollywood in the near future.

Recent visitors to NBC headquarters in the Merchandise Mart include William Aldrich, sales manager WGL, Fort Wayne; John Gillin, manager of WOW, Omaha, and George Tons, sales manager of KDKA Pittsburgh.

RMA Report Discloses Influx Of New Set Mfrs

(Continued from Page 1)

panies number 57 out of a total of 100 firms in the set construction field.

The latter number, including three mail-order houses, have obtained prices on 352 sets, and of these, only 33 were in production before the war or listed in the War Production Board order of April 22, 1943, which ended civilian radio production, the RMA report added.

The Association explained that officials have no record of how many of the applicants who have obtained prices are in production or expected to produce, but pointed out that officials believe that many of the newcomers prefer to remain inactive at this time due to the relatively low price ranges permitted.

RMA announced also that it did not plan to oppose continuation of the Office of Price Administration, but would make further representations to the government for action on radio prices and pricing formulas for the industry which will permit production and employment. Production is now estimated at less than 10 per cent of the original "reconversion" schedules and official WPB estimates, according to the report.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

WEVD - 117 West 46th Street, New York, N.Y.

SOUTHWEST

IN compliance with rules of the FCC, Nunn Broadcasting Corp., proposed purchaser of outlet WMOB, has published legal notices setting forth that the consideration in the proposed transaction with S. B. Quigley of Mobile is \$250,000. The announcement stated that any person desiring to acquire the assets of the station and the assignment of the license thereof, on the same terms and conditions as set forth in the agreement between Quigley and the Nunn Corp., may file application with the FCC on or before March 2, 1946 . . . WWL was awarded first prize of \$1,000 in the billboard division of the nationwide promotion contest sponsored by the Columbia Broadcasting System . . . WWL listeners can become well acquainted with the latest and most interesting happenings in the big city of London through the fifteen minute news program "London Column," which is produced and short-waved by the British Broadcasting Corporation where it is transcribed over WWL . . . Louise Neely, home economist, is presenting a new five minute show over WWL, giving helpful hints to the housewives on sewing.

Jerry Gates, WFAA music arranger has penned an original tune titled "Lone Star Jingle" which was to be introduced on the station by the "Saddle Buckaroos" . . . "Dream Nocturne" being aired twice each week on Tuesday and Wednesday is featuring the voice of Terry Lea, soprano; Zelman Brounoff, violinist; Hugh Waddill, organist and Jack Prigmore, tenor. . . A description of the reunion parade held in Brownwood by the 36th Division was broadcast by remote control over WFAA. Forth Worth . . . "Seven Eleven Interlude" a five minute musical program sponsored by Southland Ice Co., is being broadcast over KGKO each Sunday . . . Contract for spot announcements have been renewed by Jay Lane's clothing store, Louis Daiches Jewelers and The Milam Cafeteria over KGKO.

To Air 'Tosca' Saturday

Puccini's "La Tosca," with Grace Moore in the title role, will be broadcast over ABC from the Metropolitan Opera House on Saturday.

BMB Spokesman Outlines Advantages To Advertisers

(Continued from Page 1)

used in approximately 1,500 cities, he said, "The half million ballots to be sent in March combine the advantages of a large sample with those of a carefully controlled sample." He added that advertisers will be able to make their radio campaigns conform more closely to distribution and sales patterns and will be provided with a sound basis for supplementing other campaigns with spot radio.

In another address, before a publicity clinic in cooperation with the University of Pittsburgh's retail training program, Frank said BMB "will help retailers buy radio more efficiently to reach their trading areas . . . not only for its own intrinsic value but also to enhance the value of newspaper advertising."

Killiam Covers Arrival Of GI Brides From England

Paul Killiam WOR's peripatetic news and special events reporter, yesterday was on the air four times covering the arrival of GI brides aboard the SS Argentina from England. In a two-minute insert in the 8 a.m. news, he described the ship's docking, and interviewed girls at the railing. At 10:20, from aboard ship, he interviewed many of the arrivals, including a former opera singer, a former actress, the mother of twins, and the youngest bride on board, 16 years old. More interviews were inserted into the 12:30 p.m. news slot, and at 1:30 Killiam did a 15-minute description from Red Cross headquarters where the anxious husbands met their families.

Pres. Truman On 4 Webs To Open Red Cross Drive

A four-network broadcast with President Truman as principal speaker and an array of name talent is planned to kick off the 1946 Red Cross Fund Campaign which opens officially Mar. 1.

Other radio plans for the 100-million dollar drive include a 15-minute transcribed series, "War Without Guns," a series of chain breaks and short dramatized spots being prepared by the NAB, script kits and live spots.

Radar Officers On Info. Please

Lt. Col. John H. DeWitt, Jr., director of the Army radar project which contacted the moon, and stratosphere balloonist Jean Piccard are slated as guest experts on NBC's "Information Please" Feb. 11, 9:30 p.m., EST. DeWitt in on leave from WSM, Nashville, Tenn.

Guesting With Paula Stone

Screen actress Diana Lynn guests with Paula Stone on WNEW's "Hollywood Digest" this afternoon at 5:15. Peter Lind Hayes is slated to appear tomorrow, Alexis Smith on Thursday, and Guy Madison on Friday. Program is in the throes of its "midwinter festival."

Gen. Thompson Announces AFN Position In Europe

Paris—Brig. General Paul W. Thompson, commanding general of the information and education division of the theater service forces European theater, has announced the position of the American Forces Network in the army of occupation. Recognizing the morale building factor of good entertainment and the advantages of radio presentation of information and educational features, general Thompson states that the American Forces Network will continue, as in the past, to present American style radio to the troops, as long as an American soldier remains on the continent. Feeling that the occupational soldier is assuming his duties in a more serious frame of mind AFN has inaugurated a series of thought provoking programs, written, acted and produced by skilled radio technicians, now in the United States armed forces.

Geared For Peace

The American Forces Network is geared for peace. The key station has been moved to Frankfurt, Germany, and a strong, compact network established, making it possible for AFN to completely blanket the United States occupational zone in Germany. Transmitting from such strategic positions as Frankfurt, Bremen, Berlin, Kassel, Bayreuth, and Munich-Stuttgart, plus covering the leave centers of Nice and Paris, as well as the ports of embarkation at Le Havre and Marseille, the American soldier, wherever he is stationed receives 20 hours daily of top-notch radio entertainment.

Names Are Featured

Featured on the American Forces Network are the regular programs of Bob Hope, Bing Crosby, Charlie McCarthy, Jimmie Durante, Information Please, Command Performance, and GI Journal, special radio transcriptions prepared by the armed forces radio service in Los Angeles, California. Added to these programs are the regular AFN news broadcasts, special events, information and educational features, drama, sports and music, giving the American soldier his American radio in Europe.

ABC Affiliates Granted Power Increase By FCC

Two affiliated stations of the American Broadcasting Company, Inc., have received construction permits from the Federal Communications Commission providing, in each case, for a substantial increase in power.

Station KCMO, ABC affiliate in Kansas City, Mo., has received a construction permit from the FCC covering 50,000 watts daytime power and 10,000 watts for nighttime use on 810 KC. The station's present assignment is 5,000 watts on 1480 KC.

The second ABC affiliate to receive a construction permit authorizing increased power is WFCI of Providence, R. I., which was granted permission to increase its power to 5,000 watts day and night on its present frequency of 1420 KC as compared with the present power of 1,000 watts for both day and night use.

AGENCIES

JAMES M. CECIL, president of J Cecil & Presbrey, Inc., announces the acquisition by the agency of the War Department creative unit which was responsible for many of the promotional campaigns directed by the Army to troops. The team is comprised of MAJ. CARL R. GIEGERICH, who went to the Army from Newell-Emmett Company; MAJ. RUSSELL V. STONE, formerly with Western Printing and Lithographing Company of Racine, Wisconsin, and Poughkeepsie, New York; and LT. BOB CARLEY, previously with Batten, Barton, Durstine & Osborn and NBC. In addition to work on current Cecil & Presbrey accounts, Carley, Giegerich and Stone will handle the agency's new business activities.

JACK DELEHANTY has become associated with Albert Frank-Guenther Law Advertising Agency in New York as vice-president in charge of general and commercial advertising, it was announced by Emmett Corrigan, chairman of the board. Delehanty was formerly director of press, radio and advertising of the War Finance Division of the Treasury Department. Prior to the war, he was associated with Geyer, Cornell & Newell, the Ralph H. Jones Co., and Batten, Barton, Durstine & Osborn.

HENRY FOLLMER has rejoined the art department of Benton & Bowles Inc., after four years with the Army Air Force. **DOUGLAS LOUNDS**, former Radioman 3rd Class, with the Navy Armed Guard, is back in the media department of the agency. **LIONEL TRUDEAU** resumes work in the Traffic Department after three years with the Cavalry in the China-India-Burma theater.

CHICAGO OPERA COMPANY, through its president, Abner J. Stilwell, has announced the appointment of Austin Wilder of New York, to the position of promotion and publicity director for the 1946 season. Wilder will immediately conduct a 52-week campaign which will include newspapers, radio and other promotion media.

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

In Central New England
WTAG is first in creative ability, first in listener interest and first in big time programming—therefore first in sales influence.

WTAG
WORCESTER



LT. COL. BOB POLLOCK has returned to WSB, Atlanta, as commercial manager, after nearly five years in the Army. As chief of the radio branch for the public relations department of SHAEF, he was in charge of the "Army Hour" in Europe.

MAJ. ARNOLD F. SCHOEN, Jr., back after two years in the Pacific where he served as Intelligence Officer of a P-47 fighter group, has been named local sales manager of WPRO, Providence. He was service director of WSYR, Syracuse, before entering the Army in Feb., 1941.

LT. RICHARD H. GRAHAM has been released from the Navy and resumed his work as attorney, representing NBC and the other subsidiaries of RCA on the Pacific Coast, at Hollywood, according to A. L. Ashby, vice-president and general counsel of the network.

EX-SGT. HENRY L. SHOLLY, on Feb. 1, rejoined the staff of Radio Station WILM, Wilmington, Del., in the newly created post of news editor. He will gather and edit local news for broadcast. Initially, WILM will air a 10-minute period of local news at 6 p.m., Monday through Saturday, covering happenings in Wilmington and vicinity, beginning Feb. 11.

GLEN HALL, of Pen Yan, New York, recently discharged from the Army, is now on the staff of WWNY, Watertown, New York, as control and recording engineer.

LT. THEODORE H. MARKOVIC, of the Signal Corps, has announced his affiliation with Emil Velazco, Inc. He will act in the capacity of associate music editor. During the war, Lt. Markovic had charge of the "Screen Magazine" and "Film Bulletin," subjects for the Signal Corps and worked directly under Colonel Emanuel Cohen.

T. TOWNSEND MILLER, following four and one-half years with the 82nd Airborne Division in Europe, including campaigns in Normandy, Northern France, Holland, Central Europe and the Ardennes, has formed his own public relations office in New York City. He is currently representing the U. S. Television Manufacturing Corp.

WTON, ABC Web Outlet As Bonus Station Mar. 1

Effective March 1, station WTON of Staunton, Virginia will become affiliated with the American Broadcasting Company, Inc., as a bonus station available at no cost to those advertisers who purchase WCHV, Charlottesville.

WTON is a new station under construction and it will operate on 1400 KC with 250 watts power. Charles P. Blackley is owner and manager of the new station.

WORDS AND MUSIC

By HERMAN PINCUS

Success Story

BORN in the little town of Coalinga, California, she and her two sisters formed a trio and sang at local affairs, eventually getting some local radio work. A year later, the heroine of this tale left the trio to sing with an octette, composed of seven boys and herself. In 1941, Tommy Dorsey signed the group, which after a few months became a quartette. The new group went out on their own, working on the west coast in theaters, clubs and radio. T.D. again sent for the "three boys and a gal," and this time featured them with his aggregation for two years. Another singer with the T.D. band, Frank Sinatra, had decided to go out as a single and encouraged the chantootsie to follow his example. In 1944 she took the advice of the Voice and became a soloist. Johnny Mercer liked her voice, style and personality, signed her to sing on his "Chesterfield Program" and also had her record for his new recording firm, Capitol Records. Her star was on the rise and today, a regular on the NBChesterfield Supper Club, she is rated one of the Nation's top vocalists. Her name . . . Jo Stafford.

★ ★ ★

RADIOLOGY:—Two weeks ago "wondered howcome Don Reid wasn't being heard on the networks" . . . he will be, CBStarting on a coast-to-coaster, March 16. . . ● WJZ has just auditioned a new comedy quiz titled, "Who's Cuckoo Now?" featuring Raymond Knight and Imogene Coca. . . ● When newscaster Kathryn Cravens returned from her European trip, she brought back a piece of the chandelier from Hitler's Reichchancellery and a pair of candlesticks from the home of Hermann Goering. . . ● A vacuum cleaner firm in Cleveland will sponsor Frank Novak's revised "Firehouse Follies" starting in the Spring. . . ● We hear that Vinton J. Hayworth will again be "Jack Arnold" on the "Myrt & Marge" series. . . ● Renee Terry, did such a fine substitution job on the "Betty & Buddy" show when Alice Breez had to undergo an emergency operation that the sponsors signed her on the spot for the duration of Alice's convalescence. . . ● Red Foley, cowboy star of the WLS "National Barn Dance," breezed into Gotham to cut four sides for Decca. . . ● **HEART-WARMING DEPARTMENT:**—Two months ago one of the "Rainbow House Gang," Johnny Ferro, was stricken with Polio and placed in an iron lung at the Knickerbocker Hospital . . . Emcee Bob Emery and organist Bill Wirges arranged to have Johnny's voice picked up from the hospital to be heard with those of the kids in the MBStudio . . . not only was the experiment a success, but the voice of another polio victim, Mike Lennon, was likewise piped in . . . program was heard last Saturday morning . . . nice work fellas. . . ● Toscanini will again NBConduct the Symphony for four programs starting March 17. . . ● Too bad WNYC didn't complete the entire 13 of the Jerry Morvay-produced series . . . the three Treasury-sponsored shows aired presented drama with a sock. . . ● Ed. J. Weber, mgr. of the "Can You Top This?" trio, was awarded a citation from the Navy for his work to entertain Servicemen at the Lambs the past four years.

★ ★ ★

TIN PAN ALLEY-OOPS:—On the day that the news broke of the "Radar contact with the moon in 2.4 seconds," the "Serenade To America" program had introduced Brown Furlow's ballad, "Black Velvet On The Moon." . . . Young Furlow on the NBC music staff has since been kidded by his co-workers who taunt him with "if the old moon hadn't been fouled up with that 'black velvet' those radar waves would have bounced back in much less time." . . . ● "Bonamba," the Maxwell-Wirges novelty ditty, has all the major publishers bidding for the number . . . couldn't happen to a nicer pair of fellows. . . ● Luckenbar Music's latest ballad, "A Wonderful Night," will be on the "Hit Parade" this summer . . . wanna bet . . . ● Solid senders say that Vaughn Horton's jivey "Choo-Choo-Ch-Boogie," published by Rytvoc Music, is headed for a hot play from the swing bands.

EQUIPMENT

George Myrick, manager of personal aviation sales for the Bendix radio division, has announced the appointment of five more aviation organizations as representatives for Bendix aviation radio equipment. The new representatives, with headquarters established in metropolitan airports, are Atlantic Aviation Service, Du Pont Airport, Wilmington, Del.; Baker-Eberle Aircraft Corporation, Detroit City Airport, Detroit, Mich.; Servair Aviation Corporation, Stewart Airport, Parkersburg, West Va.; Dallas Aero Service, Love Field, Dallas, Texas, and Graham Aviation Company, Allegheny County Airport, Pittsburgh, Pa.

Farnsworth Promotion

J. D. Schantz has been promoted to assistant manager of the research department of Farnsworth Television & Radio Corp. He joined the firm in 1939 from a predecessor company, Farnsworth Television, Inc., of Philadelphia, where he conducted research on circuits and television terminal equipment.

Crosley Ships Models

Shipments in substantial quantities of three additional models of new Crosley receivers will be made to distributors by Mar. 1, according to E. C. Brode, manager of distribution of Crosley's manufacturing division. One of the new models is a console type combination with floating jewel tone system. The other two are table models encased in cabinets of plastic material.

New Nebraska U Series Opens On 13 Stations

Omaha—A new series of programs on the Nebraska network, co-op non-commercial web of all Nebraska outlets, swung into high gear this week for the University of Nebraska. Programs project new developments in various departments of the University, as well as progress in fields such as agricultural research, housing and veterans programs.

Participating stations include: KFOR and KFAB, Lincoln; KOIL, WOW, KBON and KOWH, Omaha; WJAG, Norfolk; KORN, Fremont; KHAS, Hastings; KMMJ, Grand Island; KODY, North Platte; KGFV, Kearney; KGKY, Scottsbluff.

Stork News

Nancy Craig, WJZ femme commentator, is the mother of a seven-pound, six-ounce baby girl, born at the Lenox Hill Hospital in New York on January 31. In private life, Miss Craig is the wife of George Junkin, former manager of station KMOX, in St. Louis, Mo. During her absence, Ann Russell, a former member of Miss Craig's staff and recently released from war service in the WASPS, will carry on Miss Craig's WJZ program.

WOR Officials Meet; Set Quotas For 1946

(Continued from Page 1)

audition room on the 23rd floor of the station's headquarters, was opened by president Theodore C. Streibert, and Eugene S. Thomas, sales manager, outlined the '46 sales campaign. How various departmental activities will be integrated to help the sales staff and advertisers was detailed by department heads Norman Livingston, program; Joseph Creamer, advertising; Cortlandt Langley, research, and Charles Oppenheim, publicity.

James O. Peckham, vice-president of the A. C. Nielsen Co., explained to the staff the Nielsen survey, which is a mechanical measurement of minute-by-minute listening in a cross-section of homes. The service was recently contracted by WOR.

Luncheon At The Astor

At a luncheon at the Hotel Astor, many of the outlet's artists spoke informally, including Frazier Hunt, Barry Gray, John B. Gambling, Joe Bier, Dorothy Kilgallen, Richard Kollmar, Bessie Beatty, Tiny Ruffner and Bob Emery.

Later in the afternoon, the account execs were hosts to advertising and agency guests at a broadcast of "The Better Half Matinee."

Disclosed at the meeting was a breakdown of 1945 sales which showed 14 per cent originating at the Chicago office, 1.5 per cent each at the Boston and San Francisco offices, with the balance in New York.

CBC Inaugurates Study To End Crime Shows

Montreal—The Canadian Broadcasting Corp. is again preparing a survey of program schedules in the Dominion in an effort to eliminate crime and gangster dramas, it was announced last week by Donald Manson, assistant general manager. In view of the renewed demands for stricter control of programs, he said, it would be necessary "to study the problem all over again."

Manson said CBC had the power to force private stations to drop such programs, but added that they had been willing in the past to eliminate objectionable shows and there was no reason to believe the outlets would not continue to co-operate.

CBS headquarters had not yet received a resolution prepared by the Toronto City Council which joined in demands for the banning of crime programs made previously by the Ontario Education Association and school and church groups in Quebec and British Columbia.

FCC Lists Video Applicants For Hearings In 11 Localities

(Continued from Page 1)

sey: (Seven channels—Metropolitan), American Broadcasting Co., Inc., Bamberger Broadcasting Service, Inc., Bremer Broadcasting Corp. (Newark), Debs Memorial Fund, Inc., Palmer K. and Louis C. Leberman, Inc., Marcus Loew Booking Agency, Metropolitan Television, Inc., News Syndicate Co., Inc., Philco Radio & Television, Inc., Raytheon Manufacturing Co., Sheron Metallic Corp. (Huntington, N. Y.), Twentieth Century Fox Film Corp., Westchester Broadcasting Corp. (White Plains, N. Y.), WLIB, Inc.

There are three licensed commercial television broadcasting stations in New York, namely: WNBT, National Broadcasting Company; WCBW, Columbia Broadcasting System, Inc., and WABD, Allen B. DuMont Laboratories, Inc.

Los Angeles: (Seven channels—Metropolitan), American Broadcasting Co., Inc., Earl C. Anthony, Inc., Walt Disney Productions (Burbank, Cal), Consolidated Broadcasting Corp., Ltd., Fox West Coast Theaters, Hughes Productions (division of Hughes Tool Co.), Don Lee Broadcasting System, Metro - Goldwyn - Mayer Studios, Inc., National Broadcasting Co., Inc., Television Productions, Inc., Times-Mirror Co. (B5—PCT—92), Warner Brothers Broadcasting Corp., Dorothy S. Thackrey.

Philadelphia: (Four channels—Metropolitan), William Penn Broadcasting Co., Pennsylvania Broadcasting Co., Philadelphia Daily News, Inc., Philadelphia Enquirer, a division of Triangle Publications, Inc., (B2—PCT—73), Seaboard Radio Broadcasting Corp., WCAU Broadcasting Co., WDAS Broadcasting Station, Inc., Westinghouse Radio Stations, Inc. (B2

—PCT—34), WFIL Broadcasting Co., Bamberger Broadcasting Service, Inc. There is one licensed commercial television station in Philadelphia, namely, WPTZ (Philco Radio and Television Corp.).

Detroit: (Five channels—Metropolitan), Evening News Association, International Detroit Corp., Jam Handy Organization, Inc., King Trendle Broadcasting Corp., United Detroit Theater Corp.

San Francisco—Oakland: (Six channels—Metropolitan), American Broadcasting Co., Inc., Associated Broadcasters, Inc., Don Lee Broadcasting System, Hearst Publications, Inc., Hughes Productions (division of Hughes Tool Co.), Television Productions, Inc., Dorothy S. Thackrey.

Pittsburgh: (Four channels—Metropolitan), Allegheny Broadcasting Corp., Allen B. DuMont Laboratories, Scripps-Howard Radio, Inc., WCAE, Inc., Westinghouse Radio Stations, Inc.

Cleveland: (Five channels—Metropolitan), Allen B. DuMont Laboratories, National Broadcasting Co., Inc., Scripps-Howard Radio, Inc., United Broadcasting Co., WGAR Broadcasting Co., WJW, Inc.

Baltimore: (Three channels—Metropolitan), Hearst Radio, Inc., Maryland Broadcasting Co., Tower Realty Co., Joseph M. Zamoiski Co.

Providence: (One channel—Metropolitan), Outlet Company, Yankee Network, Inc.

Harrisburg: (One channel—Metropolitan), WHIP, Inc., Keystone Broadcasting Corp.

Lancaster: (One channel—Community), Lancaster Television Corp., WGAL, Inc.

FCC Permits Withdrawal Of Four AM Applicants

Washington Bureau, RADIO DAILY

Washington—The FCC announced Friday that it has permitted the withdrawal of four applications for new AM stations, from the Muscatine Broadcasting Company, Muscatine, Iowa; the Burlington-Graham Broadcasting Company, Burlington, James H. McKee, Charleston, W. Va., and the Skagit Valley Broadcasting Company, Mt. Vernon, Wash.

At the same time it was announced that consolidated hearings on three Charleston, W. Va. applications will be held in Washington before Commissioner Denny, March 25-27. The applicants are Joe L. Smith, Jr., Capitol Broadcasting Co., and Chemical City Broadcasting Co. The Everglades Broadcasting Company has applied to amend its application to specify Miami for studio and transmitter instead of Ft. Lauderdale, Fla., and a similar application has been filed by the Montana Broadcasting and Television Company changing the specification from Anaconda to Butte. The New Mexico Publishing Company has

"Hour of Charm" To Tour Originating Show Enroute

Phil Spitalny and his "Hour of Charm" orchestra will leave on an extensive concert tour Monday, March 11. The tour will begin in Kansas City, Kan., and will end in Cleveland, O., March 31 with a concert before a national convention of 14,000 music teachers. In addition to the concert engagements, the "Hour of Charm" program (NBC, Sundays, 10:00 p.m., EST) will originate from the cities along the route.

Included in the orchestra's itinerary are St. Louis, Mo., and Wichita, Kan., with a stopover at Flora, Ill., whose entire population of 5,000 has purchased \$3,500 worth of tickets for the concert.

amended its application from a new station in Santa Fe to seek operation on 1400 kilocycles with 250 watts instead of operating on 550 kilocycles with one kilowatt. The Middlesboro Broadcasting Company, Middlesboro, Ky., has amended its application for a local station to seek the 1450 band instead of the 1490 band.

Trammell Announces Promotions At NBC

(Continued from Page 1)

ager of the central division. All appointments are effective April 1, it was added.

Witmer, in the newly created post of staff vice president, will carry out such assignments as are given him by the president, while Kopf and Showerman will transfer to the New York and Chicago offices, respectively.



ROY C. WITMER

Witmer began his business career after attending Stanford University in California, and for 17 years prior to his association with NBC he managed manufacturing plants in New England. He joined the network in 1927 as advertising sales manager, was promoted to assistant sales manager in 1929, and became sales manager in 1930. A year later he was appointed a vice president of NBC.



HARRY C. KOPF

Kopf, after graduation in 1925 from the University of Illinois, became a member of the Hearst Organization and was connected with the advertising sales department in Chicago until 1927 when he joined the A. W. Shaw Publishing Co. as Mid-west representative of "System" magazine. He joined NBC's sales department in Chicago in 1931, was made sales manager in the Central division in 1939 and was appointed a vice president in 1941.

Showerman, also an alumnus of the University of Illinois, was widely active with newspaper and agency advertising departments until he joined NBC's Chicago sales staff in 1928. He became sales manager of the Central division in 1930, moved to New York in 1936 when he was promoted to assistant Eastern sales manager. He became Eastern sales manager in 1940.

Send Birthday Greetings To —

Feb. 5

Ed Abbott Steve Ellis
Thor Ericson Eddie Stanley
Rupe Werling

FOR SALE
Majority Interest in Florida Station. Will Deal Only With Principals. Give Financial References. Write Box 116, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— MARYLAND —

BALTIMORE—WITH held a special broadcast last Tuesday, Jan. 29, from the Children's Hospital in Baltimore to further the fight on Infantile Paralysis in connection with the March of Dimes campaign. A one-hour show preceded the broadcast, with candy and favors being distributed among the victims through the courtesy of Baltimore business firms. The broadcast was a competitive affair among the polio patients, and the radio audience was asked to send in votes for the patient they liked best that was interviewed on the air. Bill Dyer, announcer, interviewed the patients.

— KENTUCKY —

ASHLAND—WCMI recently announced the new addition of Bob Elkins to the staff as newscaster, and announcer, and is attached to the Huntington Studios of WCMI. Elkins, prior to entering the service in which he served over three years, had attended Marshall College and did free-lance writing. . . . **LOUISVILLE**—Buell E. Herrick, formerly production manager of WGRC, recently joined the sales department of WINN.

— UTAH —

SALT LAKE CITY—Gordon Crowe, former staff writer on "Yank," the Army weekly, has joined the continuity department of KALL. Crowe for three and a half years served as reporter on the "Memphis Press-Scimitar," and also worked as a newspaper and magazine feature writer in Hollywood, where he authored a column titled "Glamourtown."

— NEBRASKA —

OMAHA—KOWH has begun a new Sunday radio series entitled, "The Veteran Wants A Job," in which, through co-operation with the Veterans' Service Center, former servicemen are interviewed each week. Center employees stay at the phone for an hour after the broadcast to take calls from employers who have job openings for veterans. . . . Dick McCann, manager of KBON, has been named chairman of the Mayor's Tax Finding Committee. . . . "WOW Jamboree," a new variety show featuring top tunes and comedy, is now airing over WOW every Saturday in the AM spot.

— NEW YORK STATE —

SCHENECTADY—The Leonard Asch FM station, WBCA has pacted Robert Snyder, recently discharged Army correspondent, for a thrice weekly fifteen-minute series of news, views and interviews. Guests for the spot range from politicians, music and theater personalities, to the man on the street and his human interest story. Snyder did radio work for the Army before his correspondent assignment took him to the Ninth Army sector of the ETO.

— ILLINOIS —

CHICAGO—WJJD program director, Randy Blake, returned to his desk Jan. 28, after one week's illness with the flu. . . . Marion Murphy, formerly with the Phil Gordon Agency, became a member of the WJJD continuity department. . . . **PEORIA**—Servicemen who have returned to WMBD are: Berne Enterline announcer, returned as assistant program director; Milton Budd, announcer; George Pyle, engineer and Bob Carlton announcer. . . . WMBD engaged in an emergency housing campaign for returning servicemen, has provided 106 dwelling units in the Peoria area.

— VIRGINIA —

RICHMOND—Walter Bowry, Lieutenant in the Marine Corps, has returned to WMBG as assistant general manager. Edward McBride has returned to the engineering staff along with Albert Tillery after having served in the Navy, and Allan J. Phaup, Jr., a Lieutenant in the Army Air Force, returned to WMBG as promotional and special events director. . . . **ST. PETERSBURG**—Bill Close, formerly with WWVA, Wheeling, West Virginia, has joined WSSV as program director. . . . Henry Addison, WSSV announcer, has been appointed musical director of the outlet.

— CANADA —

ONTARIO—Commentaries from Ottawa, Washington and overseas will be presented on the program "Capital Report," beginning Sunday, Feb. 3, over stations of the CBC Trans-Canada Network. The new series, which is to be just short of the half hour mark, is to replace such programs as "This Week," formerly presented Saturdays; "Washington Commentary" and "Report From Overseas by Matthew Halton," "broadcast Sundays. To begin the series Feb. 3, Bob Bowman, Chester Bloom and Mathew Halton will provide the commentaries.

— IOWA —

MARSHALLTOWN—H. C. Hurb, recently discharged from the Navy with the rank of lieutenant, has assumed the duties as general manager of KFJB. . . . After three years in the Army, Bill White, chief announcer at KFJB from 1938 to 1942, has returned to the station. . . . **DES MOINES**—Leon Taylor, after serving as a captain in the Army, has returned and has been named promotion manager of KRNT. . . . William Hippee, who has been in the Army in Texas for over four years, returned to the KRNT news department, Feb. 4.

— MINNESOTA —

MANKATO—What modern education is accomplishing in a typical mid-western city will be told in a series of fifteen-minute broadcasts "Mankato Schools of the Air," presented five mornings a week during the month of Feb. over KYSM. Designed to familiarize parents with the many activities at Mankato High School, the series will include interviews, round table, classroom discussions, student government meetings, assembly programs and concerts. Planning the broadcasts with Bob Gardner, KYSM program director are two faculty members, C. J. Arnold, who heads the department of audio-visual education, and Lucy Joyce, director of the radio workshop.

— FLORIDA —


MIAMI—WIOD obtained an exclusive recording of former Prime Minister Winston Churchill's message just before his departure from the Miami Air Field Friday, February 1, for an official visit of one week in Havana, Cuba. The recording was broadcast over WIOD with Larry Mansfield describing the proceedings. . . . WIOD broadcast two urgent appeals for volunteer nurses aids to help in special work at the Jackson

Memorial Hospital, with thirty volunteers responding to the call within twelve hours. The first announcement was made by Chester M. Wright through the courtesy of the American Brewing Company on their program "Regal Show Time." The second announcement was made on WIOD "Rambler" when Tom Q. Smith again appealed on his local news program

— TEXAS —

DALLAS—Tilford Jones, owner of KXYT Houston, has been elected chairman of the opening committee of the Lone Star Chain, succeeding O. L. Taylor, at the winter meeting of the group held Jan. 31. The opening committee consisted of Jones Taylor and Harold Hough of KGKO, Dallas-Fort Worth. Basic stations for the chain are KTSA, San Antonio, KGKO and KXYZ. Supplementary stations are KRGV, Weslaco, KRIS, Corpus Christi, and KGNC, Amarillo. The chain also makes feed to KFDM, Beaumont, KTBC, Austin, and KFYO, Lubbock. . . . **PARIS**—Boyd Kelley, formerly manager of KBST, Big Spring, has been transferred to KPLT as general manager. . . . Robert A. Harmon, now chief engineer at KPLT and William B. Foreman has been added to the announcing staff.


Meet Mr. Reddy Cash!
FROM EAST TEXAS



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

KFRO
LONGVIEW, TEX.
Texas Richest Market

17 Million
LETTERS
IN 16 Years
WLS GETS RESULTS!



890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

CHICAGO 7

THE PRAIRIE FARMER STATION
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

REPRESENTED BY JOHN BLAIR & COMPANY



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 26

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 6, 1946

TEN CENTS

FCC Drops 25 Applicants

Tele Coaxial Pickup Set From Washington

Inauguration of the coaxial cable linking television with Washington, Philadelphia, New York and Schenectady is scheduled for next Tuesday noon, February 12th, with a special Lincoln's birthday program from the nation's capital. The telecast will be pooled with NBC, CBS, DuMont, Philco and General Electric participating in the broadcast.

Program calls for General of the Army Dwight D. Eisenhower to lay a wreath on the Abraham Lincoln statue in Washington at noon. Television cameras will then switch to

(Continued on Page 7)

Women Directors Group Meets In N. Y., March 15-17

The importance of an informed public opinion achieved through the activities of women in the communicative arts will be the theme of the annual meeting of the NAB's Association of Women Directors at the Hotel Roosevelt, March 15-17.

Among the speakers at the meeting will be Linnea Nelson, of J. Walter Thompson; Frank Pellegrin, NAB director of broadcast advertising; Lisa

(Continued on Page 2)

ACA-CIO Workers Picket FCC Capital Headquarters

Washington Bureau, RADIO DAILY
Washington—A dozen ACA-CIO workers began picketing the FCC yesterday carrying placards charging Chairman Paul Porter with "violations of public trust."

The union, which is striking against

(Continued on Page 7)

Lucky Gob!

Guy Lombardo will announce the winner of his \$5,000 song-title contest tonight on his regular ABC program at 9 p.m., as Merle C. Overholtzer, ex-sailor, of Long Beach, Cal., who submitted the title: "Do Sheep Count People When They Want To Sleep?" Overholtzer, a former radio technician, was among the 250,000 entries in the contest.

Resourceful

Washington — Natalie Towle, music librarian of WWDC, has solved Washington's housing shortage by "going to sea." Miss Towle is now quartered on the "Tech," 150-foot yacht now permanently anchored in the Potomac. The "Tech" has most of the comforts of home, including hot and cold running water and maid service.

Jeff Named Chairman By Radio Conference

Washington Bureau, RADIO DAILY
Washington—The North American Regional Broadcasting Engineering conference opened yesterday with FCC Commissioner E. K. Jeff elected chairman by the 50 delegates from eight countries.

Only barrier to quick extension of the North American Regional Broadcasting Agreement for two more years is the demand of Cuba for 20 more

(Continued on Page 7)

Southwest NAB Members Hold Meeting in Dallas

Dallas, Tex.—Local broadcasters here were warned by NAB President Justin Miller to expect serious labor trouble, particularly from AFM, during the recent two-day meeting of the NAB 13th District at the Baker Hotel.

Stating that James C. Petrillo, president of AFM, "had his eyes" on

(Continued on Page 8)

FCC Announces Hearings On Fifty-Two FM Requests

FCC continued its campaign to set its FM house in order yesterday by granting six new stations and scheduling for hearing 52 applications in four major cities, including New York and Washington.

The new grants bring the total to 304 conditional grants and the important hearings follow hot on the heels of FCC's decision to keep FM in the higher frequencies.

Hearings were scheduled in the fol-

Dismisses "Without Prejudice" Requests Reported In Conflict With Clear Channel Rules And NARBA

Chicago News Buys Interest in WIND

Chicago—Forty-two per cent of the stock of station WIND has been purchased by the Chicago Daily News in a transaction announced by the News. The sale agreement was signed by Ralph Atlass, president of WIND, and C. Blake McDowell, secretary of the paper. Atlass, it was announced will continue as president and general manager of the station.

The majority of the remainder of

(Continued on Page 8)

WMCA To Inaugurate 24-Hour Daily Schedule

WMCA will adopt a 24-hour broadcast schedule for the first time in its history, beginning Monday, February 11, it was announced yesterday by Nathan Straus, station's president.

Around-the-clock operation will be

(Continued on Page 2)

Sees Television Using Both Films, Live Talent

"Television programs will combine the best features of both films and live talent in the future," Paul Alley, editor of NBC television film pro-

(Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday dismissed "without prejudice" 25 applications involving direct conflict with present clear channel rules and the North American Regional Broadcasting Agreement.

The Commission noted that its clear channel hearings, which were continued until April 15, have not been completed, and the NARBA is still being debated by eight nations.

The four orders issued by FCC, however, provide procedures for re-

(Continued on Page 3)

Flamm-Noble Case Reopens Tomorrow

Final determination of the controversial charges and countercharges between Donald Flamm, former owner of WMCA, and Edward J. Noble, chairman of the board of ABC, is expected when hearings begin before Judge Cohalan of the New York State Supreme Court tomorrow at 10 a.m. The jury was sworn in yesterday.

Flamm is suing for approximately

(Continued on Page 3)

Television Must Be Free, Raibourn Warns Students

Television, as well as motion pictures and radio, must be free to depict accurately, life as it is lived in various parts of the world, Paul Rai-

(Continued on Page 2)

Vatican Visitor

Thomas B. Morgan, news and special events director at WOV, will be among the entourage of Archbishops Spellman and Glennon on their trip to Rome this month and will record proceedings of the Consistory in English and Italian. Morgan, who is the author of a book on the Vatican, will discuss his trip on the eve of departure, Saturday.



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

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FINANCIAL (Tues., Feb. 5)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net. Chg. Rows include Am. Tel & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

WMCA To Inaugurate 24-Hour Daily Schedule

(Continued from Page 1) installed with a six-hour series titled "All Through The Night" which will include news, music and special fea- tures conducted by John Wright. Present normal sign-off time for the station is 1:05 a.m., with a return to the air at 6:30 a.m. In addition to a full schedule of entertainment, pro- grams will feature news bulletins every hour on the hour, and repeat broadcasts of special events that have been aired over WMCA. Included among advertisers who have already bought time for the late-hour broadcasts are Pabst Beer, the Strauss Stores, Warner Bros., Sachs Furniture, and Simonize. Dr. Goldmark On 'Hobby Lobby' Dr. Peter C. Goldmark, CBS direc- tor of engineering research and de- velopment, noted for his work in the development of color television fea- turing ultra-high frequency trans- mission, will be guest on "Hobby Lobby" tomorrow. He will discuss his hobby —color television.

Coming and Going

ADRIAN SAMISH, vice-president of ABC in charge of programs, is back in town following two weeks spent on the West Coast, where he supervised the new series of transcontinental Monday night programs. R. H. SWINTZ, commercial manager of WSBT, South Bend outlet of CBS, is here from Indiana on station and network business. Paid a call yesterday at the station relations department of the web. LOUIS PRIMA and the members of his band have arrived from New Orleans. They're open- ing at Nat Moss' 400 Club. RAY BURGESS, director of Cigar Institute's radio and motion picture division, has left for Chicago, where he will confer with Tom Brene- man regarding cigar tieups with "Breakfast in Hollywood."

BILL LEWIS, vice-president in charge of radio for Kenyon & Eckhardt, Inc., has left for Chi- cago to attend the annual meeting of Kellogg sales executives. HENRY P. CLARK, vice-president of McCann- Erickson Corp. and manager of its office in Buenos Aires, Argentina, has arrived in New York for three weeks of conferences at the headquarters of the agency. JACK BURNETT, director of publicity for Foote, Cone & Belding, is leaving New York for a week in Chicago, where he will set the stage for Hedda Hopper's broadcast of next Monday. He then will go on to the West Coast, where he will confer at the Los Angeles, Holly- wood and San Francisco offices of the agency. BUDDY LESTER off by plane for Detroit, where he is booked for an engagement of one week at the Downtown Theater.

L. A. County Symph. Band Will Broadcast On MBS

West Coast Bureau, RADIO DAILY Los Angeles—Initiating a series of new broadcasts, the Los Angeles County Symphonic Band will be heard coast to coast over the Mutual- Don Lee Broadcasting System Satur- day afternoons from 1:00 to 1:30 p.m., PST., beginning February 16th, ac- cording to the Musicians' Association of Los Angeles. The County Band, under the auspices of the Los Angeles County Board of Supervisors, will be under a different conductor each week, with guest soloists to appear from time to time.

Will Study Copyrights

Montreal—Mr. Justice J. T. Thor- son, chairman of the Copyright Ap- peal Board, announces he will recom- mend to the government the appoint- ment of a royal commission to study the "whole question of copyrights as applicable to the performing rights." Mr. Justice Thorson made the an- nouncement after the board heard a submission of the Composers, Authors and Publishers Association of Canada which claimed that Canadian fees for the performance of musical works were inadequate. He said the com- mission would seek to determine whether there had been any change in conditions affecting copyrights since 1935, when a judicial inquiry was made into the field of copyrights and performing rights. The appeal board was established as a result of the 1935 inquiry.

Women Directors Group Meets In N. Y., March 15-17

(Continued from Page 1) Sergio, Elsa Maxwell, Mary Margaret McBride, Gertrude Berg, Walter Lipp- mann, and Dorothy Lewis, co-ordi- nator of listener activities of NAB, and Katherine Fisher, director of the Good Housekeeping Institute. The latest information on dress and millinery fashions, home economics, food and appliances will be covered at various sessions, with fashion shows, cocktail parties, luncheons and other social events rounding out the agenda. Alma Kitchell, of ABC, is president of the AWD, and Marie Houlahan of WEEL, Boston, public relations di- rector.

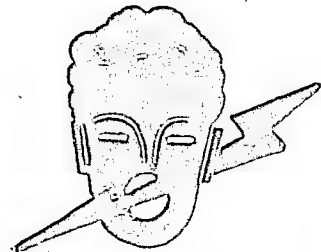
Television Must Be Free, Raibourn Warns Students

(Continued from Page 1) bourn, president of Television Pro- ductions, Inc., subsidiary of Para- mount Pictures, Inc., told the asso- ciate members of the New School yes- terday. To achieve this purpose, said Rai- bourn, International agreement must exist, guaranteeing to all full freedom to pick up material wherever it is to be found and to transmit this material to others. Attempts by Governments to control efforts of this kind in the past, he added, have produced fric- tion and misunderstanding.



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, de- livers 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 Balti- more is your big buy.



W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

Advertisement for WDAS Philadelphia. Text: 'Within Your Reach Philadelphia's WDAS covering the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.'

Flamm-Noble Case Reopens Tomorrow

(Continued from Page 1)

\$2,700,000 for alleged damages arising out of the sale of WMCA to Noble in 1940. Noble later divested himself of the outlet in accordance with the FCC's multiple-ownership rule.

In his original complaint, Flamm charged that at the time of the sale, he was "an unwilling seller and was coerced by various threats on the part of the defendant (Noble) and his agents into agreeing to the sale."

The charges were categorically denied by Noble who filed a counter-suit for \$1,000,000 which will be taken up following disposition of Flamm's charges.

Flamm is represented by Handelman & Ives, and Noble by Franklin S. Wood, both of New York.

Lieut. James Joins Porter As Special FCC Assistant

Lieut. W. Ervin James, USNR, former assistant secretary of the FCC, who has been in service for the past two years, yesterday began his duties as special assistant to Chairman Paul Porter.

Lieutenant James joined the Commission staff in 1941, as assistant to Commissioner Clifford J. Durr. He became assistant secretary of the Commission in 1943. He entered the Navy in 1944 and was attached to the USS Nevada. He saw action at Iwo Jima, Okinawa and with the Third Fleet in the East China Sea.

A native of Montgomery, Ala., Lieutenant James is a member of the bar of Alabama, and of the District of Columbia bar. He is married and has one son.

British Brides On NBC Via 'Honeymoon' Show

Several of the English brides who arrived Monday to join their GI husbands will participate on NBC's "Honeymoon in New York," this morning at 9:05, and will be showered with bridal bouquets, gifts, theater tickets, with a wedding breakfast following a special tour of the web studios. Interviews will be conducted by emcee Durward Kirby, singing bridesmaid Joy Hodges and announcer Herb Sheldon.

Twenty-Five Applications Dismissed By Commission

(Continued from Page 1)

instatement of the dismissed applications at the conclusion of general legislative proceedings now pending. "In the event the Commission's rules are subsequently modified," FCC said, "suitable notice will be afforded all interested persons and a period will be provided in which to file competing applications."

FCC warned, however, that "pending applications inconsistent with the Commission's rules do not afford any equities or priorities on the frequency."

Applications dismissed by the FCC fall into four categories: (1) Those involving conflict with section 3.25 (A) in that they request duplicate nighttime operation on channels reserved for the exclusive nighttime use of one station only; (2) applications involving conflict with section 3.25 (D) since nighttime operation is requested on a channel available for daytime operation only, in the United States; (3) applications involving conflict with section 3.22 which proposes operation with a power in excess of 50 kw, the maximum permitted by Commission rules; and (4) applications requesting the use of frequencies for standard broadcast stations which are not presently included in the frequencies allocated for that service.

The FCC acted quickly to forestall the flood of applications resulting in widespread industry belief that the clear channels will be opened.

Most recent application came from WIBW, Topeka, which requested 540 kc, now used by the Navy, and 500 kw power, although a large number of applications edging in on the clear had been received, FCC acted quickly to avoid a veritable flood of such applications.

Applicants for the 540 kc frequency which were turned down by FCC include Midland Broadcasting Co. (KMBC), Kansas City, Mo.; the Community Broadcasting Co. (WTOL), Toledo, Ohio; Topeka Broadcasting

Association (WIBW), Topeka, Kansas. Request of Southland Industries (WOAD), San Antonio, Texas, for power in excess of 50 kw was dismissed by FCC. WAOI operates on 1200 kc, a clear channel. FCC pointed out that use of power over 50 kw on clear channel was still under consideration.

Drop Clear Channel Applicants

Biggest single group turned down by FCC were those trying to climb aboard clear channels. This group included Iowa State College of Agriculture and Mechanical Arts (WOD), Ames, Iowa; George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, doing business as radio station KTBS, Shreveport, La.; United Broadcasting Co., WHKK, Akron, Ohio; KXRO, Inc., Aberdeen, Wash.; World Publishing Co. (KOWH), Omaha, Nebr.; Pacific Coast Broadcasting Co. (KPAS), Pasadena, Calif.; the St. Louis University (WEW), St. Louis, Mo.; American Radiotelephone Co. (KXA), Seattle, Wash.; Seattle Broadcasting Co. (KOL), Seattle, Wash.; Farwest Broadcasting Co., Bellingham, Wash.; Skagit Valley Broadcasters, Mt. Vernon, Wash.; Broadcasting Corp. of America (KPRO), Riverside, Calif.; Milwaukee Broadcasting Co. (WEMP), Milwaukee, Wis.; West Central Broadcasting Co., Tulsa, Okla.; Palo Alto Radio Station Inc. (KYA), San Francisco, Calif.; KOIN, Inc. (KOIN), Portland, Ore.; KXL Broadcaster, Portland, Ore.; A. Frank Katzentine (WKAT), Miami Beach, Fla.; Intermountain Broadcasting Corp. (KDYL), Salt Lake City, Utah; Louis Wasmer (KGA), Spokane, Wash.

Also turned down for a clear channel request was the Capital Broadcasting Co. (WWDC), Washington, D. C.

Action by the Commission is believed to have cleaned from the Commission's books all applications which are in conflict with present rules.

Sauter Outlines N. Y. Plans For Annual Red Cross Drive

Plans for radio exploitation of the 1946 Red Cross campaign in Greater New York were outlined by Jim Sauter who presided at a luncheon meeting at the Waldorf Astoria on Monday. Special radio kits prepared for New York stations will be available on February 15th as well as a transcription series titled, "War Without Guns." Another series of transcriptions will be produced by NAB which will comprise 16-20 second chain breaks, eight dramatized spots which are forty-five seconds in length and six, four and one-half minute dramatizations featuring stars. Other speakers at the luncheon included Red Barber, last year's chairman who is now a member of the Red Cross advisory board and Jarvis Cromwell, chairman of the Greater N. Y. Red Cross Committee.

British Will Discuss Wireless Set License Fees

Arthur Feldman, London correspondent of ABC reports from that city that on Thursday a Laborite Member of Parliament will ask British Minister of Information Williams "whether as an alternative to increasing the cost of a wireless (radio receiver) license has he considered the allocation of a wave length for sponsored radio programs." Consideration has been given in Britain to raising the license fee on radio receivers from two and four dollars yearly, according to reports received recently in the United States.

Ben Grauer 'Hors de Combat'
Ben Grauer will be out of action for a while. The NBC announcer is bedded at his apartment with virus pneumonia, but his condition is reported as satisfactory.

NBC BASIC STATION

YOU SELL WITH

W
W
D
E
E
L

WILMINGTON
DELAWARE

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

5000 WATTS DAY AND NIGHT

Represented by

RAYMER

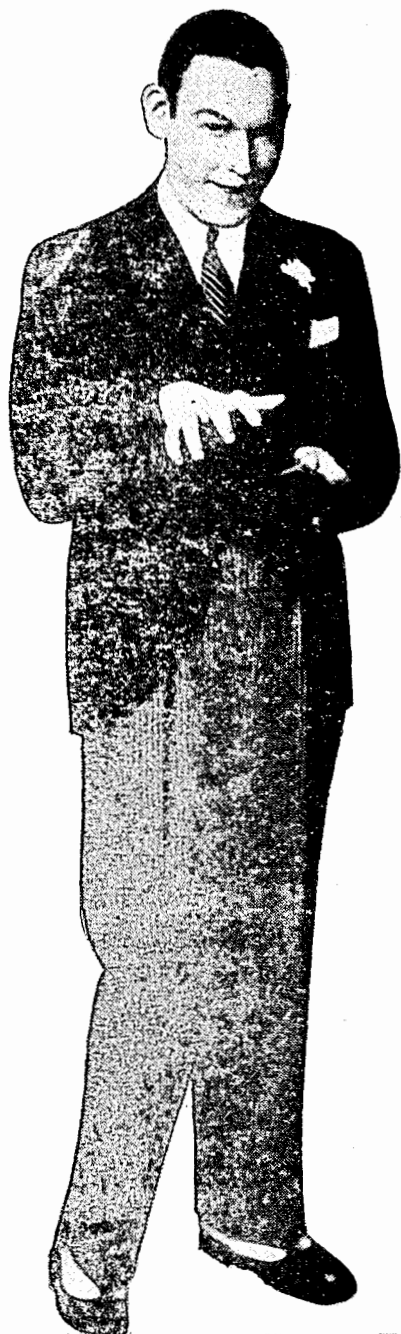
WJNO

Where Dun and Bradstreet meet Hooper and Crosley?

CBS

THE VOICE OF THE PALM BEACHES

It happened on NBC



In the Beginning . . .

AUGUST 4, 1933

Fred Allen started the first of his programs over NBC. This was a half-hour musical revue, co-starring Ferde Grofe and his orchestra.

JULY 11, 1934

Fred Allen inaugurated his famous "Town Hall Tonight" series of hour-long Wednesday night programs on NBC—destined to be heard for six years—until 1940.

• Allen's Alley is one of the busiest thoroughfares in the world. The traffic cop on Allen's Alley states that each Sunday night it swarms with some twenty-five million people.

• That's a lot of people, and they are all attracted by that famous laugh-tour conductor, Fred Allen. Accompanied by the zany Portland Hoffa, Fred brings his millions down the Alley for vocal visits highlight-

ing the dour Bronxisms of Mrs. Nussbaum, the Don-East nasalisms of Titus Moody, the inflated fantasies of Falstaff Openshaw, and the Bourbon-scented conversational impasses of Senator Claghorn. Fred Allen discovered the Alley a number of years ago on NBC. Currently in the fifth month of his new NBC series for Standard Brands, after a sixteen-month self-imposed absence from the air, this modern Pied Pier-

The Story of Fred Allen) NO. 9 OF A SERIES

Today . . .

OCTOBER 7, 1945

After four years on another network and sixteen months off the air, Fred Allen returned to NBC, receiving an opening Hooper rating of 21.2—the highest first-time Hooper rating ever recorded for any program to date—leaping into fifth place among all Hooper-rated programs with his first broadcast.

DECEMBER 31, 1945

Fred Allen ended the first three months of his new Sunday night series on NBC with a Hooper rating of 25.0, easily holding his own among top Hooper-rated programs.



leads larger throngs than ever down Allen's Alley.

- Early in his career Fred was a juggler. He never got over the habit. Now he holds the spotlight while he juggles Tender Leaf Tea on one hand and Blue Bonnet Margarine on the other—and sales soar in grocery stores on every street, lane, avenue and highway in America.

- What makes Allen's Alley as well known to Ameri-

cans as Broadway, Fifth Avenue, or Main Street in Mr. Benny's Waukegan? It has the all-star attraction of Fred Allen and his troupe of fun-makers; it is paved with the superlative facilities of the NBC Network; it is populated by the vast NBC audience; and it is located just around the corner from 79 Wistful Vista, Kraft Music Hall, Duffy's Tavern and other great shows on NBC.

National Broadcasting Company

America's No. 1 Network



LOS ANGELES

By RALPH WILK

CAROLYN SHERIDAN, secretary to Willet H. Brown of the Don Lee Broadcasting System, will wed Bob Nattress February 10th. Nattress, now affiliated with American Air Lines, was an ensign in the Naval Air Corps. The couple will make their home in Glendale.

Universal Microphone Co., Inglewood, are producing their new A31 microphone desk stand with die cast base and wood handle in durable brown toned enamel. The unit assembly is actually a combination microphone handle and desk stand.

Walter D. Douglas, II, executive of the Hoffman Radio Corp., is in Washington, D. C., on company business.

Penny (Blondie) Singleton, co-star of the Sunday "Blondie" ainer, has petitioned the park commissioners of Beverly Hills, where she lives, to try to find a place of honor for the statue, "The Ideal American Wife," sculpted by Lt. Col. William Hendrix, ETO veteran, which was recently declined by the city of New York.

Tom Hargis, program director of KNX, has organized the Gene Walsh Trio and will launch it over the Pacific Coast Network February 8. Walsh, former singer with Freddie Martin, will play electric guitar and sing. Novacord, Hammond organ and Celeste will be played by Don Beamsley. Lois Johnson will handle piano and duets with Walsh. Hargis has gotten lively advance sponsor interest for this distinctive trio variation.

Bette Strassner, formerly with the Aluminum Company of Seattle, has joined the firm of Smith, Bull and McCreery.

Latest honor to come to Dinah Shore, radio's Number One Singer, is a plaque from the U. S. Navy in recognition for her morale services during the war.

A Voice
In Your Future
John Tillman
CBS Announcer
Serving in the Army



"A Bit of Paris in New York"

Henri
Est. 1906
FRENCH RESTAURANT
REAL FRENCH CUISINE
LUNCHEON From \$1.50
DINNER From \$2.00
Famous French Candies
15 EAST 52d ST.



Notes From An Aisle Seat . . . !

• • • Bob Hope's sponsor will add another show to the nets in the Fall. . . . "Nellie Bly" cost Bing 50 G's. . . . Norma Shearer's comeback role will be as the witch in the film version of "Mr. D.A.," adapted from the Jay Jostyn Hooperave. . . . Comic Herb Shriner, noting Shakespearian shows on B'way, says it only goes to prove the old saying: "A bard in the hand," etc. . . . Send condolences to Y. & R.'s Tom Lewis. He has lost his mother. . . . Look for Jack Benny and Eddie Cantor to make swap guest appearances in a few weeks. . . . Andy Russell will probably be the summer replacement for Joan Davis. . . . Ginny Simms' act-of-God (she's expecting), nicest timing for the year. Blessed event due in July, when she goes off the air for the summer. . . . Just to settle a lot of arguments now cropping up because of Fanny Brice's 25th anniversary of her moppel brainchild, Baby Snooks, none other than Moss Hart wrote the first Snooks skit. . . . Ralph Edwards received 27,000 letters from listeners who thought they knew the identity of Mr. Hush on "Truth or Consequences." 150 guessed correctly that it was Jack Dempsey. . . . Did you hear about the guy who took the pledge after seeing "The Lost Weekend"? He swore off movies! . . . Confirming our item of last week about Louie Armstrong being unhappy with Decca, comes the news that he's just signed up with Victor.



• • • Radio row in N. Y. asking Harry Maizlish, gn'l mgr. of KFWB, Hollywood—now in town on a visit—how he was able to toss out all programming last Thursday and devote a full 19 hours to the March of Dimes drive. Harry retorted that it reflects the humanitarian spirit of Hollywood and radio as a media of public service. Credit must go to Harry, Jack and Major Albert Warner for making the facilities of the station available—to Spike Wallace of AFM Local No. 47, for donating the services of 100 musicians—and to the many artists who dropped in to do their bit for the drive.



• • • Last week's Jack Benny and Fred Allen stanzas set a new high for both shows. The Benny ainer with the Ronald Colemans, was one howl after another, while Fred and Bea Lillie put together a miniature musical comedy gem. . . . "Magazine Digest's" merit award for May goes to Kate Smith. . . . Jim and Athena Boles nixed a movie offer for their 21-month-old daughter, Barbara Lynn. Figure it's enuf if both mom and pop work. . . . Red Face Dep't: In the Ezra Stone-directed show, "January Thaw," a box of cornflakes is used as a stage prop, which had the radio insiders wondering inasmuch as Ezra gets about a zillion bucks from his Grapenuts show. . . . Paul (N. Y. Post) Denis' suit against Loew's, Inc., now in the Federal Court of N. Y., due to come up in two weeks. Suit alleges plagiarism of a "Maisie" character originated by the columnist. . . . Hartley Samuels has opened up a radio package company under the name of Production Associates. He already has agencies here and in Chicago interested in his first show, "The Grey Seal," adapted from Frank L. Packard's very popular "Adventures of Jimmie Dale". . . . Recommended: The sultry singing of Thelma Carpenter on the E. Cantor stanzas.



• • • Success Story: The Herb Gordon who just took over an executive post at World Broadcasting (in charge of all production), is the same Herb Gordon who broke into the agents' racket some seven years ago with Frederick Bros. at a smart twenty bucks a week. Prior to that he had wielded a baton over such shows as the "Lucky-Strike-Magic Carpet" series and tore up a \$500-a-week contract with his band to turn over a so-called new leaf. P.S. Last May, the same firm that had paid him the twenty kopecs offered him \$15,000 a year if he'd return.

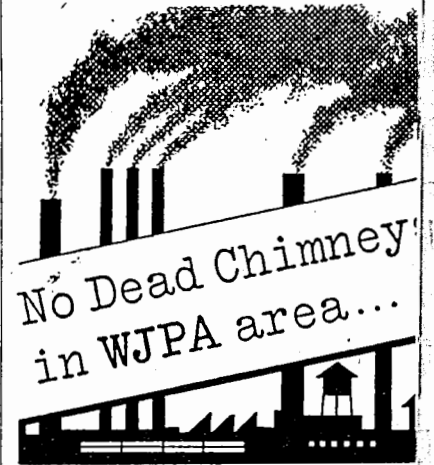
SOUTHWEST

JACK PRIGMORE, veteran WFAA-KGKO, Dallas-Fort Worth station entertainer will leave this week for New York, to study at Columbia University. Prigmore appeared in more than 13 weekly airings. He was the original "Tommy Tucker" on the M. Tucker's Smile program, the oldest commercial program in the Southwest. He has been vocalist on the "Modern Homemakers," airing since its debut 10 years ago. He has also been a member of the Plainsman Quartet since 1932.

Rex Preis, assistant manager of KTSA, San Antonio, and Eugene Roth, owner and operator of KOMA, San Antonio, were elected board of director members at the recent 10th district meeting of the Advertising Federation of America, held in Dallas.

The Humble Oil and Refining Co. are sponsoring the airing of the basketball games played by the Southern Methodist University team over WFAP.

KABC, San Antonio, is especially proud of its service to the local office of the FBI. Each week the station staff transcribes the ABC network program "Your FBI," which is turned over to the local FBI office where the platter is played for the benefit of the rookies and older members of the department in special sessions.



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

MUTUAL NETWORK
For further details on Friendly Group Stations, write Joseph Hershey McGilvera, Los Angeles, San Francisco, New York. JOHN LAUX Managing Director

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



Jett Named Chairman by Radio Conference

(Continued from Page 1)

channels and other changes in the regulations. The Cuban delegation, noting that new needs have narrowed the field, its first move requested formation of a juridical committee by the conference. In its resolution requesting the new committee, the Cuban delegation pointed out that the NARBA was an international instrument which must be ratified by the legislative bodies of the nations. The Cuban resolution was thought to be the first attempt to write a new treaty instead of continuing the present agreement. In his address to the conference, Commissioner Jett said:

Jett Speaks

"We are now entering a period of momentous and worldwide change. It is a challenging period—but I know from experience and the results attained at conferences in Canada, Cuba, Mexico and other countries that we can and will meet this challenge by adopting a mutually satisfactory agreement."

FCC Announces Hearings On Fifty-Two FM Applicants

(Continued from Page 1)

Hearst Radio Inc.; Bernard Fain; WLIB, Inc.; Peoples Radio Foundation, Inc.; Supreme Broadcasting System, Inc.; New York Sun Broadcasting Co.; Metropolitan Broadcasting Service; National Maritime Union Broadcasting; Amalgamated Broadcasting System; Book-Of-The-Month Club Broadcasting Corp.; Unity Broadcasting Corp. of New York; Frequency Broadcasting Corp.; Elias J. Godofsky.

Applicants for Newark, N. J., include North Jersey Radio, Inc., UAW-CIO; Radio Projects, Inc.; and Atlantic Broadcasting Co., and North Jersey Broadcasting Co., Paterson, N. J.

Battling for Washington's 11 metropolitan channels are Marcus Loew Booking Agency; Mid-Coastal Broadcasting Co.; The Crosley Corp.; Everett L. Dillard, Trading as Commercial Radio Equipment Co.; Capitol Broadcasting Co.; Cowles Broadcasting Co.; Eleanor Patterson, trading as the Times-Herald; National Broadcasting Co.; Metropolitan Broadcasting Co.; Potomac Cooperative Federation, Inc.; Evening Star Broadcasting Co., Inc.; FM Development Foundation and WINX Broadcasting Co.

The following are competing for the six remaining channels for the Pittsburgh, Pa., area: WCAE, Inc.; Scripps-

Howard Radio, Inc.; Alleghany Broadcasting Corp.; Liberty Broadcasting Co.; West Virginia Radio Corp.; Pittsburgh Radio Supply House; David Rosenblum, trading as Butler Broadcasting Co.; Eagle Printing Co., Butler, Pa., and Beaver County Broadcasting Corp., Beaver Falls, Pa. Two channels in the Pittsburgh area have already been assigned to KDKA-FM and WTNT.

Applicants for the Dayton-Springfield area, competing for the five channels there are: The Crosley Corp.; Great Trails Broadcasting Corp.; Miami Valley Broadcasting Corp., all for Dayton, and Unity Corp., Inc.; Radio Voice of Springfield, Inc., and Radio Ohio, Inc., for Springfield.

No date for the hearings have been set, FCC said.

New FM Grants

New FM grants by FCC were: Christina M. Jacobson, Trading as the Valley Electric Co., San Louis Obispo, Calif., Metropolitan; Sentinel Radio Corp., Evanston, Ill., Community; Birney Imes, Sr., Clarksdale, Miss., Metropolitan; Kale, Inc., Portland, Ore., Metropolitan; York County Broadcasting Co., Rock Hill, S. C., Community; Agriculture and Mechanical College of Texas, College Station, Texas, metropolitan.

Miss
Kay G W

To All Radio Advertisers:

Figures show that the KGW Market has emerged from the war period with purchasing power undiminished. Retail sales for December '45 were up nearly 10% above '44.

New workers, attracted by shipbuilding and war industries, have found well-paying jobs in Oregon's basic permanent industries, such as lumbering, fishing, and agriculture.

During 1946 the Oregon Market will pay rich returns to the Radio Advertiser.

P. S. BE SURE to use KGW, the Oregon Market's No. 1 radio medium.

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REGULATED NATIONALLY
BY FEDERAL COMMUNICATIONS COMMISSION

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

ACA-CIO Workers Picket FCC Capital Headquarters

(Continued from Page 1)

Western Union in New York City accused Porter of "failing to take action" against WU regarding alleged violations of the Communications act. Seth Leine, Washington representative of the ACA reiterated his charge that WU is mailing telegrams from Washington and other points to New York City.

"We have definite proof," he said, "that Western Union for the past several weeks has been charging telegraph rates and giving postal service. This is a violation of the secrecy code of the Communications Act."

Spokesmen for WU termed the union charges "ridiculous" and said "Western Union hasn't sent a telegram by mail since Jan. 11."

It was recalled that Porter in a reply to Victor Rabinowitz, counsel

Tele Coaxial Pickup Set From Washington

(Continued from Page 1)

the capitol building where senators and congressmen will be interviewed. This program will mark the first pooled television broadcast from Washington using the coaxial cable facilities installed by A. T. and T. It will also give NBC another opportunity to demonstrate the new image orthicon tele camera. In New York arrangements will be made to have the press view the program with receivers installed in the RCA building.

for the ACA said WU had issued instructions cancelling its previous mailing order.

While Porter declined to enter the controversy on either side FCC spokesman said "it is not within the province of the Commission to intervene in a labor dispute."

3 0 0 0

Three thousand copies of this photo of ART "PANCHO" RAYMOND were recently mailed out to as many New Yorkers who joined "CLUB TICO-TICO."

"TICO-TICO TIME" features English-speaking ARTURO and romantic, heavily-accented PANCHO. Both are really ART RAYMOND. "TICO-TICO TIME" is the most popular recorded Latin-American program in New York and is heard daily from 10:30 A.M. to 11:00 A.M. over WBYN in Brooklyn.

Available for immediate sponsorship. Phone
OTIS P. WILLIAMS TR. 5-3300.

COAST-TO-COAST

— CANADA —

MONTREAL—An on-the-spot narrative account of "Exercise Muskox," Canada's scientific and military expedition through the Northwest territories and the Arctic, is to be broadcast to the Canadian listeners by the CBC in a series of reports titled "Muskox Diary." The reports, which will be carried from February extending into May, will be included in the regular news feature, "CBC-News Roundup," aired Monday through Friday over the Trans-Canada network and will feature regular voice reports by Flight Lieutenant Ron Gradsby, R. C. A. F. public relations officer with the expedition. Setting out from the first base at Churchill, Gradsby will report on the progress of the expedition as it moves across the Canadian Arctic. In addition he plans to obtain illustrative actualities from members of the expedition, trappers, Eskimos, Hudson's Bay Company factors and Mounties.

— NEW YORK —

NEW YORK—WOV has inaugurated a new programming theme Monday through Saturday, presenting dinner music which includes light classical airs; pure jazz and commercial swing; operatic selections; symphonic works; hill-billy and Western tunes, and liturgical music and songs. . . . **BROOKLYN**—"The Lonesome Train," a special program in commemoration of Abraham Lincoln's birthday, will be presented over WLIB Tuesday, Feb. 12, featuring Burl Ives, Lyn Murray and his orchestra, the Jeffery Alexander Chorus, Richard Huey and Raymond Johnson as Abraham Lincoln.

— OKLAHOMA —

OKLAHOMA CITY—"Helen Rogers," daytime women's commentary show, originating from KOMA, initiated a new twist to its regular format Jan. 25, by using Warner Brothers' film "My Reputation" as the basis for a roundtable discussion on the pros and cons of convention, three women . . . one single, one a widow with two children, one a family life counselor. The three were invited to witness the film after which they aired their views on the question of whether a woman is justified in throwing over conventions for future happiness. Listeners were invited to join the discussion by mail and writers of the three best letters were to receive copies of the book "My Reputation" and the three runners up would receive passes admitting them to the theater.

Send Birthday
Greetings To

Feb. 6

Haven Gillespie Louis Nizer
Thurl Ravenscroft Joseph Rogers
Dot Whitehead Kay Reed
Dorothy De Rosa

Southwest NAB Members Hold Meeting in Dallas

(Continued from Page 1)

stations in remote areas that have had little experience with organized labor, Miller urged the broadcasters to obtain expert legal advice. "Labor is very well advised as to its legal rights," he said. "Petrillo may be doing irritating things, but he is being legal about it."

C. E. Arney, Jr., NAB secretary, warned the group with, "You haven't been moved in on by labor, but gentlemen, you will. You can't any more keep them out than you can hold back the tide."

Charges "Complacency"

In a session on "The Unsolved Music Problem," Arney charged the group with falling back into complacency since the fight against ASCAP. That organization, he said, "is eternally vigilant to restore what they lost in 1940." He added that station management was not giving music the attention it deserves.

Ralph Wentworth, of BMI, discussed the financial aspects of the licensing situation. "In 1939," he declared, "ASCAP was predatory. They were getting after you in every way they could and succeeded nobly." In that year, he added, broadcasters earned \$155,000,000 on time sale and gave \$5,000,000 of it to ASCAP. In comparison, he continued, broadcasters made \$275,000,000 on time sale in 1944 and paid \$4,500,000 to ASCAP under the new alternate licensing plan. He said that victory over ASCAP had saved broadcasters \$43,000,000 between 1946 and 1945. Also heard in the discussion that followed were Carl Haverlin, of BMI; George Johnston, of SESAC; Gerald King, of Standard; Pierre Weis, of Langworth, and Wade Barnes, of NBC recording.

Feltis Reports

A progress report on the first national survey made by BMB was given by Hugh M. Feltis, president of the organization. It was pointed out that 75 per cent of the Texas outlets were participating. Heard as guests of Feltis were Harlow Roberts, of AAAA, and A. H. Caperton, of ANA.

Paul A. Walker, of the FCC, predicted overwhelming expansion of radio services and countless technological advances within the next few years. He said that 700 FM applications are on file or have been granted by the Commission, and predicted 2,000 FM outlets throughout the country by the end of next year. He added that television mobile units soon will be going to important events and broadcasting them into homes both in monochrome and in color.

Several sessions on various phases of station operation made up the agenda for the second day, including: a sales managers clinic, with Bill Bennett, of KXYZ, Houston, presiding; a program managers clinic, with Pete Teddlie, of WRR, Dallas, presiding; a session on agricultural broadcasting by Layne Beaty, of WBAP-KGKO, Ft. Worth; a small market stations clinic with Bill Laurie, of KNET, Palestine, presiding, with a talk by Frank Pellegrin, NAB director of broadcast advertising.

Sees Television Using Both Films, Live Talent

(Continued from Page 1)

grams, said Tuesday in a talk before the American Television Society at the Hotel Sheraton. He also made known his feelings that newsreels "are one division in which television will be pre-eminent," referring as an example, to the recent NBC televising of the 82nd Airborne Division parade up New York's Fifth Avenue.

NBC programming at present consists of 40 per cent film, 40 per cent live, and 20 per cent live talent, Alley explained, with the "shooting" of live action confined, at the moment, to spot news events. Discussing the use of films, the NBC executive asserted that they permit a "broader scope to the studio show," and provide a more realistic background for programs.

Burke Crotty, producer in charge of WNBT's mobile unit, disclosed that "a little better" than 675 mobile programs have been televised by NBC since the opening of the World's Fair in April, 1939. Future NBC mobile programs will include a good deal of sports events and human interest features, he added.

In regard to the running time of a program of the type now being televised from mobile units, Crotty conjectured that "in the future we might think that half-hour shows might be more desirable than present lengths, and later, probably, 15 minute shows."

Crotty gave high praise to the lot of the mobile unit engineer, explaining the several difficulties encountered by him during the preparation of an outside, on-the-spot telecast, which include the choice of location for cameras, proximity to power sources, choice of proper lens, etc. Discussing the choice of cameras and lenses for general purposes of outdoor telecasts, Crotty declared that "the orthicon is the camera for outside, since it gives a consistently better, over-all picture."

Chicago News Buys An Interest In WIND

(Continued from Page 1)

the 58 per cent of the station stock remains with H. Leslie Atlass, brother of Ralph and president of WBBM, and Philip K. Wrigley, chewing gum magnate. Involved in the transaction were 1,197 shares of WIND stock of which 357 shares were owned by Ralph Atlass, 465 shares by Wrigley and 233 shares by H. Leslie Atlass. Also included in the transaction were 55 shares owned by Ralph Atlass's son, Ralph Lewis; 32 by his daughter Pauline; 35 by John T. Carey, sales manager of WIND; 20 by Mrs. Mabel Walker Willebrandt, Washington attorney and former assistant attorney general and one each by Louise Whittal and Milton Freyfuss. The FCC was notified of the transaction it was announced but it was contended by the principals that FCC sanction was not required but station control was not involved. The FCC was asked for confirmation of the transaction by March 1; it was said. If such confirmation is not forthcoming either party to the transaction will have the privilege of withdrawing.

AGENCIES

STEPHEN R. RINTOUL, on Feb. 6 about February 15th, will leave the Katz Agency, Inc., radio station representatives, to engage in business for himself.

JOHN W. DARR, president, Institute of Public Relations, Inc., will speak tomorrow before the Advertising and Selling Course, conducted by the Advertising Club of New York on "How to mold good public relations." This meeting will be held at the Engineering Societies Building.

KELLOGG SALES EXECUTIVES will have their annual meeting in Chicago, February 11. Kenyon & Eckhardt, Kellogg's agency, has arranged for recorded talks by Tom "Breakfast in Hollywood" Breneman, Gil "Home Edition" Martyn, and Ed "Superman" Collyer to be played at the meeting. Breneman will also make a personal appearance to speak before the Kellogg sales force.

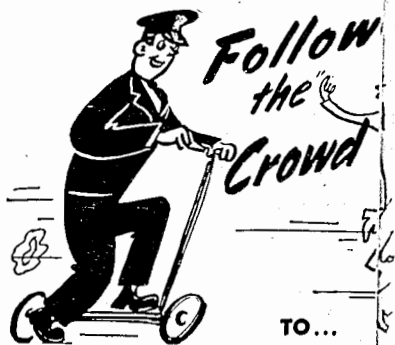
PAUL BROWN, formerly head of the Brown-Alexander Agency, has joined the new Gould & Kuff Agency in Baltimore, in an executive capacity.

MAXIM GAMES COMPANY has appointed William Sare, Advertising, New York, to handle its account. Radio spot announcements may be started in six months. Account executive is Julius Bronstein.

L.T. COMDR. GILBERT STENDER, after more than three years service in the Navy, including duty with the Amphibious Force in the Mediterranean, has returned to Bentson & Bowles, Inc.

GILBERT R. LESSER, recently released from Armed Forces Radio Service, Hollywood, where he prepared radio shows for broadcast to troops, has returned to Emil Meul Co., Inc., New York. He will serve as account executive.

FOR ALL RECORDING SERVICE



U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D.C.

Complete Recording Supplies



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 27

NEW YORK, N. Y., THURSDAY, FEBRUARY 7, 1946

TEN CENTS

Plan Midwest FM Web

Color Tele Outlook Viewed By Engstrom

Declaring that color television was not acceptable in its present form, E. W. Engstrom, vice-president in charge of research of the RCA Laboratories, last night addressed a meeting of the New York Electrical Society at their headquarters in Manhattan. He said, however, steps are being taken by RCA to open the way for use of the higher frequencies in television with an experimental transmitter scheduled to go on the air in New York early this year.

Color television is one of the ad-
(Continued on Page 6)

Facsimile Receiver Patent To Finch Corporation

Patent covering a cathode ray facsimile receiver which makes possible "simple and inexpensive facsimile recording at high speeds," has been issued to Capt. William G. H. Finch, head of Finch Telecommunications, Inc.

The firm has been conducting research in the use of cathode ray tubes in facsimile for instantaneous recording, employing the principles of
(Continued on Page 3)

Leonard Hole Heads CBS Tele Plans Dept.

Leonard Hole, manager of CBS television operations before joining the Navy in 1942, has been appointed to the newly created executive post of director of CBS television plans division, Lawrence W. Lowman, vice-president in charge of video for the web, announced yesterday.

Hole will devote most of his time
(Continued on Page 2)

Emergency

With the present tug-boat strike in New York cutting off a considerable percentage of the city's coal and fuel oil, WNYC is broadcasting, and offering to other stations for broadcasting, the Mayor's orders regarding electricity conservation and priorities by which essential activities within the metropolis will be assured of their requirements.

Stooge Day

Hollywood—Five leading radio "stooges" will step out on their own on next Sunday's "Hall of Fame" show. Participating in a skotch titled, "We're The Men Behind The Men Who Got The Laughs," will be Jerry Colonna, Bert "Mad Russian" Gordon, gadget salesman Eddie Marr, Mel Blanc, Burns and Allen's unhappy postman, and Charlie Cantor, who plays "Finnegan" on Duffy's.

Grant Ala. Churchmen Non-Commercial CP

Birmingham, Ala.—In the first grant of its kind, the Courier Broadcasting Service of Birmingham, has been granted a construction permit by the FCC for a new standard non-commercial broadcast station. The Courier, which is owned by several church groups, will not sell radio time, but plans to finance the cost of operation by subscriptions totaling \$600 a week and by public contributions.

Chinese Playwright To Study American Radio

Washington—Wan Chai-Pao, Chinese playwright, will come to the United States for a year's study of radio and motion pictures, the State Department announced yesterday. He will begin his stay in March, at the invitation of the State Department;
(Continued on Page 2)

U. S. Seeks Continuance Of NARBA For Two Years

Washington Bureau, RADIO DAILY

Washington — The United States formally recommended yesterday that the North American Regional Broadcasting Agreement be continued for another two years.

Although the United States' proposals would deny Cuba its demands for 20 additional standard channels and other changes, the door was left open for Cuba to present its case during the present conference. United States' proposals include:

WGN, Inc., Announces Network Plans; Four Transmitters Ordered For Early Delivery

House Vote Slated On New Lea Bill

Washington Bureau, RADIO DAILY
Washington—A decisive House vote for the Lea bill directed at AFM President James C. Petrillo's alleged coercive practices against broadcasters is looked for here despite the avowed opposition of labor friends among the solons. The bill, which will probably be substituted for the Senate bill by Senator Vandenberg which is directed only against Petrillo's ban on broadcast of student musicians is due
(Continued on Page 6)

Pres. Truman's Hometown Seeks To Establish Station

Independence, Mo., which is also the hometown of President Harry S. Truman, is seeking its first radio station. R. E. Worthcutt, W. L. Gillmor and W. C. Turner, the latter being
(Continued on Page 2)

Noble-Flamm Trial Gets Underway Today

Franklin S. Wood, attorney for Edward J. Noble, is expected to ask for a dismissal of the suit for \$2,925,000 filed against the ABC executive by
(Continued on Page 2)

Chicago — The Midwest FM network, a subsidiary of WGN, Inc., has placed an order with the General Electric Company for transmitter equipment for WGNB and four proposed new frequency modulation stations, according to G. William Lang, chief engineer for WGN and WGNB. Applications were filed with the Federal Communications Commission several months ago for
(Continued on Page 3)

FCC Skeds Hearings On AM Applications

Washington Bureau, RADIO DAILY
Washington—FCC yesterday designated for hearing a large backlog of standard applications in all parts of the country, including many requests for sharing of clear channels. The following applications, all designated for hearing, are listed in order of channel requests. 550 kc—Designated in a consolidated proceeding with other applications requesting the
(Continued on Page 5)

New Radio Courses By CCNY School Of Business

Broadcasting as a vital advertising medium is featured in new radio courses to be offered by the CCNY School of Business, it was announced
(Continued on Page 3)

Plan Ham Web

Winnipeg—Plans for a network of radio amateurs across Canada in co-operation with the R.C.A.F., are under consideration, Keith Russell of Toronto, said here. Mr. Russell, former Director of Signals at R.C.A.F. headquarters, Ottawa, said the object is to have a group of operators trained in the use of R.C.A.F. signals to co-operate with the Air Force in an emergency.



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FRANK BURKE : : : : : Editor
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Coming and Going

PHILLIP MERRYMAN, director of facilities at NBC, today is in Wethersfield, Conn., where he will address the Business Men's and Civic Assn. on "Radio Broadcasting Today and Tomorrow."

JACK W. BROOKE, eastern manager of the American network's spot sales department, is in Detroit on business. He'll return in about a week.

BENEDICT GIMBEL, Jr., president and general manager of WIP, Philadelphia, was in town yesterday for conferences with officials of the Mutual network.

ART MOORE, producer; HAL DAVIS, publicist; BERNICE GAINES, scriptist, and LANIE HARPER, production assistant, all of Kenyon & Eckhardt, Inc., and the "County Fair" program, are in Tampa, Fla., from which point the show will originate on Saturday.

SHIRLEY WOLFF, hostess on WJZ's "Celebrity Night"; JOSEPH M. SEIFERTH, audience promotion manager of the station; VERA MASSEY, songstress; ELISSA MINET, Metropolitan Opera ballerina, and several additional radio artists gave a show yesterday at Camp Upton.

LEONARD A. VERSLUIS, president of Associated Broadcasting System, returned to New York early this week following a quick trip by plane to the ABS offices in Grand Rapids, Mich.

HENRY KING and the members of his orchestra are back in San Francisco after a plane trip to Hollywood, where they made a number of recordings for C. P. MacGregor's music library.

HARRIS SHEVELSON, managing editor of the magazine Coronet, has arrived in New York, where henceforth he will make his permanent headquarters.

Leonard Hole Heads CBS Tele Plans Dept.

Noble-Flamm Trial Gets Underway Today

(Continued from Page 1)

(Continued from Page 1)

to the further development and demonstration of CBS's full-color television in the ultra-high frequencies, Lowman stated. He will also have the responsibility of planning and developing future stations and ultimate network operations. Meanwhile the CBS tele executive will continue his current work on network tele general policy as it relates to program material and advertising copy, and will serve as television editor in liaison with the network's editing and copyright department.

Donald Flamm, former owner of WMCA, when the case opens this morning in the New York State Supreme Court.

Hole came to CBS 11 years ago, having been at that time with Benton & Bowles. In 1935 he was named director of the program service department and four years later placed in charge of the web's television operations. He returned to CBS following his discharge from service in the fall of last year.

Court agenda for the first day calls for initial presentation by both sides, probably followed by the calling of witnesses. In addition to the principals, the major witnesses are expected to be Donald Shaw and Leslie Evan Roberts, both of whom worked for WMCA when Flamm owned the outlet, and William J. Dempsey and William G. Koplovitz, Washington, D. C., lawyers.

Noble's countersuit for one million dollars will be taken up following disposition of Flamm's charges.

Handelman and Ives are attorneys for Flamm.

M-G-M Signs Oboler

West Coast Bureau, RADIO DAILY

Hollywood — Arch Oboler, radio writer, director and producer, has been signed by M-G-M to a new contract as writer and director. As his first assignment, he will direct his original screen play, "I'll Tell My Husband."

Will Air Shortwave Program

Paterson, N. J.—The FCC has granted permission to WPAT to air a shortwave broadcast for the National Radio Club on Monday, 4 to 5 a.m., (EST).

To Receive Award

Disc jockey Alan Courtney will receive an award of recognition from the National Urban League Guild on Saturday's airing of "Courtney's Record Carnival," WOR, 2:30 p.m. Presented by Lester B. Granger, executive secretary of the organization, the award is given in recognition of distinguished service to democracy and the cause of race relations in the field of radio by promoting tolerance through music.

Chinese Playwright To Study American Radio

(Continued from Page 1)

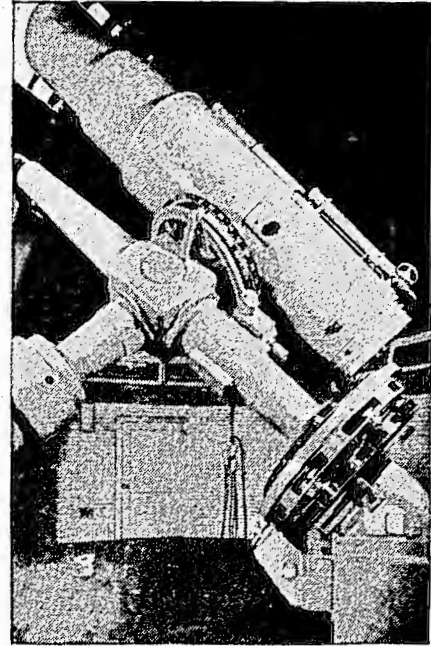
although his study of radio will be more from the dramatic side, he will investigate the possibilities of building China's radio industry.

Pres. Truman's Hometown Seeks To Establish Station

(Continued from Page 1)

chief of police, have made application to the FCC for a 1490 kilocycle station under the firm name of General Broadcasting Company.

Jules Harburg INSURANCE 80 JOHN STREET NEW YORK CITY BOWLING GREEN 9-0284 WHITEHALL 3-6767



Phobos & Deimos got out of line

Last year the U. S. Naval Observatory in Washington made a startling discovery.

It seems that Phobos and Deimos, the two known satellites of Mars, got out of line. They seemed to be hurtling through space slightly off the track which Newton's famed law of gravity says they should be on. One is getting closer to Mars ... the other farther away.

If even the law of gravity can be shaken up some ... then so can the thinking of those time buyers who say, "You'll never get a list in trouble if you pick the networks."

For instance, Baltimore: The successful independent, W-I-T-H, delivers more listeners-per-dollar-spent than any other station in this big five-station town.

Q. E. D.



W-I-T-H and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEL

THE VOICE OF SOUTHWESTERN OREGON ITEM No. 1 of a new Policy: - Now - A 24 HOUR STATION Send for rate card MUTUAL DON LEE BROADCASTING SYSTEM

Midwest FM Network Subsidiary Of WGN

(Continued from Page 1)

stations in Fort Wayne, Ind., Grand Rapids, Mich., Peoria, Ill., and Milwaukee, Wis.

WGNX, WGN's frequency modulation sister station, has been operating since 1941 and will be Chicago outlet for the proposed FM network. The order for equipment in each instance is contingent upon receipt of construction permits and license to operate the stations with the new transmitters. WGNB will operate with an effective power of 20,000 watts while the other stations will operate with an effective power of 10,000 watts. WGNB's present 98.9 transmitter was laboratory-built by WGN engineers. It has operated during the war with a power of 3,000 watts.

Although Lang would not venture a guess as to when the new equipment would be put into use, he did predict that it would be possible to get these stations on the air by the early part of 1947 if construction permits are granted before mid-summer, and if strikes do not further hamper production in the electrical and steel industries.

The network, he revealed, will not begin to function until connecting circuits have been installed. The exact method of feeding and receiving programs has not yet been decided, but Lang indicated that telephone circuits capable of transmitting 15,000 cycles would probably be used. Present telephone lines are limited to 8,000 cycles and therefore would be inadequate for frequency modulation. Widespread acceptance of FM, Lang believes, will take place just as soon as transmitters are constructed and placed in operation and the production of receiving sets meets current demand. Delivery on the first transmitter unit, to be installed on the 29th floor of Tribune tower, is expected sometime in March. Lang believes it is logical to expect many present local and regional AM stations will take advantage of FM because it offers them an opportunity to expand their service areas with the same amount of power. This he pointed out, may lead eventually to the establishment of additional clear channel stations to provide necessary service to rural and remote areas which cannot be served adequately in any other practical way and will not be benefited by FM.

Premiere Of Piano Concerto

The radio premiere of the late Bela Bartok's third piano concerto will be heard over CBS Saturday, 5-6 p.m., EST. Gyorgy Sandor is soloist with the Philadelphia Orchestra conducted by Eugene Ormandy.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

L. S. TOOGOOD RECORDING CO.

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

New Radio Courses By CCNY School Of Business

(Continued from Page 1)

yesterday by Dr. Robert A. Love, director of the evening session. "Reflecting the rapidly growing specialization of radio advertising, the school's new courses in Broadcast Advertising and Audience Research, are shaped to provide the necessary skill for attractive job opportunities in this field," Love said.

Under the instruction of Herschel Deutsch of the Grey agency, the advertising course will deal with market study, station selection and practice in the preparation of radio programs, including continuity writing.

Oscar Katz, associate director of research at CBS, will conduct the audience research course, with emphasis on the techniques used to measure audience behavior and the application of these techniques in studying the advertising effectiveness of the media.

New Writing Course

A new course in radio news writing will be offered by Edward Wegman, radio writer for the "New York Times," featuring news evaluation and processing. The course also will analyze the entrance into broadcasting of newspapers, trade unions and other special interest organizations.

Other radio and tele instructors at the school include Carl Mark, radio director of the Lefton agency; R. B. Gamble, consultant, Farnsworth Radio and Television Co.; Jo Ranson, publicity director, WHN, and Louis Sposa, program service director, WABD.

Spellman Talk On WOR

Cardinal-Designate Francis J. Spellman, will be the principal speaker at a banquet marking the 50th anniversary of the New York State Councils of the Knights of Columbus on Sunday, February 10. His address, originating from the grand ballroom of the Waldorf-Astoria Hotel, will be aired over WOR from 8:30 to 8:45 p.m. (EST).

Dr. Joseph N. Rodeheaver

Winona Lake, Ind.—Dr. Joseph N. Rodeheaver, vice-president and treasurer of the Rodeheaver Co., Winona Lake, music publishers, died Jan. 28 in Melbourne, Fla., of a heart attack. His brother, Homer, radio pastor, was associated with him in the music publishing business.

Gets Writers Post

George Schreier, director of information of the Scholastic Sports Institute and national secretary of the Sports Broadcasters' Association, has been re-elected Treasurer of the International League Baseball Writers Association.

Ackerman Conference Speaker

William C. Ackerman, director of the CBS reference library, on Friday, Feb. 15, will address the annual meeting of the "School and College Conference On English," at the Hotel Biltmore. His subject will be "Radio as a Form of Communication."

Facsimile Receiver Patent Granted Finch Corp.

(Continued from Page 1)

the recently issued patent, and others which are covered in further pending patent applications. According to company engineers, these permit the combination of tele's instantaneous reception with the benefits of facsimile recording.

Particular emphasis has been based on synchronizing and phasing to ensure clear and sharply defined pictures in a construction which they believe will be less expensive and more positive in its operation than the present mechanical facsimile systems.

During the war, Capt. Finch headed the research and design activities of the countermeasures section, electronics division, of the Navy's Bureau of Ships.

Todd Sponsors Program

Michael Todd has completed negotiations to sponsor "Barry Gray's Varieties" over WOR for 52 weeks, it was announced yesterday. Contract went into effect with the Tuesday morning (Feb. 6), broadcast, and provides for 32 commercial announcements and seven newscasts during the program, which is heard from 2 to 5:45 a.m., Monday through Sunday.

Contract was handled through the Robert Feldman Agency and William Crawford, account executive of WOR.

ABS Considers Plan To Re-Finance Web

Plans to refinance the Associated Broadcasting System through a stock issue, are being considered by officials of the new network, RADIO DAILY learned yesterday. The proposal to offer \$1,500,000 worth of stock was discussed recently at a meeting of officials of the web. It has been known for some time that Leonard Versluis, president of ABS, has been seeking to refinance the network.

Two WNHC-ABS Shows Scheduled Coast-To-Coast

WNHC, New Haven, Connecticut, will originate two coast-to-coast broadcasts over the Associated Broadcasting System Friday, Feb. 8, carrying an address by Secretary of Commerce Henry Agar Wallace, former vice-president of the U. S., from the Connecticut Political Action Committee dinner at the Hotel Taft in the Elm City. Mr. Wallace will be introduced by Mrs. Franklin P. Adams, and Dr. Liston Pope of Yale, associate on the Gilbert L. Stark fund.

The second coast-to-coast airing will be the Yale-Holy Cross basketball game from the Payne Whitney Gymnasium with Chuck Whitney, WNHC sportscaster handling description.

LIKE THE NAME OF

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ON HOSIERY...

that's **WIRE**

THE STATION THAT GIVES YOU
THE FINEST COVERAGE ALL OVER
THE INDIANAPOLIS BUYING AREA

BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY *Representatives*
AFFILIATED WITH THE INDIANAPOLIS STAR



LOS ANGELES

By RALPH WILK

This week listeners to 491 stations in all parts of the nation heard the first in a 52 week series of NBC Recorded dramatic programs presented by The American Legion.

The programs bear the label, "This Is Our Duty." Many of the stories are based on actual case histories from the Legion's files and represent an effort on the part of this great organization to promote better citizenship and devotion to American ideals.

Such outstanding radio-stage-screen stars as Stacy Harris, Anne Seymour, Jackson Beck, Carl Frank, Berry Kroeger and Joe De Santis play the roles in these quarter-hour shows. Production is under the direction of Drex Hines of the NBC Radio-Recording Division.

An interesting line-up of subjects will be featured in future programs. Juvenile Delinquency, National Security, Youth Activities of the Legion, United Nations' Organization, Education of Orphans of Veterans and other close-to-life topics will be put into dramatic form for education and entertainment.

The ground work for the production and wide distribution of this great public service program series was laid by Ray Fields, director of Public Relations for the Legion. Through the efforts of Fields and his staff, working through local American Legion posts, "This Is Our Duty" now earns recognition as one of the important public service programs of the year.

The fact that 491 American radio stations have cleared time to carry its important message is dramatic evidence that "This Is Our Duty" takes a number 1 spot in the eyes of radiomen throughout the country.

Another example of a top public service organization specifying the ever-flexible medium of recorded radio to carry their message nationally.

NBC Radio-Recording Division logo and address: 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 !!!

Jack Benny has notified the Quiz Kids that he is ailing and would they therefore please postpone their West Coast trip to guest on his program until March. The comedian said he plans to broadcast for the next few weeks from Palm Springs.....

Chicago

Incidentally, Tom Breneman, whose pitcher, "Breakfast in Hollywood," is being Chicago-world-premiered today at the Oriental Theater, is kicking this one around about the Jack Benny contest: "I can't stand Jack Benny because I'm tired of not being able to stand Don McNeill".....The Four Vagabonds, velvety-voice quartet on ABC's Breakfast Club and Club Matinee, are picture-profiled in the January issue of "Ebony," the Negro pictorial mag..... Janet Kubicz, only gal on WBBM's production staff, has been awarded a good conduct ribbon with one battle star by male members of the staff. They figured Janet had earned such recognition in the "Battle of Production Row." She's currently co-producer on WBBM's Saturday series, "Young America Answers".....It's a boy for the Ed Prentisses (he's radio's Captain Midnight). True to his radio title, Ed got his wife to the hospital on the stroke of midnight!.....Staffers at WLOL, Mutual's Minneapolis affiliate, tossed a welcome celebration last week for Norman Boggs, their new veepee and general manager. Three of Boggs' former associates at WGN-MBS, where he was salesmanager, were also on hand for the welcome festivities. They were Ade Hult, Mutual v.p. in charge of Mid-West operations, and Don Pontius and George Clark of the net's Mid-West sales staff.



Smilin' Bob Atcher, the hillbilly star, has resumed his Chi radio career with a WBBM series, "The American Story in Song," after three years of Army service in the Pacific.....Hal Tate, former Chicago commentator, who served for two years with the Seabees, is the new radio and music editor of the Hollywood Reporter.....Fred Kilian, producer of WENR's "Chicago U.S.A.," recently realized a life-long ambition—to have a crack passenger train held until his arrival. Kilian, announcer John Bryson and engineer George Smith were scheduled to get an engineer's eye-view of a fast train ride. Kilian, however, was unavoidably detained and arrived at the Dearborn station five minutes late. Rushing through the crowd he heard himself being paged. The train had waited!.....When he was in town recently, "Lard" Crosby indulged in one of his favorite outdoor sports—walking. He hoofed it along the lake front in near-zero weather from his hotel (Ambassador East), 2300 north, to the Edgewater Beach hotel, 5300 north, and back, a matter of six miles or so, the general idea being to help keep his weight down. Aside to Bob Hope: You can't say Harry doesn't try.....On the other hand, WJJD's 375-pound spieler, Allen Earle, says he has no plans for dieting. He wants to remain "radio's biggest announcer."



Arnold Carlsen, MBS sales exec, and his missus had their Mexican vacation trip nipped in the bud the other day when their plane was grounded at the Chi airport before it even got started. They trained out of Chicago, hoping to land a flight some where along the way..... Eddie Ballantine, Breakfast Club maestro, in St. Francis Hospital in suburban Evanston, following an appendectomy.....Dave (Dynamo) Edelson, who supervises Gov. Dwight H. Green's radio broadcasts, has received his certificate of membership in H. V. Kaltenborn's "Twenty Year Club." Edelson still holds the endurance record for announcing—30 straight hours at the time of the Florida hurricane in 1926.....Dan Orth of Mutual's Mid-West sales staff, is having his troubles on the home front in Wheaton. Dan's 10-month-old colt, "Nipper," has lockjaw and Dan has turned vet, administering tetanus shots to the ailing animal. "Nipper" is doing fine, according to latest reports from Doc Orth.

KFI staff announcer, Charlie Anderson returned to the station to resume the position he left in March of 1942 when he entered the United States Army. Anderson, a Captain was with the 8th Air Force based in England, and later with the Radio Department of Public Relations in France.

Screen actresses Jean Brooks and Lena Horne; Al Jarvis, radio producer, and composer Earl Robinson headed the list of persons elected this week to serve on the board of directors of the International Film and Radio Guild for the fiscal year beginning February 1.

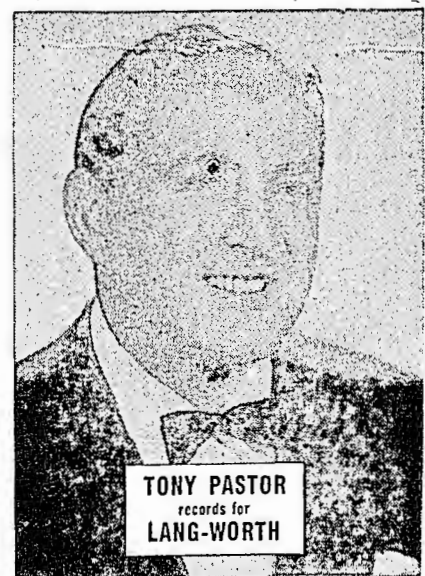
Others who will participate on the 18-member board are: Judge Stanley Mosk, Mrs. Eddie (Rochester) Anderson, Lorraine Armstrong, screen writer Henry Blankfort, Catherine Garcia, Leon H. Hardwick, Dr. Charles W. Hill, Mary Oyama-Mittwer, Harry Morgan, J. David Orozco, Curtis Mosby, Atty. David Ravin, Mrs. Noble Sissle and Allen C. Scott.

The IFRG, an educational organization designed to protect the interests of minorities in the campaign against racial and religious stereotyping in the entertainment world, already has begun work on its third annual screen and radio unity awards program to be staged here this spring.

More than 1,000 ballots are now being sent to editors and organizations in this country and abroad in an effort to select those in the entertainment industries throughout the world who have made the most outstanding contributions to inter-racial understanding and international unity during the last year.

Virginia Weidler On CBS

Virginia Weidler stars on CBS' "Theater of the Air," Feb. 9, 12 noon in "Awake and Dream." Ira Avery produces and directs. Harold Levey conducts the orchestra.



Requests To Share Clear Channels Included In FCC's List Of Hearings

(Continued from Page 1)

he 550 channel, scheduled to be heard in Washington on February 25, are the applications of Capital City Broadcasting Corp., Baton Rouge, La., and Public Service Broadcasting Corp., Knoxville, Tenn.

90 kc—KPHO—Phoenix Broadcasting, Inc., Phoenix, Ariz., for construction permit to change frequency from 1230 to 700 kc, increase power from 250 watts to 5 kw, install new transmitter and DA, and change the transmitter location in Phoenix.

Designated for consolidated hearing the application of Lee Segall Broadcasting Co. for a new station at Houston, Tex.; Texas Star Broadcasting Co. (KTHH), Houston, application to change frequencies from 1230 to 700 kc, increase power from 250 watts a day to 1 kw night, Lubbock County Broadcasting Co., Lubbock, Tex., for a new station to operate on 700 kc, 1 KW, DA night use, unlimited time; Plains Radio Broadcasting Co. (KFYO), Lubbock, Tex., for a construction permit to change frequencies from 1340 to 90 kc, increase power from 250 watts to 5 KW, and Veterans Broadcasting Co., a partnership, Houston, Tex., for a new station to use frequency 1230 kc, 250 watts unlimited time.

Seek Power Increase

30 kc—Designated for hearing in a consolidated proceeding the application of Southern California Broadcasting Co. (KWKW), an Gabriel, Calif., for construction permit to change frequency from 1430 to 830 kc, increase power from 1 to 5 KW, and application of Orange County Broadcasting Co., Santa Ana, Calif., for construction permit for a new station to operate on 830 kc, 5 KW, daytime only. (B5—P-4242.)

50 kc—Designated for a hearing in a consolidated proceeding the application of The S. Abell Co., Baltimore, Md., for a construction permit for a new station to operate on 850 kc, 1 KW, DA, unlimited time, and the application of Berks Broadcasting Co. (WEEU), Reading, Pa. for a construction permit to change its hours from daytime to unlimited.

10 kc—Designated for hearing the application of Bluegrass Broadcasting Co., Inc., for a new station at Versailles, Ky., to operate on 940 kc, 1 KW, unlimited time.

10 kc—Designated for hearing in a consolidated proceeding the application of Radio Americas Corp., Mayaguez, P. R., for a new station to operate on 950 kc, 1 KW, unlimited time, with application of Puerto Rico Communications Authority for a new station at Piedras, P. R., to operate on frequency 940 kc, 10 KW, DA, unlimited time.

New Texas Station Sought

60 kc—Designated for hearing the application of Lubbock Broadcasting Co., Lubbock, Tex., for a new station to operate on 960 kc, 1 KW, daytime only, with application of North Broadcasting Co., for a new station at Fort Worth, Tex., 960 kc, 5 KW, daytime only.

80 kc—Designated for consolidated hearing the application of Skyland Broadcasting Corp., or a new station at Dayton, Ohio, to operate on 980 kc, with 5 KW, DA, unlimited time, with application of Ohio-Michigan Broadcasting Co. (B2-P-4046) for a new station at Toledo, Ohio, on the same frequency with 1 KW power and DA for night time, unlimited time, and application of Greater Muskegon Broadcasters, Inc., for a new station at Muskegon, Mich., to operate on 980 kc, 1 KW, daytime only.

1030 kc—Designated for consolidated hearing or application of Fort Wayne Broadcasting

Inc., for a new station at Fort Wayne, Ind., and the application of Marion Radio Corp., for a new station in Marion, Ind., both requesting frequency 1030 kc, with 1 KW power, daytime only.

1050 and 1070 kc—Designated for hearing in the same consolidated proceeding including applications of Palladium Publishing Co., Benton Harbor, Mich., and Myles H. Johns, Milwaukee, Wis., the application of William L. Lipman, for a new station at Kenosha, Wis., to use frequency 1050 kc, 250 watts, daytime only, and application of Monona Broadcasting Co., for a new station at Madison, Wis., to operate on frequency 1070 kc, with 10 KW, DA at night, unlimited time.

1060 kc—Designated for hearing the application of Westinghouse Radio Stations, Inc. (KYW), Philadelphia, Pa., for a construction permit to install a new directional antenna system retaining its present frequency of 1060 kc, and its present power of 50 KW, unlimited time.

Duluth Station Requested

1080 kc—Designated for hearing the application of Lake Superior Broadcasting Co., for a new station at Duluth, Minn., to operate on 1080 kc, 10 KW, directional antenna, unlimited time.

Designated consolidated hearing the application of Mid-America Broadcasting Corp., for a new station at Louisville, Ky., to operate on 1080 kc, 1 KW night, 5 KW-LS, DA, unlimited time, with application of Kentucky Broadcasting Corp., Inc. (WJNN), Louisville, to change frequency from 1240 to 1080 kc, increase power from 250 watts to 1 KW night, 5 KW day, install new transmitter and directional antenna, and change transmitter location.

1090 kc—Designated for consolidated hearing the application of W. Wright Esch (WMPJ), Daytona Beach, Fla., to change frequency from 1240 to 1090 kc, increase power from 250 watts to 1 KW night, 5 KW day, install new transmitter and directional antenna, and change transmitter location.

1150 kc—Designated for consolidated hearing the application of Postoria Broadcasting Co., Postoria, Ohio, for a new station to operate on 1150 kc, with 1 KW, daytime only for application of Northwestern Ohio Broadcasting Corp., for a new station, Lima, Ohio, on frequency 1150 kc, with 1 KW power directional antenna, unlimited time.

1170 kc—Designated for hearing in a consolidated proceeding the application of Finley-McKinnon Broadcasting Co., for a new station at San Diego, Calif., with the application of Valley Broadcasting Co., for a new station at San Jose, Calif., both requesting frequency 1170 kc, with 5 KW, DA, unlimited time.

1230 kc—Designated the application of New England Broadcasting Co., for a new station at Worcester, Mass., requesting frequency 1230 kc, 250 watts power, unlimited time, for consolidated hearing in the same proceeding with applications for Woonsocket, Conn., Norwich and Waterbury, Conn., to be heard February 25-March 1.

Designated for hearing in a consolidated proceeding the application of Richard T. Sampson, for a new station at Oceanside, Calif., to operate on 1230 kc, 100 watts power, unlimited time, with application of John Gordon Studebaker, et al. d/b as Studebaker Broadcasting Co., for a new station at San Diego, to operate on 1230 kc, with 250 watts, unlimited time.

1320 kc—Set for hearing in a consolidated proceeding the application of Harold Thomas (WATR), to change studio location of WATR from Waterbury, Conn., to Springfield, Mass., an increase power from 1 to 5 KW, install a new transmitter and DA, on its present frequency of 1320 kc, with application of WMAS, Inc. (WMAS), Springfield, Mass., to change frequency from 1450 to 1320 kc, increase power from 250 watts to 5 KW, install a new transmitter and a directional antenna, and change transmitter location at Springfield.

1340 kc—Designated for hearing the application of The Ashland Broadcasting Co. (WCMI), for construction permit to install

a synchronous amplifier at Huntington, W. Va., operating on the frequency 1340 kc, with 250 watts power, unlimited time, synchronized with station WCMI, Ashland, Ky.

Designated for hearing in a consolidated proceeding application of WestTex Broadcasting Co., San Angelo, Tex., with application of Abilene Broadcasting Co., Abilene, Tex., both requesting new stations to operate on 1340 kc, with 250 watts power, unlimited time.

1360 kc—Designated for hearing in a consolidated proceeding the applications of Luck-McDonald Co., and Fort Worth Broadcasting Co., both requesting a new station at Fort Worth, Tex., to operate on 1360 kc, 1 KW power, unlimited time, directional antenna.

Maryland Station Sought

1120, 1130 and 1440 kc—Designated for hearing the application of North Jersey Radio, Inc., for a new station at Newark, N. J., to operate on the frequency 1430 kc, 5 KW, directional antenna at night, unlimited time.

Designated for hearing in a consolidated proceeding the application of The Capital Broadcasting Co., for a new station at Annapolis, Md., to operate on 1430 kc, with 100 watts night, 250 watts-LS, unlimited time, with application of The Chesapeake Radio Corp., for a new station at Annapolis to operate on 1440 kc, 250 watts, daytime only, and the application of Baltimore Broadcasting Corp. (WCBM), Baltimore, Md., for a construction permit to change frequency from 1400 to 1420 kc, increase power from 250 watts to 5 KW, and install a new transmitter and directional antenna.

1450 kc—Designated for hearing in a consolidated proceeding the application of Thomas G. Harris, individually and as Trustee for Coleman Gay, et al. Austin, Tex., with application of Charles W. Balthrope, San Antonio, both requesting new stations to operate on 1450 kc, 250 watts, unlimited time, in Austin and San Antonio, respectively.

Designated for hearing in a consolidated proceeding the application of Meridian Broadcasting Co., Meridian, Miss., with application of Duke H. Thornton, Philadelphia, Miss., both applicants requesting frequency 1450 kc, 250 watts, unlimited time.

More New Stations Asked

1490 kc—Designated for hearing in a consolidated proceeding with application of WDNC, to be heard in a consolidated proceeding on March 8-10 in Washington, D. C., involving applications of Rebel Broadcasting Co., et al., the application of Public Information Corp., for a new station at Durham, N. C., to operate on 1490 kc, with 250 watts power, unlimited time, contingent upon the grant of WDNC's application to change frequency from 1490 to 620 kc.

Designated for hearing in a consolidated proceeding the application of John W. Davis, for a new station at Portland, Ore., with application of John H. Fitzgibbon, Roy Jarman and Temple V. Ehmsen, for a new station at Oregon City, Ore., both applicants requesting frequency 1490 kc, 250 watts power, unlimited time.

Designated for hearing in a consolidated proceeding the application of Andalusia Broadcasting Co., for a new station at Andalusia, Ala., with application of Troy Broadcasting Corp., for a new station at Troy, Ala., both requesting use of frequency 1490 kc, with 250 watts power, unlimited time.

Designated for hearing the application of Collinson-Wingate Broadcasting Co., for a new station at Topeka, Kans., to operate on 1490 kc, 250 watts, unlimited time, in a consolidated proceeding with applications of Wichita Broadcasting Co., Inc., et al., requesting the frequency 1490 kc, to be heard in Wichita on March 11-19.

1520 kc—Designated for hearing the appli-

AGENCIES

SERUTAN COMPANY has appointed Roy S. Durstine, Inc., as its advertising agency, effective March 1, 1946.

CLARENCE B. GOSHORN, president of Benton & Bowles, has announced the return of two ex-service men to the agency: **ADAM MOTT CURE**, an assistant in the research department, and **ALAN ROCKWELL**, a special assistant in the traffic department.

THOMAS H. LANE, director of sales promotion and advertising for United Rexall Drug Co., Los Angeles, announces the appointment of **George Harshberger** as co-operative advertising manager of the organization. Harshberger, as Southern California promotional director for the Treasury Department for nearly three years, was the spark plug behind the drives that sold more than four billion dollars worth of bonds in that area. Before the war, he was with the CBS sales department in Hollywood.

ALFRED EICHLER, copy chief of Dancer-Fitzgerald-Sample, will have a new mystery novel published on February 18. The title is "Death At The Mike." The story has an advertising agency and radio background. He is author of the best seller mystery "Murder In The Radio Department," published several years ago here and in England.

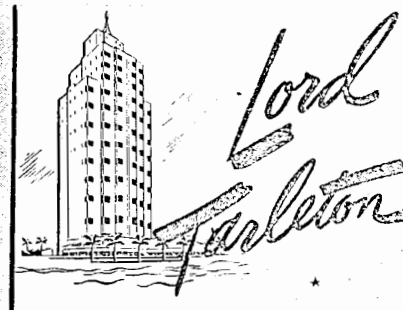
THE TURNER CONSTRUCTION CO., through Brown & Weir, Inc., is releasing a campaign in executive publications beginning in February.

ation of Radio Air Ways, Inc., for a new station at Eugene, Ore., to operate on 1520 kc, with 1 KW power, unlimited time.

1510 kc—Designated for hearing in a consolidated proceeding the applications of Henry F. Pett, with application of Suburban Broadcasting, both applicants for a new station in Dearborn, Mich., to operate on frequency 1450 kc, 1 KW, daytime only.

1560 kc—Designated for hearing the application of New Laurel Radio Station Inc. (WMAL), Laurel, Miss., for a construction permit to change frequency from 1340 to 1560 kc, increase power from 250 watts to 1 KW, install a new transmitter and a new antenna and ground system, and change transmitter location at Laurel.

SKY HIGH ON MIAMI BEACH



OCEAN FRONT, 40th TO 41st STREETS
WALTER JACOBS

Miracoustic OFF-THE-AIR RECORDINGS RECORDING STUDIO

Day and Night Service Circle 7-2965

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S. COHEN
CERTIFIED PUBLIC ACCOUNTANT
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House Vote Slated On New Lea Bill

(Continued from Page 1)

for consideration in the House either late this week or early next week.

Even the labor members of the House are for the most part upset about Petrillo—but they are opposed to directing legislation against any union for fear it might lead to a dangerous practice.

Filing of a minority report on the bill was abandoned by Representative Vito Marcantonio of New York both because of the press of time and because of the failure of the AFL opposition to the bill. The AFL group does not appear to be as disturbed about the bill as one would expect—perhaps because of its present occupation with trying to defeat the Case bill.

In addition, there is a general feeling that even though the House should pass the Lea bill, chances for Senate passage are slight.

House Committee Report

The House Interstate Commerce Committee in reporting the bill to the House last week declared that broadcasters have been forced to pay tributes amounting by now to many million dollars and have been subject to constant pressure.

"Those who make these demands subordinate the rights of the people of the nation to an untrammelled broadcasting service to their own mercenary purposes. They in effect say to the broadcasters and say to the makers of recordings 'you must pay this tribute or we will not permit you to give this service to the nation.' An effective power behind the threat is the boycott and strike.

"The make-up and operation of the American Federation of Musicians scarcely justified its classification as a labor union. Applicants for membership are received without conforming to any qualification of a musician. Only about one-third of them make their living primarily by musical service. The voting privileges of members are so allocated as to permit a minority domination through grossly unequal allotment of voting power.

Comment on AFM Bylaws

"In most cases demands of the character dealt with by this proposed legislation have been made on behalf of the American Federation of Musicians by James C. Petrillo, its president. The bylaws of the AFM empower its president to promulgate and issue executive orders—

"Which shall be conclusive and binding upon all members and/or locals: Any such order may by its terms (A) enforce the constitution, bylaws, standing resolution or other laws. Resolutions or rules of the Federation; or (B) may annul and set aside same or any portion thereof. Except such which treat with the finances of the organization, and substitute therefor other and different provisions of his own making.

"The Federation thus composed is so organized that its membership has little control over its managements or policy.

"Among other things, the following demands upon the broadcasting industry have thus been made in recent years: That broadcasters employ persons in excess of the number wanted; that in lieu of failure to employ such persons the broadcaster should pay to the Federation sums of money equivalent to or greater than funds required for the employment of members of the Federation; that payments should be made for services already performed and fully paid for should be repeated; that payments should be made for services not performed; that broadcasters should refrain from broadcasting non-compensated, non-commercial educational or cultural programs; that broadcasters should refrain from broadcasting musical programs of foreign origin; that tributes should be paid for using recording transcriptions and other materials used for broadcasting; that restrictions should be placed on the manufacture and use of recordings or transcriptions for

U. S. Seeks Continuance Of NARBA For Two Years

(Continued from Page 1)

lately begin a study looking toward revision of the existing agreement."

As the result of this lengthy study, the United States delegation recommended that during the period from March 1, 1947 to June 1, 1947, each government shall submit final proposals to be placed on the agenda of the conference which shall be called for the purpose of revising the present NARBA.

Main thesis of the United States delegation was that the present agreement has been fully tested because of the war, and any faults can be best corrected by a continuing study of the document.

DeWolf Speaks For U. S.

Francis Colt DeWolf, chief of the telecommunications division of the State Department, and a delegate to the conference, recognized this in an address to the gathering.

"It would be a foolhardy person," he said, "who would undertake to contend that this document or any other could be letter perfect and that there should not develop situations which might dictate a further study of its provisions. In the specialized field of broadcasting it would be particularly unwise to ignore for one moment the unfolding demands for service and the unfailing progress in the art and that is a healthy sign.

"If those conditions were not present, it would mean that standard band broadcasting in the North American region is stagnating and we know that it is not."

Taking note of the Cuban demands, DeWolf said it "would be unwise if not actually impossible for us to follow them."

"However," he added, "I have the firm conviction that there are means available for the fuller use of existing facilities which might be properly worked out at this conference and

the purpose of restricting or preventing the use of such materials for broadcasting; that tributes should be paid for recordings previously paid for; that dual orchestras should be employed for a single broadcast over two or more outlets; that over 400 small broadcast stations in the country having no live orchestras would be compelled to employ such orchestras; that the use of voluntary non-compensated orchestras be barred from broadcasts unless an orchestra of the Federation of Musicians were also employed or that the union was paid an equivalent or greater amount than the regular charge for a Federation orchestra.

"The broadcasting industry has been surrendering to these demands for tribute to comply.

"Congress clearly has the power and the duty of protecting the public against such exactions.

"The greatest exponent of Anglo-Saxon law declared that a law is a rule of conduct prescribed by the supreme power in the state commanding what is right and prohibiting what is wrong. The first fundamental under this approach is as to whether or not the act to be prohibited is wrong. In view of the record that has been made the answer to that question cannot be one of doubt, conceding these practices are of such moral quality as to deserve condemnation as unlawful. The right and duty of Congress to suppress them are equally clear.

"This bill provides no unjust limitation on the right to strike. The law recognizes the right to strike for lawful purposes and in lawful manner. The right to strike should

which would surely accord to Cuba assistance in the meeting of its needs."

Much Interest Manifested

The conference, which yesterday was held in the Pan American building, is expected to last until February 15. Since the official languages of the conference is English and Spanish, much extra time is consumed in translating.

In addition to the United States and Cuba other signatory nations are Canada, the Bahamas, New Foundland, Mexico, Haiti and the Dominican Republic.

FCC Commissioner E. K. Jett, chairman of the United States delegation, has been elected chairman of the conference.

Much industry interest has been shown in the conference, with nearly two score registered as observers of the proceedings.

Canada Well Represented At Washington Conference

Montreal—F. H. Soward, special assistant to the under-secretary of State for External Affairs, is heading the Canadian delegation to the North American Regional Broadcast Engineering Convention in Washington. Other delegates will be G. C. W. Browne, assistant controller of radio. Transport Department; Dr. Augustin Frigon, general manager, C.B.C.; Donald Manson, assistant general manager, C. B. C. Wilbur, assistant radio engineer, Transport Department and W. G. Richardson, transmission and development engineer, CBC.

Representatives of commercial companies will be K. A. MacKinnon, consulting engineer, All-Canada Radio Facilities, and Henry S. S. Dawson, chief engineer, Canadian Association of Broadcasters.

be exercised as other rights of the citizen. We have the right of free speech but that is not a justification for slander. We have the right to bear arms but that is not a justification of murder. Any persons may properly organize for lawful purposes. But criminal purposes are beyond their legitimate function.

"The offenses committee in the name of the American Federation of Musicians are a great disservice to legitimate labor organizations as well as to the public.

"Conclusion:

"The coercive character of the methods followed in the name of the American Federation of Musicians is attested by the indisputable fact of the millions of dollars mulcted from the broadcasting industry in recent years. Time after time broadcasters have paid tribute and otherwise acceded to these extortionate demands rather than suffer the greater hardships and losses that refusal to comply would involve. These tributes and other exactions were not payments for services or to satisfy an obligation owed to those who demanded them. They were the price paid for the peace of being relieved from the penalties of refusal. As a reward the broadcasting industry has been confronted with more and greater demands of equal viciousness.

"It is the responsibility of the Congress to take effective action to stem the rising tide of unconscionable demands upon the broadcasting industry against which, in the present state of the law, that industry is powerless to defend itself. To the end of meeting that responsibility prompt enactment into law of the bill here reported is strongly recommended."

Color Tele Outlook Viewed By Engstrom

(Continued from Page 1)

vances that belongs to the future, I Engstrom asserted, and to this statement, he added:

"The addition of color to television always has been an objective of RCA scientists and engineers. We view color as the natural outgrowth of progress in television. But we are convinced by our achievements in electronic, black-and-white television that any mechanical color systems are outmoded. The aim of RCA is to create an all-electronic color system equal in clarity to our present black-and-white television system.

"At the present, the stage of advancement of color television may be likened to that of black-and-white television in the early 1930's," Engstrom continued. "It is interesting to observe and speculate upon—but it lacks a great deal. It lacks too much, in fact, to be acceptable to the public."

Lists Color "Musts"

Engstrom during his talk set forth some "musts" before color can be incorporated into a complete home television system. He said the "musts" were: First, design and development of transmitters and receivers capable of meeting radically new problems in broadcast service; second, adequate time for field testing (black and white television was field-tested several years before its public debut); third, analysis and solution of problems relating to transmission, reception and studio operation; and fourth, industry agreement on technical standards and final approval by the Federal Communications Commission.

Five Years Needed

Engstrom reiterated the statement of Brig. Gen. David Sarnoff, president of RCA, declaring that whereas black-and-white television is now ready for service to the public, color television will not be practicable for at least five more years. Referring to the December demonstrations of color television by RCA at Princeton, he said the company proposes to continue research in color television at an accelerated pace.

Ashby Heads Radio Division Of Legal Aid Soc. Drive

A. L. Ashby, NBC vice-president and general counsel, has been named chairman of the Radio Broadcasting Division for the Legal Aid Society's 1946 fund drive. The Society is composed of lawyers who donate their services to worthy residents of New York who are in need of legal aid.

Kenton On "Teentimers"

Stan Kenton and his band will be guest on the next two meetings of NBC's "Teentimers Club," Feb. 9 and 16, 11 a.m., EST. Also heard are Johnny Desmond, emcee, Jane Haley, Phil Kramer, Susan Douglas and Tom Hudson. Jack Wyatt directors Gale Holland's script.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— CONNECTICUT —

HARTFORD—The annual Mile o' Dimes campaign, conducted jointly by WTIC and the "Hartford Court" to raise funds for the sufferers from infantile paralysis in Hartford County, closed its sixth campaign Feb. 6, with a total of \$46,330.60. This sum represents over five miles of dimes with returns totalling large sums still coming in. . . . Jack Lacy, WHTD program director, has inaugurated a new show entitled, "The Jack Lacy Show," airing daily from 10:15 to 11:00 a.m. . . . Martha Baker, has joined commercial manager Bill Malo's staff at WDRG.

— NEW JERSEY —

TRENTON—WTM has inaugurated a unique daily program called "Bank and Business," conducted by Wes Hopkins of the announcing staff and promoted by V. Ray Sims and Mort Lownes of the sales department for merchants in the East Trenton section. Although twenty-one merchants are paying for the time on the air, the only commercial brought into the picture is "East Trenton Shopping Center." Plans are on foot to form an East Trenton Chamber of Commerce, directly due to the promotional value of the program over WTTM. . . . **NEWARK**—"Down to the Sea in Rafts," starring Capt. Eddie Rickenbacker, is the new 13-week series of half-hour radio plays dramatizing air expansion "from Wright's rockets" to be broadcast every Thursday over WAAT.

— SOUTH CAROLINA —

GREENVILLE—As of Feb. 1, a complete coverage of agricultural news, markets, and consumer research information is on hand to farmers and homemakers of Greenville and surrounding communities in the vast Piedmont area. The "WMRC Farm Service" program is featuring regular discussions on modern agricultural methods and the outlook for the future by the county agents, home demonstration agents, and vocational agricultural supervisors of this region. Program is aired Monday through Friday at 12:30 p.m., with Paul L. Fisher, farm program director.

— CALIFORNIA —

SANTA BARBARA—"Sidewalk Forum," the long popular noon-time daily curbstone reporter feature, has been acquired for 52 weeks by Elmer's restaurants, Pacific Coast eatery chain. Program affords passers-by an opportunity to express views on controversial topics of vital in-

terest to the citizens, and is conducted by KDB program chief, Don Roberts. . . . The A. F. of L. Teamsters have signed for a third successive year, the weekly quiz feature, "Who?" aired Tuesday nights and featuring a thumb-nail sketch of some well known citizen each week, offering Victory Bonds as prizes to the first listener to phone the studio and identify the celebrity saluted. . . . **LOS ANGELES**—Myron E. Kluge, president of Kluge Electronics, Inc., has announced the appointment of the Howard Wookey, Inc., advertising agency, formerly Wookey and Roman, Inc.

— NEW YORK —

NEW YORK—Raymond Neuman, released from the Navy as Chief Radio Technician, has returned to WQXR's engineering department. . . . **WHOM** will broadcast the final and championship game in the Hudson County Catholic High Schools basketball tournament Sunday, Feb. 10, from the Memorial High School gymnasium, West New York, New Jersey. Play-by-play will be handled by **WHOM** sportscaster, Jack O'Reilly.

— MASSACHUSETTS —

WORCESTER—Robert W. Booth, vice-president and general manager of WTAG, recently discharged from the service as a captain, has been appointed a trustee at an annual meeting of the People's Savings Bank of Worcester. . . . **SPRINGFIELD**—Paul Rogers, former announcer at WMAS, has opened a service office, securing reservations for theaters, night clubs, hotels and sport events in New York City and a number of summer and winter resorts. . . . **NEW BEDFORD**—James M. Patt, recently released from the Navy, has been named manager of WNBH.

— NEW JERSEY —

PATERSON—Stan Kenton, currently rated as one of the three outstanding bandleaders in the country, will guest on Bob Bright's "Bandstand" program over WPAT today, Feb. 7. . . . **BRIDGETON**—WSNJ will soon break ground for its FM station, application having been recently approved by the FCC. . . . Jerry Alden, formerly sports director of WSNJ, has been recently promoted to sales manager, according to Paul Alger, station manager, while Burt McKinnie, former commercial manager now is assistant station manager.

— CALIFORNIA —

HOLLYWOOD—A program "For Men Only," was aired for the first time over KECA, Feb. 6, when "Men's Magazine of the Air" bowed in with Braven Dyer, sports writer, in charge of the "department" of greatest interest to man . . . the sports department. Dyer covered the most important sports events, paying tribute to some sports figure, amateur or professional, for performance of some outstanding war service. Mel Hunt, announcer, handled the fashion department along with Bill Ewing, the "Magazine's" editor, who is also in charge of the cultural part of the magazine with a thumb-nail book review each week on some book of particular interest to men.

— ILLINOIS —

CHICAGO—Florence Bourke Ellis, lecturer, critic and book reviewer, made her radio appearance Feb. 4, in the new WJJD Monday through Friday series, "Headlines and Best Sellers." A currently best selling novel, "Cass Timberlane," was reviewed on her opening program in addition to current news items embodying uncommon human interest stories. . . . Tom Noble, former WBBM news writer, after his release from the Army as a Captain, has rejoined the news staff following four years of service with the Second Armored Infantry Division in Europe.

— NEW YORK STATE —

SYRACUSE—Seven war veterans, six of them previously employed by WOLF, have returned from the service to augment the staff of the Syracuse outlet. Included on the list are Hamilton Woodle, program director who was in the service three years; Charles Shaw, chief announcer with more than three years in the Army; Red Parton, news and sports editor with four years military service; Joe Hayes, announcer who had a military career of three years; engineer Leo Harris, a veteran with four and a half years service in the Army and James J. Coolican, Jr., salesman who was on call with Uncle Sam for three years.

— DISTRICT OF COLUMBIA —

WASHINGTON—"World's Most Honored Flights," a new series written by Col. Hans Christian Adamson and featuring Capt. Eddie Rickenbacker, made its debut over WOLF Feb. 3. The opening two episodes of the program were devoted to Rickenbacker's 1942 mid-Pacific crash, with others in the series to trace aviation from the Wright Brothers, Lincoln Beachey, General "Billy" Mitchell, the flights around the world, the triumph and tragedy of Amelia Earhart down to a pre-blue-print glimpse into the split-second era of tomorrow. Captain Rickenbacker is presenting fees for the series sponsored by Longines Watch Company, to the Army Air Forces Widows and Orphans.

— OKLAHOMA —

OKLAHOMA CITY—The statewide WKY farm youth scholarship contest open to any boy and girl in Oklahoma, was inaugurated Feb. 2, with a remote broadcast from the office of Dr. Bennett, president of Oklahoma A. & M. College. Prizes of three \$500 scholarships to the college in addition to nine district prizes of \$150 each, will be offered for accomplishments in farming and livestock. The contest, which will terminate August 15, in time for the winners to enroll in the Fall semester, was developed by Ed Lemons, Otis Parker and WKY farm reporters in co-operation with Dr. Bennett and other A. & M. officials who will judge the entries.

— OHIO —

CLEVELAND—In an effort to make better known the United States as a focal point of future world diplomacy, WGAR premiered Sunday, Feb. 3, the first in a series of half-hour weekly

shows under the title of "Weapon of Peace." The series was conducted with the co-operation of the local branch of the council on world affairs with Dr. Shepherd L. Witman, director of the council, acting as moderator. . . . Ralph Edgar has rejoined the WGAR announcing staff after three and a half years in the Air Force. Upon Edgar's return, John Saunders has been switched from announcer to full-time production manager.

— INDIANA —

FORT WAYNE—Paul E. Mille, manager of WOWO since 1932, has been named sales manager in the central and mid-Western divisions of Westinghouse Radio Stations, Inc. In addition to his previous duties, which include heading the WOWO sales department, he will serve as director of community relations for Westinghouse Electric Corp. and Westinghouse Electric Supply Co. . . . Jim Wood, recently discharged after three and a half years in the Army, is now announcer with WOWO. . . . Bob Sievers, back after four years as a Navy radar officer, is now announcing the "Good Morning Program" over WOWO.

ATS Speakers To Discuss Merchandising Of Tele

Four of the country's outstanding radio executives, who will discuss television as its concerns the consumer, dealer and distributor, will address the regular monthly meeting of the American Television Society at the Barbizon Plaza Thursday, February 14, it was announced yesterday by Dave Wagman, chairman of the merchandising panel.

The speakers who will discuss tele from their own angles, are: J. B. Elliot, vice-president of RCA Victor; Harry Boyd Brown, merchandising manager, Philco; Phillip Gillig, Emerson, and E. Patrick Toal, sales manager, General Electric Co.

Wagman, who is radio sales manager of Bruno-New York, Inc., will act as chairman for the evening.

Drew Pearson Honored

Drew Pearson, ABC commentator, has been awarded the Army and Navy Union's gold medal of honor for "meritorious activities" in behalf of veterans through his broadcasts and newspaper column. Generals Dwight Eisenhower and Omar Bradley also received the medal which, previously, had been awarded to only 12 others since the organization was founded in 1886.

On Mutual Sales Staff

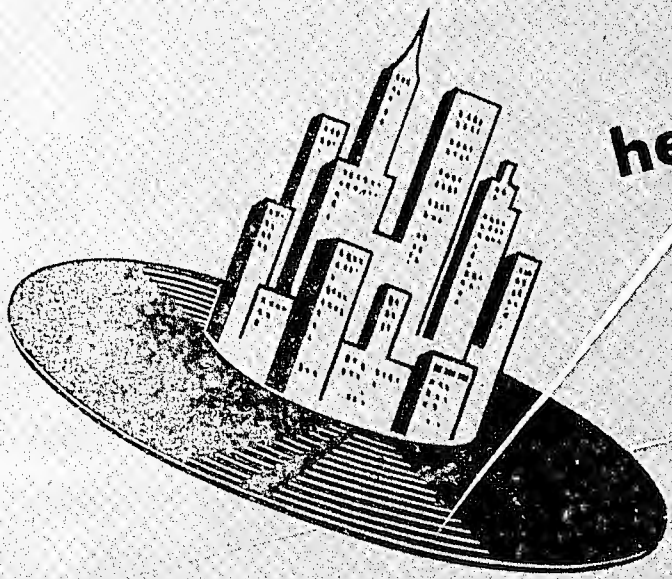
Jess Barnes, vice-president in charge of sales for the Mutual Broadcasting System, has announced the appointment of Donald F. Campbell to the sales staff. Campbell was previously associated with the Blue Network and NBC in sales posts before joining the Navy in 1943.

Send Birthday Greetings To

Feb. 7

Bill Johnstone Dorothy M. Smith
Jerome Sill Frank Weltmer
Alexander McQueen

here's a quick "Q" on how to
needle sales in the
New York Market



USE

Robert Lewis



sensational young disc-jockey
with a unique sales-pulling personality

Monday thru Saturday 5 to 6 pm
Monday thru Friday 9 to 10 pm

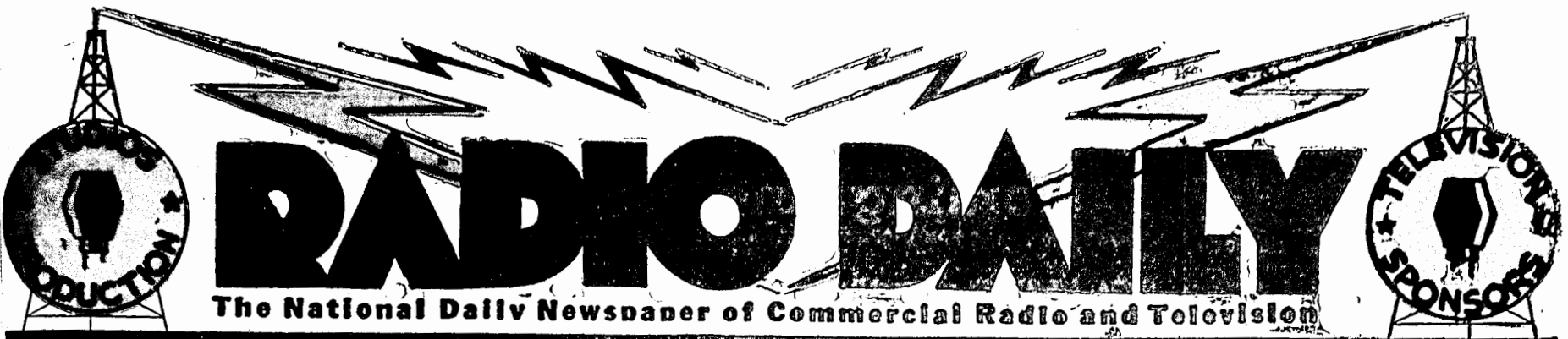
**AVAILABLE ON A
PARTICIPATION BASIS**

50,000 WATTS
AMERICA'S NUMBER ONE MARKET

AFFILIATED WITH FREQUENCY MODULATION STATION WHNF,
METRO-GOLDWYN-MAYER PICTURES AND LOEWS THEATRES

WHN

DIAL 1050



The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 28

NEW YORK, N. Y., FRIDAY, FEBRUARY 8, 1946

TEN CENTS

Truman Backs Int'l Plans

Hear Noble Testimony As Flamm Suit Opens

Edward J. Noble, chairman of the board of ABC, again denied allegations by Donald Flamm, former owner of WMCA, that he entered into a conspiracy to coerce Flamm into selling the outlet, but admitted that he had expressed intention to file application for the station's license in the event that a satisfactory transaction could not be worked out. Trial of Flamm's suit for triple damages totaling \$2,925,000 opened yesterday morning in the New York State Supreme Court before Judge

(Continued on Page 6)

Distinguished Speakers For Overseas Press Club

Secretary of State James F. Byrnes will deliver the keynote speech at the annual banquet of the Overseas Press Club to be held at the Hotel Waldorf Astoria at 8 p.m., on Thursday, February 28, according to W. W. Chaplin, president of the club. Other speakers will include Secretary of War Robert P. Patterson, Field Marshall Sir Henry Maitland-Wilson, Senator Brien McMahon, Major General William J. Donovan and correspondents just returned from the fronts.

Two Network Renewals Announced By Columbia

Renewal of "We The People" by the Gulf Oil Company on CBS marks the fifth year of sponsorship of the network show by the oil company. "We The People" is heard Sundays from 10:30 to 11:00 p.m., EST., over

(Continued on Page 4)

Presentation

"Till the End of Time," voted the nation's most popular song during 1945 in RADIO DAILY'S annual poll, will be featured on Perry Como's program on WEA-FNBC at 7 p.m. today. In addition Como will present the poll award to the publishers and in turn will receive a gold-plated recording of the 1945 hit, a tune based upon a melody of Chopin.

Teledetector

Wilmington, Del. — Teledetector, Inc., has filed a charter with the corporation department of the Secretary of State's Office at Dover, to deal in electrical, radio, and chemical equipment. The company is capitalized at \$100,000. Principal office, Corporation Trust Co.

Hollister Leaves CBS To Accept Movie Post

Paul Hollister, vice-president of CBS in charge of advertising and sales promotion, has resigned that post to join RKO Radio Pictures, Inc., as studio representative in New York, it was announced yesterday by N. Peter Rathvon, president and studio head of the motion picture producers.

Before he took charge of CBS sales promotion and advertising Hollister had been successively vice-president and director of Batten, Barton, Durs-

(Continued on Page 5)

WQXR To Discontinue Commentators April 5

News commentators, both sustaining and commercial, will be discontinued by WQXR, effective April 5, it was announced yesterday by Elliott M. Sanger, executive vice-president of the Interstate Broadcasting Company. After that date the station will handle controversial issues through forum discussions in which conflicting points of view will be aired. Com-

(Continued on Page 2)

Evaluation Of Rating Services Difficult, Says Research Exec.

Radio research has come of age, but there persists an undercurrent of unrest and "acute indigestion" from too many ratings, and users of the two coincidental rating services are faced with the question as to which survey is the "right" one, Marion Harper, Jr., vice-president in charge of research, McCann-Erickson, asserted yesterday before 300 members of the Radio Executives Club at the Hotel Roosevelt, N. Y.

Statement By President Asks Additional \$9,595,000 For Radio, Films, Press; Ok's Benton Shortwave Program

Cuba Protesting Present NARBA Rule

Washington Bureau, RADIO DAILY
Washington — Cuba continued its lone wolf stand at the North American regional broadcasting engineering conference yesterday by calling for elimination of the "arbitrary" 650 miles limit rule from the NARBA.

"The literal application of this rule" the Cuban delegation said, "creates in practice insuperable difficulties for countries like Cuba, whose geographical position places it only a few miles

(Continued on Page 4)

Pangborn Gets Promotion; Cox Succeeds Him At KGW

Portland — M. J. Frey, whose appointment as general manager of Oregonian publishing Company was announced yesterday, in turn announced appointment of Arden X.

(Continued on Page 5)

Summer Radio Institute Plans Announced In Chi.

Chicago — The Fifth Annual NBC-Northwestern University Summer Radio Institute will open a six-week session in advanced Radio instruction

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — President Truman yesterday backed to the hilt the State Department's international informational program when he asked Congress for an additional \$9,595,000 to carry out the program, with radio singled out as a must. The sum was part of an additional \$29,000,000 asked for by the State Department and was in the form of a supplement to the President's previous budget request for the 1947 fiscal year.

Of the \$29,000,000 figure, the big-

(Continued on Page 6)

WNYC Music Festival Skeds 150 Programs

WNYC's seventh annual American Music Festival, bringing into the radio spotlight contemporary American composers, will start Tuesday, Feb. 12 and extend for an 11-day period through Feb. 22. This year's Festival will include a record number of over 150 special broadcasts originating in the City's leading concert halls.

In addition to the specially ar-

(Continued on Page 5)

Provost In WEA-F Post As Program Manager

The appointment of de Lancy Provost as program manager of WEA-F, key station of the NBC chain was announced yesterday by James M.

(Continued on Page 6)

"One 'C' Silent"

Since the selection of Connecticut as the site for permanent UNO headquarters, Arthur Feldman, correspondent of the American Broadcasting Company in London, reported in a short wave broadcast that he has been deluged by LONDONERS as to just where Connecticut is, how far it is from Times Square—and mostly how it is pronounced.

RADIO DAILY



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

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

FINANCIAL

(Thurs., Feb. 7)

NEW YORK STOCK EXCHANGE					Net
	High	Low	Close	Chg.	Chg.
Am. Tel. & Tel.	194 3/4	194 1/8	194 3/4	—	1/8
CBS A	44 7/8	43 3/4	44	—	7/8
CBS B	44	44	44	—	1 1/4
Farnsworth T. & R.	18 3/4	18 1/2	18 3/4	—	1/4
Gen. Electric	51 3/8	50 7/8	51	—	3/8
Philco	42 1/2	42 3/8	42 3/8	—	1/2
RCA Common	18 3/8	18	18 1/4	
RCA First Pfd.	88	87	87	—	1
Stewart-Warner	24 3/4	24 1/2	24 3/4	+	1/8
Westinghouse	38 7/8	38 1/2	38 3/4	
Zenith Radio	40 1/2	39 1/2	40	—	5/8

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	25	25	25	+ 3/4
Nat. Union Radio	11 1/2	11 1/8	11 3/8	— 1/2

OVER THE COUNTER		
	Bid	Asked
Du Mont Lab.	13 3/8	14 3/8
Stromberg-Carlson	27	29
WCAO (Baltimore)	34 1/2
WJR (Detroit)	35 1/2

CKLW
BEST RADIO BUY
in the DETROIT AREA
5,000 WATTS
DAY and NIGHT
800 Kcs.
MUTUAL SYSTEM

Coming and Going

MURRAY B. GRABHORN, manager of the stations' sales department of ABC, and **LUELLEN STEARNS**, account executive on the network's spot sales staff, to Washington, D. C., where they will discuss co-operative programs with H. R. Baukhage and Raymond Gram Swing. They'll also confer with officials of WMAL.

MAHLON GLASCOCK, sales manager of WRC, Washington, D. C., affiliate of NBC, is in Chicago this week on station business.

FRANK AIKENS, sports announcer on WPIK, left last night for Washington, D. C., following talks with New York station reps.

JOHNNY OLSEN, emcee, and the entire cast and production crew of "Ladies Be Seated," Monday-through-Friday audience-participation program on ABC, left last night for Providence, R. I., where the Quaker Oats-sponsored show will play a three-day vaudeville date at the Metropolitan Theater.

E. J. FREY, station and commercial manager of WBRY, Waterbury, Conn., left for the home offices last night following conferences at CBS offices, also with the station's national representatives.

JANE KALMUS, publicity director of Hutchins Advertising Co., arrived by plane early this week from Hollywood, where she had launched the promotional campaign for Philco's "Hall of Fame" program.

FRANCIS SCOTT and **CHARLES BASCH**, of the Basch package organization, leave today for Schenectady in connection with the "Topsy Turvey Quiz," television production which will be telecast over WRGB.

WALLACE A. WALKER, general manager of WFCL, Pawtucket, R. I., a visitor yesterday at the headquarters of ABC, with which the station is affiliated.

Summer Radio Institute Plans Announced In Chi.

(Continued from Page 1)

on June 24, it was announced by Miss Judith Waller, public service director of the NBC Central Division and co-director of the institute.

Instruction in the 1946 summer institute will be devoted to advanced of graduate courses in radio broadcasting, Miss Waller said. Only certain qualified persons desiring further specialized training in the radio industry will be accepted for enrollment. Summer courses will also be held at the University of California at Los Angeles and at Stanford University in cooperation with NBC Western Division.

Courses to be offered at the six-week session, and their NBC instructors are as follows: Announcing: Louis Roen, staff announcer; Commercial Continuity Writing, Robert Guilbert, manager of the continuity acceptance department; Dramatic Script Writing, William Murphy, continuity editor; Music For Radio, Don A. Marcotte, music supervisor; News Broadcasting, Baskett Mosse, news editor; Programming, Herbert Lateau, production director; Public Service, Miss Waller; Radio Sales, Edward Cunningham, local sales department; Sales Promotion, Emmons C. Carlson, sales promotion manager; Radio Press And Publicity, Jack Ryan, press department manager, and Radio Production instructor not named yet.

Subjects and guest lecturers for the special evening sessions are "Radio

WQXR To Discontinue Commentators April 5

(Continued from Page 1)

plete coverage of the news every hour on the hour will be continued, however.

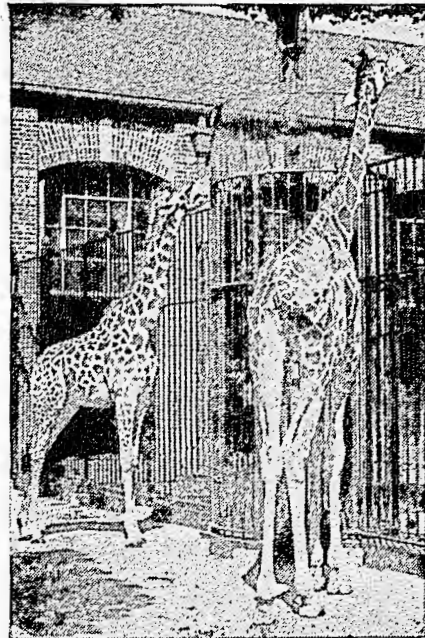
At present, there are three commentators on the station: Lisa Sergio, Denis Plimmer and Algernon Black, each of whom will be affected by the new policy.

Morgan Guesting On MBS

Acidulous Henry Morgan, of ABC's "Here's Morgan" stanza, moves over to MBS Saturday for a guest spot on "Leave It to the Girls" where he will defend the male point of view against four members of the distaff side, Madge Evans, Eloise McElhone, Robin Chandler and Joan Murphy. Paula Stone is moderator. Program is heard at 9 p.m., EST.

"Around The World" by Fred Bate, manager of the International Division; "News Coverage" by Clifton Utley, commentator; "The Daytime Serial" by Frances Farmer Wilder of CBS, New York; "Television" by Capt. William Eddy, former NBC engineer. Lecturers who will speak on "Frequency Modulation" and "The Variety Program" have not yet been named.

Tuition fee again will be \$100 for the six-week course. Classes will be held at the NBC Merchandise Mart studios in Chicago, while evening lectures are to be held at the Northwestern campus at Evanston, Ill.



The long and short of it

That's such an obvious picture ... and such an on-the-nose caption ... maybe you won't have to read this ad all the way through.

But the sales points in Baltimore radio are just about as quick as that headline. And here they are:

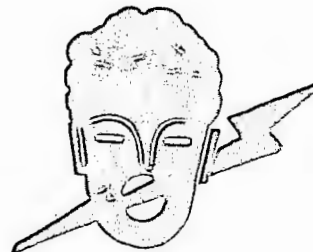
Baltimore is the sixth largest U. S. city.

It contains five radio stations ... four networks.

Of the five stations it is the independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any of the other four stations in town.

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

Sorry ... that took a little longer than we thought.



W-I-T-H

and the FM Station W3XMB

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REEL

MUSIC has power
WDAS is the only Philadelphia radio station featuring three hours of classical music daily
No wonder WDAS audiences say "Thank You!"



They Know Philadelphia's Tastes

HORN & HARDART AUTOMATS AND RESTAURANTS SERVE 300,000 PHILADELPHIANS EVERY DAY. FOR 17 CONSECUTIVE YEARS THEY HAVE CONCENTRATED THEIR ADVERTISING ON WCAU.

Here is practical evidence that *firms who know Philadelphia know WCAU is their best radio buy.* Its vast power reaches millions of homes. Its high-rated programs put *pull* into that reach—a powerful factor that doesn't appear on the rate card, but is reflected in advertisers' sales records. To put this great salespower to work for you, put your product on WCAU.

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

Philadelphia's Leading Radio Institution

SOUTHWEST

KGBS, Harlingen, Tex., is offering its listeners a \$50 War Bond as first prize and a \$25 War Bond as second prize in a contest to give a name to an airplane which will fly valley products to Washington to be eaten at the Texas Brags luncheon to be held there.

A special program "Your Radio Today," presented talks by Justin Miller, president of the National Association of Broadcasters, and the organizations secretary, C. E. Arney, Jr., over WFAA, Dallas, last weekend during the 13th District Annual NAB Convention held here.

Paul A. Walker, member of the Federal Communications Commission, spoke last Thursday on KGKO, Fort Worth, on "Why The FCC." Walker was in Dallas attending the 13th District NAB Convention.

Cuba Is Protesting Present NARBA Rule

(Continued from Page 1)

from almost all the signatory and adhering countries, thus restricting in a detrimental and unnecessary way the use of the normal broadcasting band."

As an example, Carlos Maristany, chairman of the Cuban delegation, cited the 640 kc. channel which had been refused Cuba but later granted to the Bahamas and Newfoundland.

Maristany said some new engineering rules could well replace the "arbitrary" 650-mile limit.

"The technical progress of radio permits today replacing this simple rule of a geographic nature with other regulations of good engineering, in order to guarantee the elimination of objectionable interference."

FCC Commissioner E. K. Jett, chairman of the conference, pointed out that Cuba had originally agreed to allocation of the 640 kc. channel.

Many Observers

Industry observers at the conference include Norman A. Adler, assistant general counselor, RCA; P. D. Andrews, engineering department GE; T. A. M. Craven, board of directors NAB; Thomas Dowd, attorney with Pearson and Ball; W. S. Duhera, NBC; Howard S. Frazier, NAB; Earl Gammons, CBS; Andrew G. Haley, ABC; Earl M. Johnson, MBS; G. F. Leydorf, Crosley Corp.; William B. Lodge, CBS; G. B. Margraf, NBC; Frank L. Marx, ABC; Joseph A. McDonald, ABC; Joseph H. Ream, CBS; Frank M. Russell, NBC; Percy H. Russell, Jr., Clear Channel Broadcasting Service; Lynne C. Smeby, consulting radio engineer; John W. Steen, Westinghouse; James P. Veatch, RCA; G. S. Watson, RCA.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas. IT'S A DONALD PETERSON PRODUCTION



Personal Postcards...!

● ● ● PHIL SPITALNY: Another sponsor is dicker for your "Hr of Charm"—same nite, same station but at an earlier hour.....MILTON BERLE: Are you trying to break Mike Todd's losing streak with the ponies? Incidentally, hear you're auditioning for a new CBS quizzer.....FRANK SINATRA: Let the scoffers scoff. Your "Old Man River" record is now nearing the millionth pressing.....IGOR CASSINI: If Mr. Hearst says okay, you will do a Cholly Knickerbocker on the airwaves as a five-minute contribution to a 20 rating. But my spies tell me he will answer in the negative again.....FRED ALLEN: Jack Benny will undergo a minor operation in a few weeks.....KATE SMITH: Van Johnson had to rush back to the coast for retakes on "No Leave, No Love" and will appear on your show later on in the month.....DOROTHY KILGALLEN: Your col'm on Toots Shor last week would make a great half hour comedy script.....OSCAR HAMMERSTEIN: Carol Bruce will definitely head a summer replacement show.....NICK KENNY: Hear that a radio columnist on a key paper will shortly switch to another rag.....VICK KNIGHT: Metro wants to make a pre-production deal on your new play, "Potter's Field." Vinton Freedley will do it on B'way.....



● ● ● BILL MURRAY: Herb Gordon really has the joint jumpin' since he took over production at World Broadcasting. He's working on a big musical show right now—one of the most elaborate and expensive shows ever put on wax. Incidentally, Bill Cornish has joined their sales staff.....TED STREIBERT: Alan Courtney will get an award tomorrow from the Nat'l Urban League in recognition of his work "in bettering human relationship".....BOB HAAG: Your "Sheriff" opus still tops most of the ten thousand buck packages in rating.....BERNARD PROCKTOR & DICK LEWIS: Your show gets 137 more stations on Mutual next month, making it the largest on that web.....DICK HIMBER: Both a soap and ciggie sponsor are interested in your ork.....RAY BLOCH: Your arrangements on the "Powder Box Revue" are superb.....HARRY WISMER: Pic mag tags you as one of the "outstanding young men of the month" in its current edition.....JUDY HOLLIDAY: Why don't you get together with Adolph Green and Betty Comden and revive your Re-ruers' skits for an air show?.....CLARK GABLE: Your ex, Rhea, now in town and her parties are fabulous.....CLARENCE MENSER: Singapore Sal claims NBC stands for No Bad Comics.



● ● ● EDDIE CANTOR: Listen to Jane Harvey, a gal headed for Dinah Shore. She was discovered by Monte Proser and signed by CBS to a five-year pact. A 20-year-old beauty with magnificent pipes—and stems.....GEO. JESSEL: Lois Andrews will get the femme lead opposite Bert Lahr in the new Mike Todd show.....BRENDA FRAZIER: Your husband, Shipwreck Kelly, stymied that deal whereby you were to go on for a ciggie firm in a 15-minute society chatter show.....JOHN P. MEDBURY: Wm. Morris will submit your radio script starring Martha Raye.....JACKIE COOPER: A package is being readied with you as the lead in a series of Horatio Alger yarns.....CHARLES COBURN: Your agent, Irving Salkow, has a radio series set that will net you \$4,000 weekly—but I hear you'll probably turn it down due to your commitment to do the "Merry Wives of Windsor" on B'way....PAUL DOUGLAS: Notice how many 'pals' you have since your click in "Born Yesterday"? Of course, they knew all along you had it in you. Hawl.....ABE SCHECHTER: Bob Brumby gave Mutual a million bucks worth of publicity in his China work.....OSCAR LEVANT: Nat Goldstone is submitting Robert Alda in a package based on a detective series in Collier's about a piano-playing detective.....RUDY VALLEE: If P & G drops your show (as has been rumored) we know at least two sponsors who will put in a bid for it.

CHICAGO

By BILL IRVIN

ESQUIRE, Inc., publishers of "Coronet Magazine," have replaced their night-time ABC Network series, "Coronet Front Page," with a new program titled "Chester Morrison," featuring anecdotes, incidents and comment about people and places by Chester Morrison, author, traveler and foreign correspondent. The new series, which will be heard at the same time, 9:55 to 10 p.m. (EST, five nights a week, originates in Chicago, with Paul Barnes as announcer. Schwimmer and Scott is the agency placing the magazine's account.

If present plans materialize, Hedda Hopper, will be in Chicago for the premiere of Tom Breneman's "Breakfast In Hollywood" picture, today, Feb. 8, at the Oriental Theater, and will broadcast her regular Monday night ABC network show from Chicago on Feb. 11. Breneman is scheduled to do four of his "Breakfast In Hollywood" broadcasts from the stage of the Oriental during his stay here. He is also slated for guest appearances on Don McNeill's "Breakfast Club" on Friday, on the "Quiz Kids" broadcast on Sunday night and on Miss Hopper's program on Monday. Arrangements also are being made for a personal appearance by Breneman at the State Theater in Rockford, Illinois, on Friday, in connection with that city's March of Dimes campaign. Rockford, which suffered one of the Nation's most serious polio epidemics in 1945, requested that Breneman appear there in connection with the premiere of his picture.

Two Network Renewals Announced By Columbia

(Continued from Page 1)

106 CBS stations. The renewal is for 52 weeks effective February 10. Agency is Young and Rubicam, Inc.

Another renewal announced yesterday is "Suspense," sponsored by the Roma Wine Company of Fresno, Calif. Program originates in the studios of KNX, Hollywood, and heard Thursdays at 8 to 8:30 p.m. EST., with a rebroadcast at midnight. The Biow company is the agency in charge.

FOR SPECIALIZED DELIVERY

Call

HOLLYWOOD
MESSENGER & EXPRESS

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: GLADSTONE 2244

Pangborn Promoted; Cox Succeeding Him

(Continued from Page 1)

Pangborn as business manager for the Morning Oregonian. He returns to the paper he joined as cub reporter twenty years ago.

Pangborn came to KGW as station manager in 1941 leaving position of managing editor of the Oregonian to assume new duties. He rose from cub reporter, city editor, executive news editor and was managing editor for three years. Before making reins at KGW he served as Pacific Coast representative of NBC's planning and advisory committee for past three years, is member of board of directors of Oregon Broadcasters Association and chairman of board of governors of Oregon Ad Club.



ARDEN X. PANGBORN

He is succeeded by H. Quentin Cox, present assistant manager of KGW who joined staff in 1936. Cox is 39, as brilliant record as progressive radio executive, is past official member board of Oregon Broadcasters Association, present member board of governors of Oregon Ad Club, is vice-president of Pacific Advertising Association and was appointed special consultant to radio section of war finance division of United States Treasury during Victory loan. Served in Washington, D. C., four months in his capacity.

Sgt. Dick Pack, former WOR publicist who has been serving in Army Air Forces public relations at Mitchell Field, L. I., has been awarded the Army Commendation Ribbon. The award cites Sgt. Pack for outstanding work in "utilizing radio broadcasting as a public relations medium for the First Air Force." Sgt. Pack is scheduled to get his honorable discharge within the next week.

Sgt. Pack Gets Citation For AAF Publicity Work

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WNYC Festival To Recognize Present American Composers

(Continued from Page 1)

anged schedule of five free public concerts from Hunter College Auditorium, Town Hall, Times Hall and the McMillan Theater, pickups are scheduled from the City Center, Frick Collection and the Brooklyn Museum. The Metropolitan Opera Association, the New York Opera Company, the Columbia University Theater Association, the Collegiate Chorale, the Hall Johnson Choir and several other organizations prominent in the music field will also contribute programs in the WNYC festival.

Lincoln's Birthday Program

Artur Rodzinski, conducting the New York Philharmonic Symphony Orchestra in Carnegie Hall on Lincoln's Birthday, will inaugurate the Festival from 10:30 to 11:00 a.m., in a rehearsal of Aaron Copland's "Lincoln Portrait."

City Station listeners, as in other years, will hear American songs ranging from classical arias to popular favorites, and in the concert field, outstanding recitalists and younger artists will be featured on five separate occasions.

The first of the specially scheduled free concerts, emanating from Hunter College auditorium, from 5:30 to 7 p.m. Tuesday, will feature Dean Dixon and the American Youth Orchestra and Lucille Manners, soprano, Carol Brice, contralto, and Grace Castagnetta, pianist. An all-soldier orchestra, under the direction of Warrant Officer Edward Sadowski, will provide the second public concert from Town Hall the following day from 3 to 4:30 p.m. On Sunday, Feb. 17, the National Association of American Composers and Conductors will present a special concert at Times Hall, featuring Virgil Thomson's Violin Sonata. This program will be aired by WNYC from 8:30 to 9:30 p.m. The Columbia University Band, under Harwood Simmons, will be heard from the McMillan Theater on Wednesday, Feb. 20 at the same hour.

On the final day of the American Music Festival, WNYC will air a Times Hall presentation featuring Joan Field, Ray Lev, Kathryn Meisle and the Master-singers, with Margaret Dodd conducting. Latter program will be broadcast from 3 to 4:30 p.m.

Young musicians will be given radio

coverage during 12 special broadcasts during the Festival, with students and organizations heard from Juilliard School, the music departments at Columbia, Brooklyn College, Queens College, the David Mannes School, Sarah Lawrence College, the New York College of Music, the Young Men's Hebrew Association Music School, the Greenwich House Settlement, and the Manhattan School of Music. These programs will continue throughout the duration of the WNYC 11-day musical presentations.

ASCAP Program Set

Popular American music will also have its place among the offerings, with an ASCAP show scheduled for Feb. 14 from 8:15 to 8:45 p.m. At that time a score of top-flight compositions, many of them "Hit Parade" entries, will be aired. Song-writers in this group will include Stanley Adams, Herman Hupfeld, Moe Jaffe, Alex Kramer, Vic Muzzy, Lucky Roberts, Dan Shapiro, Nat and Sally Simon, Henry Tobias and Joan Whitney.

WNYC listeners will also hear expressions of hemispheric good will when leading Latin American artists, now in New York, and a Canadian group, will be heard in a series of Pan American programs during the Festival.

Hollister Leaves CBS To Accept Movie Post

(Continued from Page 1)

line & Osborn, and for eight years executive vice-president of R. H. Macy & Co., Inc., department store. During the war he was a consultant

to various government departments, a collaborator in the book "Franklin D. Roosevelt: A Memorial" and editor of the broadcast histories "From D - Day Through Victory in Europe" and "From Pearl Harbor Into Tokyo."

Author of various books, contributor to magazines, he collaborated with Carl Van Doren in the latter's series of patriotic broadcasts with the New York Philharmonic Symphony Orchestra. He is a trustee of the Community Service Society of New York and a member of the Committee on Consumer Relations.



PAUL HOLLISTER

Horton Is Allen's Guest

Edward Everett Horton pays a visit with Fred Allen next Sunday, February 10, when he guests on the program heard at 8:30 p.m., EST over NBC.

KCMJ, PALM SPRINGS, CALIF.

On The Air Feb. 10

Only Major Network Affiliated Station in United States Today With Available Spots Before And After Top CBS Shows.

CBS Affiliation — Co-Owners Donald McBain, Dick Joy

NBC Tele To Present Third Act Of "Lincoln"

The third act of Robert E. Sherwood's prize-winning play, "Abe Lincoln in Illinois," will be repeated over NBC's station WNBT in honor of the great President's birthday anniversary. Show will be presented Sunday, Feb. 10 at 8:00 p.m. EST.

With a cast of nearly 40 players, the presentation will feature Stephen Courleigh in the title role again. Edward Sobol, NBC television producer, who presented the entire play last year, is in charge of production for this performance.

KSJB Jamestown North Dakota

Represented by North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING
5000 WATTS
600 ON THE DIAL

CBS—MBS

Hear Noble Testimony As Flamm Suit Opens

(Continued from Page 1)

Denis O'Leary Cohalan and a jury composed of ten men and two women.

In his complaint, Flamm has charged that Noble conspired with Leslie Evan Roberts and Donald Shaw, both executives of WMCA during Flamm's ownership, and William J. Dempsey and William G. Koplovitz, Washington law partners, in an effort to force Flamm to sell the station. Noble's answer to the complaint categorically denied the charges.

Noble First Witness

Following opening presentation by both sides, Philip Handelman, Flamm's attorney, called Noble to the stand as the first witness, and established that the defendant had met Shaw and Roberts prior to meeting Flamm for direct negotiation of the sale.

Q. Isn't it a fact that Mr. Shaw told you . . . that Mr. Flamm would not sell WMCA unless he were scared into it? A. No.

Noble then stated, in response to a question, that he first heard Flamm was dissatisfied with the sale "about three days" after the contract was signed on Dec. 2, 1940.

Q. Didn't he (Flamm) tell you on Friday, Nov. 29, 1940, that you were taking the station away from him? A. He made several accusations that various persons were ganging up on him. That was the night we tore up the contract. Q. Did Mr. Flamm say to you on Nov. 28, 1940 . . . that you were forcing him to sell the station and that he wanted you to leave him alone? A. No.

Q. Did he say that he was offering you \$15,000 to leave him alone? A. He did not. Q. Did he say, at some future time, that he was offering you \$25,000 to leave him alone? A. He did not. Q. Was that amount at some future date raised to \$50,000? A. No.

Q. After the contract was torn up did you tell Mr. Dempsey to catch the next train to Washington to file application for Mr. Flamm's wavelength? A. No. Q. Did you say anything to Mr. Flamm about taking away his wavelength? A. No.

Says Flamm Phoned

Following the meeting between the two at which the contract was destroyed, Noble said Flamm called him at his hotel. "He said he was sorry we tore up the contract and wanted to go through with the deal."

Q. When you spoke to Mr. Flamm did he sound frightened? A. Not a particle.

As of that date, Noble said, he had intended to pay \$750,000 for the outlet, but that figure was later raised to \$850,000.

Just before court recessed for the day, Noble affirmed previous testimony that he had stated his intentions to file application for the WMCA license "if a satisfactory deal couldn't be worked out."

In his opening presentation and several times during Noble's testi-

WORDS AND MUSIC

By HERMAN PINCUS

THE next two Saturdays, February 9th and 16th, "Opportunity Time," fenced by Jean Colbert and heard via WJZ, will mark the radio debuts of two girl singers. One of the girls, Virginia Davis, the daughter of the Millionaire Maestro Meyer Davis, refused the help of her father, instead preferring to make good on her own. The other vocalist, Helena Stuart, orphaned when a child and raised by relatives in Atlantic City, first attracted attention singing for fellow-employees after High School hours. While performing one evening at a local woman's club, Conrad Thibault was in the audience and encouraged her. Leading citizens of Atlantic City raised a special fund for her and sent her to New York where Helena studied under the Thibault's teacher this past year. Good luck, Virginia and Helena.

★ ★ ★

RADIOLOGY: A major network is angling to present the Zany Korn Kobbler on a morning series across the board . . . We can't understand how come sponsors overlook the talent of this entertaining aggregation. . . ● Marian Morgan, currently CBSinging via WBBM will get her own show soon . . . Ford Canfield's Orchestra will give her musical support. . . ● Tim Gayle has signed the "Noteables" choral group to a long-term contract . . . they're doing a bang-up job at the Buttery Room of the Ambassador Hotel in Chicago. . . ● Jimmy Blair who left the "Basin Street Program" three years ago to don a uniform is in civvies. . . ● Herb Shriner's clowning on the "Philip Morris" NBCiggle show is a must. . . ● In two years, radiolite Ed Begley appeared in 1,011 broadcasts. . . ● Radiolites in Gotham are raving about the culinary talents of the "Chicken Roost" chef . . . located on Broadway opposite the Strand Theater. . . ● Dick Todd has been renewed for the third successive time on the "Lucky Strike Hit Parade". . . ● Dolph Martin, ex-manager of WEEI, signed to a writer-producer contract by Music Corp. of America. . . ● Phil Kraus has come home from the wars and Merle Pitt, WNEW Musical Director is happy indeed . . . when Phil left, Pitt looked through the Local 802 directory and of the Union's 20,000 musicians there were but 8 vibra-harpists, ALL of whom had jobs. . . ● The demand for tickets was so great that Kate CBSmith was given Playhouse No. 4, which seats 1100, for her broadcasts. . . ● "We, the People," now in its tenth year on the air, renewed for another 13 weeks. . . ● Ginny CBSimms will welcome Sir Stork some time in July. . . ● When Norman Tokar was released from the Army, he reported to his agent Sammy Weisbord at MCA . . . Sammy told Norman that his new agent would be another ex-GI—ex-Major Sol Radam,—who had been Norman's commanding officer. . .

★ ★ ★

TIN PAN ALLEY-OOPS:—We predicted a bright future for the Santly song, "Oh What It Seemed To Be" . . . and bright is right—for the song just made the "racks" (single order for 300,000 copies). . . ● "Polonaise," won a music "Oscar" for Chappell & Co. . . that makes four "Oscars" for this firm. Oscar Hammerstein, Oscar Catsiff, chief arranger, and Oscar Robbins, contactman. . . ● "Now and Forever," featured in the forthcoming Howard Hughes production, "The Outlaw," was adapted from Tschaiikowsky's Sixth Symphony by Jan Savitt, with lyrics by Al Stillman . . . Robbins will publish. . . ● Harold Oshry, just released from the Army, will head the Wm. Morris Cocktail Units division. . . ● Mary Jane Hanley, daughter of the late composer Jimmy Hanley, is taking vocal lessons from Bobby Buttonuth. . . ● Margaret Whiting, daughter of Richard Whiting is doing plenty okay as the "Philip Morris NBChantootle." . . ● Riley Shepard, cowboy singer, has been elected Prexy of the American Federation of Folk Artists who number over 3,000 members.

mony, Handelman tried to associate Thomas G. Corcoran with the case, but at the objection of defense counsel, much of what was said was stricken from the record.

Franklin S. Wood, attorney for Noble, moved for a dismissal of the

charges; this was denied by the court. After Wood's presentation, Handelman asked for a mistrial, on a technicality, but this too was denied.

The trial resumes this morning with Noble on the stand under direct examination.

Int'l Information Plan Supported By Truman

(Continued from Page 1)

gest single item was the President's request for finances to carry out the information program, which thus far has seen rough weather. Indicating that radio would play a top role in the program, the Chief Executive said the money would be used to buy radio time, buy or build radio transmitters and receivers.

In addition, President Truman said in his explanation to Congress, that the money would be used to acquire communications services, including the rental of tie lines.

Also Backs Benton Program

The President also showed he intended to back Assistant Secretary of State William Benton's plans for extensive use of short wave radio, requesting authorization for the State Department to make contracts for use of shortwave stations.

In commenting on the request, the Chief Executive said the principal purpose of the extra money is to "disseminate through publication of radio, motion pictures and the press and other media information about the United States, its people and its policies."

Provost In WEAFF Post As Program Manager

(Continued from Page 1)

Gaines, station manager of the outlet.

Prior to joining the NBC staff on Jan. 1, 1943, he was sales manager of the Empire Broadcasting Company. In December, 1945 ex-mayor I. Guardia presented him with a certificate of merit in recognition of his services as a member of the radio committee for the Office of Civilian Defense.

Mark S. McCoy

Washington—Funeral services for Mark S. McCoy, former head of the field division of FCC's accounting department, who died last Saturday after a long illness, were held yesterday. McCoy, a native of Iowa, had served with the FCC since its creation in 1934. He had previously served with the ICC.

Bryson At Cooper Union

Lyman Bryson, CBS director of education, will deliver an address Sunday at the Seventh Annual Lincoln Memorial Lecture to be held in the Great Hall of Cooper Union, New York.

Bette Davis On Lux Show

Bette Davis recreates one of her most moving screen roles in "The Voyager," when it is presented on the Lux Radio Theater Monday, February 11, at 9:00 p.m. (EST) on the Columbia network. William Keighley is the producer on the full-hour dramatic airshow.

AGENCIES

MOL ED KIRBY, of Washington, D. C., has been signed by C. P. MacGregor, Hollywood transcription executive, as his representative in public relations and sales, effective immediately. Colonel Kirby, formerly in charge of the radio division, REAF, in continental Europe, will have offices in Washington, London, Paris and Rome.

JOHN BLAIR & CO., national station representatives, has augmented staff by the addition of **WILLIAM WELDON**, **HOLLY MOYER** and **ELLS BARNETT**. Weldon returns to Blair as an account executive following about two years in the South Pacific as a lieutenant in the Navy. Moyer, for two years a salesman with NX and CBS in Hollywood, joins the Los Angeles office of the agency. Barnett, for four years manager of the sales service department of WLS, comes associated with Blair's Chicago office to manage and expand the promotion and publicity division.

ROBERT W. LANG, recently released from the Army and who was manager of the Camp Lee radio station, CLEE, during the war, joins Charles Michelson, Inc., radio transcriptions, in sales capacity. He will handle up-State New York and the New England territory.

DUDLEY ROLLINSON COMPANY, (partnership), Empire State Building, N. Y., has been dissolved, and its assets have been transferred and turned over to the Dudley Rollinson Co., Inc., a New York State corporation. The corporation will continue to do business at the same address.

Play Servicemen's Program

A new weekly series designed to aid returning servicemen and former war workers get started in business premieres over WNEW Monday, 9 p.m., EST. Titled "Be Your Own Boss," the program is conducted by Michael Gore, advertising executive and author of "101 Ways to be Your Own Boss," who will have leading business men as guests.

Send Birthday Greetings To

February 8

Charlotte Holland Charles Marshall
James Rich Herb Sheldon

February 9

Milton Robertson Edwin S. Reynolds
Jack Leonard George Hessberger
James Monks G. Stanley McAllister
Joy Scatt Philip Doelker
Edward P. Shurick, Jr.

February 10

Barry Drew Billy Hallop
George Kerr Sam Rothstein
Harry Swan Loo Steinbach

Evaluation Of Rating Services Difficult, Says Research Exec.

(Continued from Page 1)

dered in duplicated services," he declared.

The research expert referred to and quoted extensively from a recent report completed by Dr. Zeisel on the differences between C. A. B. and Hooper, and the wisdom of paying for two services which duplicate each other, explaining that "as researchers we believe some of the facts as we see them must come out at this time, if 1946 is to see the emergence of strong comprehensive radio research operations."

"Anyone who has made a scatter diagram of C. A. B. and Hooper ratings for comparable periods can make three general observations," he said, outlining them as follows: (1) The ratings of one service are roughly 20 per cent higher than those of the other; (2) Aside from this difference, the similarity between the two ratings is surprisingly great; (3) In spite of general similarity, the discrepancy between the two rating services from some programs is great enough to disconcert those interested in that particular program.

Treats Distribution

Dwelling upon one particular source of difference between the two services, as outlined in the Zeisel report, namely number and distribution of interviews, Harper declared that: "This difference is largely brought about through the fact that Hooper surveys 32 cities, and C. A. B. 81. The trend towards "bigger" samples and more widespread distribution probably constitutes progress. It should be understood, however, that a simultaneous expansion of sample size and number of cities will lead to an improvement only under certain conditions. Actually, few programs are covered in much more than 70 cities and often the figure is closer to 60 cities. The C. A. B. sample amounts in many cases to the addition of 100 per cent more cities but only one-third more interviews than in the 32-33 city sample. Adding new cities to the sample is an advantage only to the extent that these cities differ in their listening habits from the old ones; if they do not, then there is no point in adding them. But if the cities are different," he continued, "how large a sample does one need to sample these cities in such a way that one can be sure to catch this difference?"

Asks Two Specific Questions

He pointed out that C. A. B. decided to add 48 new cities, most of them represented "by not more than 15 interviews per one-half month for a half-hour each evening program," and although this seems to be a small sample to represent an entire city, "experiments may prove it to be of sufficient size." But at this point he asked two questions: "Where is this experimental evidence which supports spreading 30 per cent more interviews over twice as many cities? Where is the evidence showing that

the C. A. B. sample is stratified properly in terms of various possible combinations of network outlets?"

Harper asserted that from a practical point of view, the moving average practice of C. A. B. is welcome "since it reduces the oscillation of ratings from report to report. Yet, it is not a wholly satisfactory practice. If the individual ratings prove to be accurate within reasonable limits, then there is no reason why the subscriber should not have each individual rating," he declared.

Sees Audiences Underestimated

Harper called for publication of this authoritative evidence, "if it exists," because the lack of it makes necessary the unearthing of such facts by the individual researcher. He further revealed that experimental work with the telephone coincidental method "suggests strongly that because of certain deficiencies in their techniques, the present coincidental rating services underestimate the size of a radio audience from approximately 13 per cent to 23 per cent."

He made reference also to recommendations made about a year ago by the Radio Research Council to C. A. B. and Hooper as to how improvements could be made in their services through research experiments, but which were received with no more than "a polite letter of thanks as an answer." Harper also made suggestions that C. A. B. should finance the exploration of new techniques, "even establishing a service to provide this information," and "... should not use its cooperative powers to duplicate facilities available from private business."

Query On Tele And FM

"C. A. B. should become a research development cooperative agency for the advertising industry," he said. "It should become the fountain head for improving research procedures for measuring advertising and media efficiency. It should set out to explore the many research problems beyond the coincidental method. We know still too little about audience stratification, about farm listening, about a host of qualitative problems. Who is to pioneer in the measurement of television and FM audiences?"

Further, Harper concluded that the "C. A. B. should withdraw from the coincidental rating service business. It should become a fact-finding, standard-setting body pushing our research knowledge about our business further and further ahead. Research dollars are too precious to be squandered in duplicated services."

Thomas Velotta Dined

Thomas Velotta, director of news and special events at ABC, was guest of honor last night at a dinner tendered him at the Hotel Bristol by the network's news staff.

COAST-TO-COAST

— NEW YORK —

NEW YORK—The New York Times radio forum "What's On Your Mind?," begins this year's series of out-of-town broadcasts on Tuesday, Feb. 19, with a special program on Latin American relations before the Woman's Club of Englewood, N. J., airing directly from the organization's clubhouse from 3:30 to 4:00 p.m. over WQXR. Alice Pentlarge of the Times will act as moderator of the program which is the forty-first in the regular "What's On Your Mind series" . . . "Quoting America" the Cowles' syndicated forum-by-quotation, has been added to the program schedules of three more stations: KTUL, Tulsa; WJTN, Jamestown, and KGKO, Fort Worth—Dallas. Program treats current controversial issues with strict impartiality and covers both the pro and con by quoting leading radio commentators, important newspaper editorialists, magazine writers and public figures.

— NEW JERSEY —

NEWARK—A fashion show, demonstrating a complete wardrobe for the air-minded traveler and keeping within the prescribed forty-pound weight limit, was conducted last week by Nan Lupo, radio commentator and fashion consultant, at the Newark Airport in connection with the official dedication ceremonies of the reopening of the airport for civilian travel. . . **PATERSON**—Adele Hunt received a rare thrill last week while doing her daily stint, "Hunt for Happiness" over WPAT, when her Navy son dropped in suddenly on arrival from Seattle. The Navy lad was ushered into the studio while his mother was on the air and to prevent interruption of the program, both transferred their reunion over the microphone.

— TENNESSEE —

KNOXVILLE—All during the March of Dimes campaign, the entire cast of WNOX "Mid-Day Merry Go Round," an hour and a half noon-day hillbilly presentation, asked for pennies from their friends. Various bands whose members played in four states at night, during the campaign, also plugged for pennies. On Feb. 3, Lowell Blanchard, emcee of the program turned over more than 80,000 pennies to the March of Dimes fund.

— UTAH —

SALT LAKE CITY—KALL recently put its new wire recorder to good use at a special ceremony marking the dedication of the city Board of Education's new Model Retail Store. The \$2,500 unit which was built at Salt Lake's West High School as an aid in teaching retailing and merchandising, was made possible through the generosity of Auerbachs, Keith O'Brien and the Paris Store, Salt Lake's leading department stores, in co-operation with the local Chamber of Commerce. KALL recorded and broadcast the dedication ceremonies at which Dr. M. Lynn Bennion, city school and superintendent and Edward Stutzer, representing the merchants, were the speakers, along with faculty and students in the West High School retailing department.



"QUEEN FOR A DAY"

STARRING

JACK BAILEY

BUD ERNST

PRODUCING

THANK UNCLE RAY MORGAN, UNCLE PHIL CARLIN,
ALKA-SELTZER & DUZ . . .
. . . AND WE'RE INDEED FLATTERED BY ALL THE IMITATORS.

MUTUAL BROADCASTING SYSTEM

Promotion Contest Trend

FCC Plans Meetings To Accelerate FM

Washington Bureau, RADIO DAILY
 Washington—FCC's plan to push into action will get under way within a "week or 10 days," commission spokesmen said over the weekend, when a series of conferences designed to clear up engineering and other details begin.

The FM plan is part of a general pattern set by FCC Chairman Paul Porter to get both FM and television off the "talking stage" and on the air.

Porter, it is believed, is determined to smooth the governmental path toward widespread operation of FM.

(Continued on Page 6)

Gittinger Assumes Duties Of Paul Hollister At CBS

William C. Gittinger, vice-president in charge of sales at Columbia Broadcasting System, has temporarily taken over the duties of Paul M. Hollister, who left the organization to accept the post of New York studio representative at RKO Radio Pictures, Inc.



BILL GITTINGER

No Paper Tomorrow

Tomorrow, February 12, being Lincoln's Birthday and a legal holiday in most of the states of the Union, RADIO DAILY will not be published.

Church Group Awards Seven Radio Citations

The National Conference of Christians and Jews over the weekend announced seven radio citations of merit for the fostering of religious tolerance and brotherhood, to be awarded during National Brotherhood Week, Feb. 16-23. Three citations went to NBC, two to CBS, one to MBS and one to WFIL, Philadelphia.

The NBC programs cited are "Mr. District Attorney," "The Eternal Light" and "The Catholic Hour." The award to Mr. D. A. was to Ed Byron, producer, and Bristol-Myers Co., sponsor. Presentation of the award to "The Eternal Light" will be made on

(Continued on Page 7)

BMB Membership Now Totals 625 Stations

Total membership of the Broadcast Measurement Bureau reached 625 on February 1st with the addition of nine stations, Hugh Feltis, president of BMB, announced Friday. The nine new subscribers are: KBON, Omaha, Neb.; KGHL, Billings, Mont.; KRJF, Miles City, Mont.; KVOB, Denver, Colo.

(Continued on Page 2)

Increasing Number Of Agency-Sponsored Contests Viewed With Caution By Web Departments

Cowles Newspaper Buys KHQ, Spokane

Washington Bureau, RADIO DAILY
 Washington—The FCC on Friday authorized the sale of KHQ, Spokane, Wash., to the Spokane Chronicle for more than \$1,300,000.

The sale was prompted by the multiple ownership rule, since the previous licensee, Louis Wasmer, also owns KGA, Spokane.

The Chronicle's bid was the only one received under FCC's so-called "auction" plan advanced in the Crosley-Avco decision last September and

(Continued on Page 6)

Set Crews For Telecast Of Lincoln's Day Events

A crew of 30 technical and production men will handle NBC's and CBS's television coverage of the Lincoln Memorial ceremonies from

(Continued on Page 7)

RCA Executive Awarded Gov't Medal For Merit

Frank M. Folsom, executive v.-p. in charge of the RCA Victor division, has been awarded the Medal For Merit for "exceptional meritorious

(Continued on Page 2)

Promotion contests to further local exploitation of network sponsored shows are growing in number with the web promotion departments tactfully becoming inactive in the agency promoted campaigns, RADIO DAILY learned in a survey the past weekend.

The increasing number of promotions for sponsored shows have brought results for both the sponsor

(Continued on Page 6)

London Meeting Today To Consider Int'l Radio

British Bureau, RADIO DAILY
 London—The preparatory commission of the United Nations Educational, Scientific and Cultural Organization, a body formed to consider proposals for the future program of international informational activities, with radio expected to play a prominent role, will hold its first meeting

(Continued on Page 2)

Movie 'Trailers' Via Tele Recommended By Mowrey

West Coast Bureau, RADIO DAILY
 Hollywood—The exploitation of forthcoming motion picture films through the medium of home television was recommended to motion picture interests by Paul B. Mowrey, director of television for the American network, at a press conference held here Friday.

★ THE WEEK IN RADIO ★

CBS Shows Color Television

By JIM OWENS

CBS demonstrated high frequency color television to press and industry groups. Results were enthusiastically received and gave rise to predictions that transmitters and receivers would be in production late this year, or early in 1947. . . . John F. Royal, NBC vice-president in charge of television, presently conferring with Hollywood picture officials, said the network will not produce its own films for video. . . . The

New York City branch of the George Foster Peabody Awards Committee submitted its nominations for national prizes.

President Truman backed "to the hilt" the State Dept.'s international information program, with radio included as "a must." Truman's recommendation called for an additional \$9,595,000 for radio, films and press

(Continued on Page 5)

Swing, Too!

The carpet lacerators were cutting up plenty at WNYC last Friday because the station had neglected to tell of their plans to participate in the station's 11-day "Music Festival," Feb. 12-22. As a matter of fact, the hep cats will give out at the 71st Regiment Armory on WNYC Saturday, 4-5 p.m., with Johnny Desmond, Mary Lou Williams, Dick Stabile and others.

Porter OPA Head?

Washington—The rumor mill here as it that Paul Porter, chairman of the FCC, will become Price Administrator. Chester Bowles, present head of the OPA, is slated to succeed John W. Snyder as director of the Office of War Mobilization and Reconversion. Rumor, as yet is unconfirmed. Porter formerly held the position of national rent chief of the OPA.



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MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Feb. 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio, values: 12, 11 3/8, 11 3/4

RCA Executive Awarded Gov't Medal For Merit

(Continued from Page 1)

conduct in the performances of outstanding services as Chief of the Procurement Branch of the Navy Department's Office of Procurement and Material. The presentation was made by Secretary of the Navy James Forrestal on behalf of President Truman.

BMB Membership Now Totals 625 Stations

(Continued from Page 1)

Colo.; KONP, Port Angeles, Wash.; KGFF, Shawnee, Okla.; WBBZ, Ponca City, Okla.; KOCY, Oklahoma City, Okla., and KSWO, Lawton, Okla.

Subscription rolls for the 1946 study close on April 1.

Connect in Connecticut



Coming and Going

TED COTT, WNEW's program director, is in Washington today for a conference on coverage of the atomic bomb tests next May.

FLORENCE DYKSTRA, manager of WING, Dayton, Ohio, was in Gotham late last week for confabs at the New York headquarters of ABC, with which her station is affiliated.

PAUL GLYNN, a lieutenant in the Navy for three years, is back in town and has rejoined CBS as assistant to Thomas D. Connolly, director of program promotion.

GLENN RIGGS, announcer on "Boston Blackie" over WJZ, is back in town and on the program following a period of absence resulting from illness.

D. M. KELLY, JR., was in New York late last week. He's the manager of WGAC, American network outlet in Augusta, Ga.

ROBERT SAUDEK, director of public service for the American Broadcasting Co. goes down to Washington Thursday to address a meeting of the Federal Radio Education Committee. He'll return to New York next Saturday.

HUGH FELTIS, president of the Broadcast Measurement Bureau, is attending the Sixth District meeting of the NAB in Memphis. He will return to New York for a series of BMB meetings starting Feb. 18.

GENE KRUPA and the members of his band are at March Field, Cal., where tonight they will broadcast as a feature of the "Spotlight Bands" series over the American network.

HAROLD E. FELLOWS, station manager of WEEI, Columbia's owned-and-operated station in Boston, was in New York Friday for conferences at the station relations department of the network.

London Meeting Today To Consider Int'l Radio

(Continued from Page 1)

here today. The American representative, appointed by Assistant Secretary of State William Benton, is Donald Stone, assistant director of the United States budget.

Anya Seton On WJZ

Anya Seton, author of the best-seller, "Dragonwyck," which 20th Century-Fox has produced as a film starring Gene Tierney and Vincent Price, and of the new book, "The Turquoise," which has been purchased by Warner Bros., will be interviewed by Shirley Wolff over WJZ, tomorrow at five minutes past midnight. Miss Seton will give an author's eye view of Hollywood.

Elected To Vets' Post

J. R. Poppele, vice-president and chief engineer of WOR, has been elected to the board of directors of the Veteran Wireless Operators association to serve during 1946.

Joyce Moss Joins 'Photoplay'

Joyce Moss, formerly with the CBS West Coast Press Information staff, has been named Western Editor for Photoplay Magazine, it was announced by Fred R. Sammis, editorial director. Miss Moss assumes the position formerly held by Elaine Osterman, who is leaving the Hollywood offices.

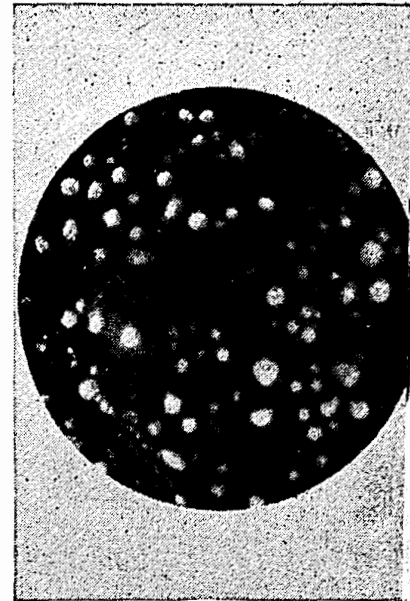
Network Dept. Groups Visit BMI Headquarters

Twenty-five staff members of NBC last week visited Broadcast Music, Inc., headquarters in New York, in the second of a series of network days at BMI to acquaint broadcasters with the organization's facilities and services to radio. Last week a party from ABC paid a similar visit to BMI for the purpose of gaining first hand information. Last week's NBC group was headed by William Hedges, NBC vice-president, and previously ABC representatives were taken on the tour by Charles C. Barry, national program manager for the network.

Lebow Greets GI Wives

At 8 a.m. this morning WHN re-broadcast the arrival of the "Queen Mary" yesterday, also interviews by Guy Lebow of GI brides as they first touched the shores of the U. S. A. Lebow was on hand Sunday when the huge trans-Atlantic liner bearing soldiers' wives docked in New York.

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275



A fog particle

That's supposed to be one of the first photographs ever taken of a fog particle. That drop up there was about four ten-thousandths of an inch across. To us it looked like a big thick blob.

It's another proof that some things aren't always what they seem to be.

Just because a radio station's call letters sound glamorous . . . the affiliation sounds effective . . . isn't always what you think it is.

Take Baltimore: In this five-station town it's the independent W-I-T-H, that delivers the most listeners-per-dollar-spent.

Nothing foggy about the facts that back up that statement. You can pick up the facts in your hand.

FOR RESULTS IN THE Philadelphia MARKET W-D-A-S PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-RID



ABRAHAM LINCOLN SAID . . .
"I want every man to have the chance
. . . in which he can better his condition.
. . . And freedom of press will maintain it."

PRESIDENT TRUMAN SAID . . .
. . . Radio "must be maintained as free as
the press."



WJLB
THE GOODWILL STATION, INC., DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"

Columbia Broadcasting System Basic Station
Fisher Building, Detroit

AGENCIES

H. B. LeQUATTE, president, H. B. LeQuatte, Inc., will speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "How Advertising Agencies Function." The meeting will be held at the Engineering Societies Building.

COL. HARRY COOPER, A. U. S., recently Theater Provost Marshal in China-Burma-India, has been elected vice-president of J. M. Korn & Company, Philadelphia. He will be in charge of the advertising agency's Washington office, which will be established shortly. Previous to his Army service, Colonel Cooper was, for many years, a key member of the U. S. Secret Service. In that capacity, he was assigned to special duty at the White House in connection with Presidential activities.

R. C. WALKER, president of Aireon Mfg. Corp., has announced the election of Arthur E. Welch to fill the newly created office of vice-president in charge of sales. Welch formerly was vice-president and treasurer.

DICK MOONEY, associate of Steve Hannagan, has returned to the New York public relations office after recuperating for several months on his Connecticut farm.

WILLIAM EWING, formerly commercial manager of WENT, Gloversville, N. Y., and more recently with Biow Agency has joined the United Press Associations as business representative.

Before joining WENT, Ewing was an account executive for Spot Sales, Inc., was with the advertising department of the New York Herald-Tribune and worked for NBC in Washington and New York. He assumed his new post February 1st.

Byrnes On ABC

Secretary of State James F. Byrnes' first address since his return to this country from the UNO meetings in London will be broadcast over ABC today from 9:30 to 9:55 p.m., EST, on the occasion of the annual dinner of the Foreign Policy Association in the Waldorf-Astoria Hotel.

TAXES

CERTIFIED PUBLIC ACCOUNTANT
SPECIALIZING IN TAX RETURNS
Will oblige at your convenience

S. COHEN WI-7-4056
1441 Broadway 19th Fl.

Don't be misled!

We have no outside representative.
For a campaign with
"VETERANS OF VICTORY"
Write or wire direct to
NATIONAL RADIO FEATURES
100 State Street, Albany 7, N. Y.
Allen I. Stock, General Manager
Coast-to-Coast



California Commentary . . . !

• • • Manager Al Johnson, Program Manager Jack Williams and Commercial Manager John L. Hogg of KOY, Phoenix, who have developed the "Safety Rangers" program which is sponsored by Sears-Roebuck, have been receiving much praise for the belated Christmas party that was tossed by the station and the sponsor Jan. 26 for 6,000 Safety Rangers. The affair had been deferred because of the flu epidemic in Phoenix the latter part of December. Art Gilmore, announcer on "Dr. Christian" and other programs, is making his debut as a screen actor in "Rendezvous 24," Sol M. Wurtzel production for 20th Century-Fox. In addition to portraying an F. B. I. agent, he will narrate the picture. Gilmore, who served as a Naval radar officer in the Pacific, rejected an offer of long-term contract at Warner Bros., to free-lance and be able to continue his weekly announcing chores. New character of the ancient farmer on the Bob Burns program is being played by Ralph Moody, a former dialectician on WLW, Cincinnati. He came West only three months ago and is already being heard regularly on top shows. He does more than a dozen separate dialects.

Los Angeles

• • • Sol Haas, Collector of Customs at Seattle and principal owner of KIRO, Seattle, who vacationed at Ensenada after attending the CBS Western Affiliates' meeting in Hollywood, has returned to the northern city. Lou Costello, of Abbott and Costello, has tossed his hat in the ring at Studio City, where he lives, for the town's election of an honorary police chief. Robert Alda, who played George Gershwin on the screen, starred in "This Is My Best" dramatization of Rex Beach's story, "The Tin Crown," over CBS Feb. 5. Hedda Hopper acted as narrator of the yarn, which is laid in New York's Tin Pan Alley. Frances Scully has changed the format of the Friday period of her "Speaking Of Glamour" program and now devotes it all to radio news, instead of movie gossip and fashions. The program is heard over KECA. Meredith Willson has been asked to conduct the Conservatory Orchestra of the College of the Pacific through an American Music Festival on May 10 and 11.

• • • George Gale, Ross Merritt and Jack Melvin are presenting a new 15-minute package, "An Editor's Scrapbook," in which Foote, Cone and Belding is showing much interest. The best human-interest stories submitted by editors are to be used on the program, which is designed for five times weekly, with a \$25 war bond being given for each story used. At the end of the month, a board of judges will select the five best stories of the month, with a \$500 prize for the best; \$250 second; \$125 third; \$75 fourth, and \$50 fifth. Richard Long, 18-year-old Hollywood school senior who has attracted much interest by his work in International's "Tomorrow Is Forever," has signed for an original radio play on the "Skippy Hollywood Theater." Pierre Andre, ABC announcer, has brought his wife and son from San Francisco and the three are now enjoying their recently purchased house in Eagle Rock.

• • • Clyde Scott has resumed his duties as manager of KECA after an absence of seven weeks during which he was hospitalized and recuperating near Palm Springs. In connection with Ralph Edwards giveaway to end all giveaways it is a coincidence that Haven MacQuarrie jokingly advised a woman contestant on "Noah Webster Says" to answer "it's Jack Dempsey, or Max Baer" if she were questioned on "Truth Or Consequences" regarding the identity of "Mr. Hush." In the past month, four of Hollywood's top Western stars have appeared on Cottonseed Clark's Hollywood Barn Dance broadcast over KNX and CBS from the Western Palisades Ballroom on Santa Monica pier. These have included Roy Rogers, Gene Autry, Bill Elliott and Tex Ritter.

SOUTHWEST

BEN J. KERNAN, former lieutenant in the armed forces, has been named assistant to Fred Peery at WOAI, San Antonio, in the promotion and merchandising department.

Dave Russell becomes program director of KFDM, Beaumont, on Feb. 1. Russell was regional head of the OWI. He has also been associated with WJLA, KGKO and KRLD, all in Dallas. Stanton Lee Morris and Eddie Lyman have been added to the staff of KCOR, San Antonio. Morris is in the sales promotion staff, while Lyman will be an announcer. Both are veterans.

Three Programs Renewed For 52 Weeks On Mutual

Three programs on the Mutual network have been renewed on a 52-week basis, it was announced last week. "Exploring the Unknown," heard Sundays, 9 to 9:30 p.m., is over 128 Mutual stations, has been renewed by Revere Cooper in Brass, through St. Georges and Keyes, Inc.; "Treasure Hour of Sig," aired Thursdays from 9:30 to 10 p.m. is renewed over 126 stations, by Continental Products Corporation, Birmingham, Castleman & Pierce, Inc. the agency; "Sweetheart Time," heard Sundays from 1:30 to 2 p.m., for 125 Laboratories over 76 Mutual stations through Makelim Associates.

Attorney General Speaks At Boy Scout Luncheon

United States Attorney General Tom Clark, speaking over Mutual at the luncheon Friday celebrating the 36th birthday of the Boy Scouts of America, paid tribute to Scouts as good citizens and stressed their importance in the world of tomorrow. The luncheon meeting was attended by many from radio, including Warren Jennings of the 10th Executives Club who is chairman of the club's Boy Scout fund raising committee.



"His blood pressure is high and his advertising schedule on WFDF Flimsy out."

★ THE WEEK IN RADIO ★

CBS Shows Color Television

(Continued from Page 1)

... The Noble-Flamm suit opened in New York State Supreme Court with the ABC board chairman flatly denying coercion in the sale of WMCA ... Paul Hollister, vice-president in charge of advertising and sales promotion at CBS, resigned to represent RKO Radio Pictures, Inc., in New York.

Marion Harper, Jr., McCann-Erickson research exec, criticized the discrepancies between coincidental ratings of Hooper and C. A. B. ... The U. S. formally recommended continuation of NARBA for two more years ... A report issued by the RMA revealed that two-thirds of present set manufacturers are newcomers ... FCC set hearings for television applications in 11 cities, including New York, Los Angeles and Philadelphia.

The FCC dismissed 25 applications involving direct conflict with present clear channel rules and the North American Regional Broadcasting Agreement ... the NARBA engineering conference in Washington opened with Commissioner E. K. Jett elected as chairman ... The Chicago Daily News purchased 42 per cent of the stock of WIND. Ralph Atlass will remain as president and general manager ... WNYC's annual American Music Festival opens Tuesday with a schedule of 150 special programs ... Westinghouse Radio Stations, Inc., announced three personnel changes in its managerial setup.

The first inter-city tele broadcast takes place tomorrow with NBC, CBS and DuMont in a pooled airing of Lincoln Memorial ceremonies from Washington to New York ... Niles Trammell, NBC prexy, announced promotions of three top executives ... British commercial television started tests in the London area for the first time in six years.

The Midwest FM network, subsidiary of WGN, Inc., Chicago, placed an order with GE for transmitter equipment for WGNB and four proposed new FM stations ... E. W. Engstrom, vice-president of RCA Labora-

tories, told a meeting of the N. Y. Electrical Society that color tele was not acceptable "in its present form." ... A decisive vote in the House on the Lea bill, directed at James C. Petrillo, is expected shortly despite labor pressure ... The Courier Broadcasting Service of Birmingham owned by church groups, was granted a CP for a new non-commercial station, this being the first grant of its kind from FCC.

The State Radio Bureau announced plans for a new series of programs dealing with juvenile delinquency and crime ... Plans for an increase of 15 per cent in its business were discussed at the WOR sales meeting ... A strong protest against denial of its recent proposal for use of the FM band by Zenith was filed with FCC.

Send Birthday Greetings To

February 12

- Bob Cotton Kathryn Royle Leeds
George Griffen Lee Grant
Raymond Knight Pat Hurley
Curt Peterson Barry Wood
Philip G. Lasky W. A. Myers
Tom Waring Newton E. Meltzer
Joe Kearns Tex Beneke

BALTIMORE'S GREAT FOOD SALESMAN



HE SELLS THRU THE AIR with THE GREATEST of EASE

EDWARD PETRY & CO., National Representatives

THE Only REGIONAL BETWEEN DALLAS, SHREVEPORT and HOUSTON! KFRQ LONGVIEW James R. Curtis, Pres. 1000 WATTS day and night!



Results tell the story...

The results enjoyed by the scores of local sponsors of FULTON LEWIS, jr., are a success story that would fill a book. ... On 184 stations from Atlanta to Yakima FULTON LEWIS, jr., is doing an outstanding job for America's greatest variety of advertisers ... a job that has gained for him the title of "America's No. 1 Cooperative Program." For immediate availabilities in a few choice spots —wire, phone or write ...



COOPERATIVE PROGRAM DEPARTMENT MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.

FCC Plans Meetings To Accelerate FM

(Continued from Page 1)

and television before he leaves the Commission.

Since many of the FM applications and conditional grants are "out of date," they will be scrutinized closely by the FCC to see if they meet present standards.

"The Commission," FCC said, "has found a number of instances where the proposed service area appears to be inconsistent with the plan of allocation of metropolitan and rural channels. In some cases, the proposed equipment appears to make inadequate use of the channels."

Benefit Seen To Veterans

Where the conferences reveal that equipment will not meet the expected coverage of 20 kw. radiated power demanded for a metropolitan station, the FCC will attempt to convince the applicant to build a community station.

An FCC spokesman said this would be particularly beneficial to veterans, since a community station can be built and operated on as near a shoe-string as radio can offer.

FCC pointed out, however, that where sufficient information is on file for the Commission to proceed, construction permits will be issued without the need for conferences. In cases where conferences are called for applicants already having CP's will be heard first.

Plan Anniversary Program Honoring Paul Whiteman

Commemorating the twenty-second anniversary of Paul Whiteman's and this country's first jazz concert, the "Radio Hall of Fame" will present six original members of the Whiteman band on Sunday, February 17, (ABC, 6:00-6:30 p.m., EST).

On hand to play several all-time favorites, and "Wang Wang Blues," the first tune ever recorded by the original band, will be Gus Mueller, Tommy Gott, Mike Pingatore, Ferdie Grofe, Harold McDonald and "Pops" Whiteman, himself.

WOV Skeds Dramatization

"The Bulge," a 45-minute radio drama written and directed by Arnold Hartley, program director of WOV, will be presented on WOV on Monday, February 18, at 10 p.m. Dramatization deals with the experiences on returning home of two GI's, one a Negro, who fought together in the mixed division that distinguished itself in the Ardennes action.

FOR SALE

Majority Interest in Florida Station. Will Deal Only With Principals. Give Financial References. Write Box 116, Radio Daily, 1501 Broadway, New York 18, N. Y.

Value Of Promotion Contests Viewed With Doubt By Webs

(Continued from Page 1)

and the agency but tend to put the network promotion departments in an embarrassing position, one web spokesman said. The webs out of deference to other commercial sponsors who seek added exploitation are avoiding criticism by taking an active part in the agency inspired campaigns.

Particularly satisfying to both sponsors and station operators are promotion contests between affiliates of a network which provide cash prizes and special awards for outstanding achievements in the use of newspapers, posters, mail and store-display ads which attract new or wider audiences. In this regard it is indicated that sponsors have discovered that a far greater amount of publicity than expected is possible in a campaign of this type which encourages individual station men to vie for top honors. One network executive recently cited an instance wherein an advertiser posted prizes totaling \$2,500 for promotion of a new show and "got \$300,000 worth of publicity as a result."

\$2,000 In Bonds Awarded

Most recent awards in a promotion contest came Friday when the Compton Advertising, Inc., announced the winners of the Procter and Gamble nighttime show contest which embraced four CBS programs. The award of first prize a \$1,000 bond went to KLZ, Denver; second prize, a \$500 bond, to WTOP, Washington, and third prize, a \$100 bond to WBNS, Columbus.

The contest, which ran from October 15 to January 25, awarded \$2,000 in Victory Bonds to stations offering the best promotion of the nighttime shows sponsored by P & G's Ivory Soap and Oxydol. The majority of the stations participating carried the half-hour strip combination of The Jack Kirkwood Show (Compton), and The Jack Smith Show (Dancer-Fitzgerald-Sample). Other groups carried Mommie and The Men (Compton), and Jack Smith, while a third had Mommie and The Men, and Vic and Sade (Dancer-Fitzgerald-Sample).

These awards covered program promotion based on publicity material sent to the stations. The material included suggestions for local stunts and contests, car cards and posters, feature stories, pictures and mats for insertion in local newspapers, mats for paid ads, and a brochure of courtesy announcements. New twist here was the inclusion of rhymed courtesy announcements as well as the usual straight ones. The winning exhibits were selected on the basis of ingenuity with which promotional material was used, amount of coverage, and general attractiveness of appearance.

Typical of this type of local station promotion was the Mutual affiliates contest sponsored by Ralston Purina Co., for "Tom Mix and His Ralston Straight Shooters" show. Prizes,

totaling \$1,000 in war bonds, was awarded to the station doing the most effective promotion of children's programs. KVFD, MBS outlet in Fort Dodge, Iowa won top honors among the 30 prizes. Example of a sustained effort to publicize one particular type of program was the "Gillette World Series Contest" for effective station promotion, also concerned with Mutual stations, held in conjunction with the web's airing of the 1945 baseball classic. First prize in this competition went to WAJR, Morgantown, W. Va., and yielded merchandise such as radios, refrigerators, washing machines, etc.

ABC Chelsea Contests

ABC stations in the past twelve months have competed for honors in two contests handled for Chelsea Cigarettes and Larus Brothers, to publicize the "Guy Lombardo Show" and the "Guy Lombardo Song Title Contest," which ended last week. Prizes for the program itself totaled over \$1,000 in war bonds, and \$500 for the song title. One of the earliest promotion contests on the network was for "Keep Up the World," sponsored by the Elgin Watch Co., with merchandise as prizes.

CBS Institutional Campaign

Probably the biggest thing of its kind in station promotion was the Columbia network affiliates contest staged last year for best use of various types of media including newspapers, billboards, posters, etc. CBS posted prizes totalling \$25,000 with a top prize of \$10,000 going to WKMO, Kokomo, Ind. Second prize of \$5,000 went to KSTA, San Antonio. Other prizes ranged from \$1,000 down.

NBC Not Sponsoring Contests

NBC has not attempted stimulation of publicity by affiliated stations in contests of this type, but provides a continuous and consistent fund of promotional material to stations regarding network programs.

Though the advantages are admittedly high, NBC has preferred to service all stations with the best possible methods of attracting and developing consumer attention, placing complete promotional information at their own disposal.



KCKN
The VOICE of
GREATER KANSAS CITY
Without the Rate Penalty
of Outstate Coverage
BEN LUDY
Gen. Mgr.

Cowles Newspaper Buys KHQ, Spokane

(Continued from Page 1)

later put in the form of a proposed rule.

Under the terms of the agreement between the Chronicle and Wasmer the Chronicle will pay \$1,295,000 plus an amount equal to the net profit of Wasmer from January 1, 1945 to the sale date.

The Chronicle is owned by the Cowles Publishing Co., whose president is W. H. Cowles, Jr. Cowles is a member of the well-known family active in radio and publishing.

W. H. Cowles, Jr., who owns controlling interest in the Chronicle, is president and director of the company. John McKinley is secretary and treasurer.

The FCC approved the sale after the proposed transfer of license was advertised and the announcement made that competitive bids would be received for a period of 60 days. The Chronicle's bid was the only one received.

The FCC also granted consent to the voluntary transfer of control of Union Broadcasting Co., license of WARM, Scranton, Pa., to Martin E. Memolo.

The transfer will be made from Lou Poller to Memolo for a consideration of \$50,000 cash now on deposit in escrow.

Sportspecialist

MEET JIM MUZZY,

who thrills Canton fans with his sparkling broadcasts over WHBC of local sports events. A recent Conlan Survey* proves WHBC's leadership in listeners in this area. Here, then, is the voice to carry your merchandising story into the heart of Canton . . . 59th

market
in the
nation.



*COMPLETE DETAILS AVAILABLE . . . UPON REQUEST.



CANTON • OHIO
1000 WATTS FULL TIME
whbc
THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!
BASIC STATION MUTUAL NETWORK
Represented by BURN-SMITH Co.

Set Telecast Crews For Lincoln's Day

(Continued from Page 1)

Washington tomorrow which is scheduled to start at 12 noon.

Included among NBC personnel are: J. Harrison Hartley, director of special features for the web's video activities; Burke Crotty, director of field programs, and Garry Simpson, production assistant. Harold P. See will be the over-all supervisor of engineering for the NBC portion of the telecast which will emanate from the Lincoln Memorial.

NBC plans to use two orthicon cameras and the newly revealed super-sensitive RCA image-orthicon for the program. Control equipment will be housed in the RCA mobile truck. WRGB, the General Electric television station in Schenectady, will carry the program from the NBC transmitter.

Eleven CBS' television technical men, plus Bob Edge, director of the web's video special events, and Bob Bendick, director of the remote unit, will be on hand for the network's participation in the ceremonies. Bill Henry, CBS newscaster in Washington, will handle the commentary. Phil Goetz, supervisor of engineering activities at WCBW, will oversee operations of the two CBS cameras at the Lincoln Memorial and the Capitol steps.

Viewers of the events in New York and Washington will be provided with a running picture of the ceremonies as it originates from three separate points. Show will open in New York, then pick up a visual explanation of the days events originating in the DuMont station in Washington (W3XWT), and proceed thereafter to the Lincoln monument and the Capitol.

Included in the highlights of the coverage will be the filming of the occasion by CBS newsreel cameras which will be flown back to New York for showing over WCBW the same night.

FCC And FM Licensees To Talk Technical Details

Washington Bureau, RADIO DAILY
Washington—The FCC announced Friday that individual conferences with FM grantees will be held to clear up engineering details. Many of the recent FM grants have been made subject to clarification of engineering details which were left open at the time the Commission passed upon the applications. It is presumed that most of these conferences will be held in Washington.

COAST-TO-COAST

—DISTRICT OF COLUMBIA—
WASHINGTON—Permission to construct a new 5,000-watt transmitter was granted by the FCC to WOL. The outlet, currently operating on a frequency of 1260 with a 1,000 watt transmitter, started construction immediately on the new site of the new transmitter which is located in Silver Spring, Md. In addition to facilities for standard broadcasts the transmitter building will also house facilities for FM experimental work in television, which is expected to get under way on September 1, and facsimile. With the new power to be in effect within 60 days, extensive program alterations are also going on and many announcements of innovations can be expected from the Cowles outlet shortly.

—NORTH CAROLINA—
NEW BERN—An urgent appeal by the Salvation Army, following the disastrous fire which destroyed the personal belongings of six young women, brought in over 200 garments, plus a liberal amount of cash. A total of three announcements over WHIT, kept Salvation Army officials busy all day rounding up the avalanche of clothes for the six girls with all surplus clothing being turned over to the Victory Clothing Collection Drive.

—CALIFORNIA—
SACRAMENTO—Eleanor McClatchy, president of the McClatchy Broadcasting Company, has announced that the radio summer school conducted last year at KFBK, will be repeated again this year and that additional schools will be held at two other McClatchy stations; KWG in Stockton and KMJ in Fresno. Aimed at helping public school teachers utilize radio more advantageously in the classroom, all three schools will be held from 10:00 a.m. to noon, Monday through Saturday, during the three weeks they are in session. In addition, there will be workshop sessions in the afternoon. . . . SAN FRANCISCO—John Galbraith, recently released from the Armed Forces Radio Service following 15 months service in the Pacific, has returned to the KGO announcing staff.

—FLORIDA—
MIAMI—Making use of the greatest array of talent gathered on any one show produced in Miami since the beginning of the war, WQAM's public service department recorded appeals made by the "Guests" in show business to support the 1946 Community Chest Fund Raising Campaign in South Florida. Dur-

ing the Jan. 30, March of Dimes program held at Miami Beach's Lord Tarlton Hotel, personalities of stage, screen and radio were on hand for the occasion, and made brief appeals in behalf of the Community Chest Drive. . . . Laurence Schwab, Jr., formerly a staff writer at J. Walter Thompson, before joining WIOD, has been named assistant program director of the outlet.

—PENNSYLVANIA—
PHILADELPHIA—Don Killett, University of Pennsylvania athlete and coach, has joined the staff of WFIL as sports advisor. WFIL's originally announced sports program of on the spot accounts of the Philadelphia Falcon's Games, both home and away, has been augmented by boxing bouts from the Metropolitan Arena, and basketball games from the suburban high school gyms throughout the area. Besides his work as sports advisor, he will be heard actively on the air with Tom Moorehead, the station's sports director, on many of WFIL's play by play sports events. . . . WILMINGTON—A former announcer on WDEL, Pfc. Lorentz Zwilgmyer, has returned to Army radio work after taking time out to earn two combat stars with the Rainbow Division in the European Theater of Operations. Zwilgmyer is working with the new American Forces Radio Station WOFA, operated in Vienna, Austria, by Headquarters, United States Forces in Austria, for the entertainment of American soldiers.

—ILLINOIS—
CHICAGO—Listener interest in Mississippi Valley Network's morning farm service program "Town and Country Time" is expected to rocket as a result of a deal closed with National Silver Company in New York by William J. Kutsch, vice-president and sales manager of North Central Broadcasting System which operates the MVN. The deal will make it possible to offer each week a fifty-piece King George Silver Service for eight, to the listener who sends in the best recipe. Described as "not a contest" since there are no hard and fast rules and no merchandise or "box tops" to buy, the deal is expected to give an x-ray insight into the culinary habits of the areas served by the 72 network stations which carry the program Monday through Saturday.

Church Group Awards Seven Radio Citations

(Continued from Page 1)

next Sunday's broadcast. Program is written by Morton Wishengrad and directed by Frank Papp. The Catholic Hour award is for the program "Letter From Paul," written by the Rev. Timothy J. Mulvey.

The CBS programs honored are "My Little Boy," starring Helen Hayes on the Textron Theater series, and the Pacific web series "My Brother's Blood."

An individual award was made to Arch Oboler, MBS writer, and WFIL was honored for the best record in interfaith broadcasting.

The committee for Brotherhood Week includes Harold E. Stassen, Dr. Henry Noble McCracken, David O. Selznick and Basil O'Connor.

Spellman's Talk On WLIB

Cardinal-Designate Francis J. Spellman's talk at the Knights of Columbus Dinner last night will be rebroadcast this morning over WLIB from 11:15 to 11:30 a.m.

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

World's Foremost Tobacco Center
KINSTON, N. C.

Mr. Advertiser cash in by using WFTC, Eastern Carolina's Most Progressive Station. The ideal outlet for your test campaign.

Represented by
BURN-SMITH

Jonas Welland
Owner

Bob Bingham
Gen. Mgr.

TOP SPORTS ANNOUNCER AVAILABLE

10 years experience. Now employed by major New York City station. Worked major league baseball last season. Also fully experienced in handling—Football, Basketball, Track, Hockey. Reasonable salary. Write Radio Daily, 1501 Broadway, Box 127, New York 18, N. Y.

Full Details and Transcription on Request.

A Helluva Hoop

... yes a helluva good one. At all times 76% or MORE of all sets in use in Imperial Valley are tuned to

KXO

MUTUAL DON LEE EL CENTRO CALIF

WILSON RAYMER

WILLIAM MORRIS AGENCY PROUDLY PRESENTS...

Vaughn Monroe

and Orchestra

- THEATRE RECORD SMASHER • JUKE BOX IDOL
- No. 1 RECORD MAKER • TOP-RANKING BANDLEADER
- TALENTED M. C. • OUTSTANDING SINGER
- GIFTED SHOWMAN • TEEN-AGE & ADULT FAVORITE



BUFFALO COURIER-EXPRESS
Sunday, January 27, 1946

Monroe Loses Hat and Hanky To Young Fans

Police Needed to Keep Youth Under Control

Vaughn Monroe, band leader, lost his hat and a handkerchief yesterday afternoon as more than 2,000 teen-agers ganged up on him at the USO Club, 35 Niagara St., during the dance and broadcast of WEBR's Hi-Teen Club. Each of the young people wanted his autograph, but the jam was so great they had to settle for the hat and hanky.

Extra rooms had to be employed to accommodate an overflow of nearly 400 boys and girls. A special police detail headed by Lieut. Humphrey O'Leary and Lieut. Frank McGuire kept the exuberant guests in order. Monroe further helped to keep the turnout quiet by promising each an autographed picture of himself if they would lay off the autographs.

Because of the tremendous turnout Director Cy King of WEBR announced that the club would meet next Saturday at Kleinhans Music Hall.

Billy Keaton and Bob Wells, masters of ceremony, sweated out the two-hour broadcast under a continuous handicap as they attempted to climb up on the air. Keaton said that in a lifetime in radio and the show he never had seen any commotion created by a star's appearance.

WMAA
EST. 1898

Exclusive Management
WILLIAM MORRIS AGENCY, INC.

Direction
WILLARD ALEXANDER

Personal Management
MARSHARD MUSIC



Associated Suspends Web

Station Power Grants Announced By FCC

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday adopted a conditional authorization allowing WGAR, Cleveland, Ohio, to increase its power to 50 kw. WGAR, which operates on 1220 kc, a clear channel, now uses 5 kw power. FCC said "such conditional authorization shall be subject to being withdrawn" if at the conclusion of a consolidated hearing with WADC it is shown that WADC will better serve the public interest. WADC now has
 (Continued on Page 9)

Tex. Stations Would Divide Time Under New Plan

Dallas, Texas—The A. H. Belo Corp. owners and operators of WFAA here, and the Carter Publications, Inc., owners of WBAP, Fort Worth, in an application filed before the FCC, would operate the stations on a second split frequency in the Dallas-Fort Worth area. This was in response to the recent FCC request for divorce of KGKO, Fort Worth, from WFAA-WBAP. Under the application KGKO would
 (Continued on Page 4)

'Prof. Quiz' Plans Benefits Alternating Home-On Tour

A changed format in which the program will be featured as both a magic and quiz show, to be broadcast from New York and to tour as a benefit for worthy causes has been announced by the producers of "Professor Quiz," 7:30-8 p.m. each Thursday over ABC;
 (Continued on Page 2)

Commendation
 Boston—WEAN, Yankee Network station in Providence was honored at this week's meeting of the Providence city council in a resolution introduced by Councilman William D. Abbate thanking WEAN for the many sport broadcasts it provides. Gov. John O. Pastore of Rhode Island has previously complimented WEAN for its thorough sports coverage.

Sets For Vets
 Los Angeles—Seventy-five new Hoffman radios just off the production lines are being delivered to the American Red Cross for distribution where they are needed most. R. J. McNeeley, sales manager of the Hoffman Radio Corporation, announced. Sets will go to wounded veterans in Birmingham and other service hospitals.

New Production Co. Announced By Cowan

A new radio production firm which will specialize in the development and production of original network and transcribed programs, FM program planning and foreign production and sales has been launched by Louis G. Cowan and associates with offices in New York and Chicago. Cowan, who recently resigned his war-time post as Chief of the New York office of the Overseas Branch of OWI, is the originator and producer
 (Continued on Page 10)

NBC Adds Researchers To Web's New York Staff

Several changes in NBC's research department, headed by the promotion of Philip I. Merryman to assistant to Hugh M. Beville, director, have been announced by Frank E. Mullen, vice-president and general manager of the web. Three research assistants have been added to the staff. They are Robert W. McFayden, who rejoined the de-
 (Continued on Page 2)

Reinsch Favored For FCC If Porter Moves To OPA

Washington Bureau, RADIO DAILY
 Washington—Switch of FCC Chairman Paul A. Porter to OPA Chief is expected to be announced momentarily by the White House. Charles Ross, White House press secretary, said the change, which would move OPA Director Chester Bowles up to the job of Stabilization

Closed-Circuit Broadcasts To Affiliates Announce Shutdown Mon. Midnite; Reorganization Believed Likely

The Associated Broadcasting System has "temporarily suspended permanent network operations," it was formally announced Monday night by Leonard A. Versluis, president of the network. Suspension went into effect at the close of business at midnight last Monday, and culminates a five-month period of 16-hour daily operation by ABS as the nation's fifth network. Official announcement was made to all 22 affiliates of the web via two closed-circuit broadcasts Monday, the first at 3:45 p.m. and the second and final notice at 9:45 p.m. Associated officially entered the commercial network field on September 16th of last year, and while programming on a network basis is ended, broadcasting will be maintained on a "per occasion" basis, with present network lines brought to use as the demand arises, it was announced by William G. Henderson, vice-president of the web in charge of station relations. Earlier Monday—at 2 p.m., in the New York offices of Associated, the following statement was released to the press:
 "Announcement was made by Leonard A. Versluis, president of the
 (Continued on Page 8)

Valentine to Japan; Broadcasts Continue

Lewis J. Valentine, former New York police commissioner, has accepted General of Army Douglas MacArthur's invitation to re-organize the Japanese police, and will originate his commercial programs on ABC from Tokyo during his stay in the Pacific islands, it was announced Monday. Valentine will leave New York by plane on February 25. Valentine notified the War Department of his acceptance Monday, fol-
 (Continued on Page 8)

WMCA Airs Race Problem On 'New World A-Coming'

"Lights Out," the story of a blind Southern war veteran's struggle to overcome his native prejudices, took its place in the WMCA prize-winning
 (Continued on Page 2)

Enlist Philly Stations In Strike Emergency

Philadelphia—With trolleys, subways, buses, elevated trains and trackless trolleys idle as a result of a city-wide strike of Philadelphia Transportation Co. employees, radio stations in this metropolis have placed their facilities at the disposal of the city authorities for the broadcasting of bulletins advising the populace of measures to be used in combatting the emergency. WFIL, WCAU, WDAS, KYW, WIP, WHAT, WIBG, WPEN and WTEL are
 (Continued on Page 2)

Florsheim Upped
 Stanley C. Florsheim, formerly director of the co-operative program department, has been appointed to the new position of director of merchandising of the American Broadcasting Company. It has been announced by Fred Thrower, ABC vice-president in charge of sales. Florsheim founded the co-operative program department when he joined the company in 1942.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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'Prof. Quiz' Plans Benefits Alternating Home-On Tour

(Continued from Page 1)

alternating six weeks in New York and six weeks on the road along the east coast from New York to Florida, the show will aid organizations suggested by news editors and heads of civic groups, churches, synagogues, fraternal institutions and chambers of commerce.

The producers plan to do as many as seven or eight shows a day. Prizes will be purchase orders good for 10 gallons of Amaco gasoline, sponsor of the program. The new "benefit format" will be inaugurated Mar. 7 in Baltimore.

Quiz Show On WCBW

A new tele-quiz, "See What You Know," with Bennett Cerf as permanent quizmaster, and featuring prominent personalities as contestants, will premiere over CBS station WCBW today, February 13, from 8:10 to 8:40 p.m. Guests on the first program include Gypsy Rose Lee, humorist S. J. Perelman, and "Tex" McCrary.

KOWH Extends Schedule

Omaha—KOWH, ABS affiliated in Omaha, has extended its programming to 6 p.m. daily instead of 5:15 p.m., the original schedule.

Starting at 5 p.m. Orville Weimer, radio reporter in the Omaha area for the past ten years, will give a half-hour newscast using press service wires and World-Herald facilities to supply complete coverage of local and world-wide news.

ART RAYMOND'S

Popular

"TICO-TICO TIME"

Is now available for immediate sponsorship.
WBYN (1430) 10:30 a.m. to 11:00 a.m.
Monday through Saturday

Coming and Going

EDDY HOWARD and the members of his band are in Ottumwa, Iowa, where tonight they will broadcast as a feature of the "Spotlight Bands" series on the Mutual network.

GERTRUDE HOFFMAN, director of continuity acceptance for the American network, is expected in town today after having spent three weeks on the West Coast.

GEORGE BAILLIE, production manager of Broadcast Measurement Bureau, is in Chicago on bureau business.

JACK MILLS, president of Mills Music, Inc., has left for Hollywood, where he will set recording contracts and songwriter renewals.

BUDDY LESTER, comic, has left town for a rest of a week in Ellenville, N. Y. He'll return in time to guest on the Hildegard program a week from today.

DORIS CORWITH, assistant to the manager of NBC's public service department, will deliver two talks in Altoona today, one at the Pennsylvania city's high school and the other before the Kiwanis Club. She also will visit WFBC, NBC's Altoona outlet.

ALFRED KALLMAN, CBS engineer, has left for the West Coast on a trip that will keep him away about three weeks.

DAVID CARPENTER, station manager of WKNE, Keene, N. H., an affiliate of CBS, was in town late last week on a short business trip.

ARTHUR A. KRON, executive vice-president of Gotham Advertising Co., has left on a four-month trip through Latin-America to confer with clients and to study market conditions.

MRS. FRANCES COINER, publicist for WBT, Charlotte, is back at her Carolina headquarters following a short stay in Gotham.

NBC Adds Researchers To Web's New York Staff

(Continued from Page 1)

partment after service in the Pacific with the Navy; Charles C. Squires, a veteran of 30 months' service with the Army Air Force in the South Pacific, and former research director and general manager of Federal Advertising Agency, and William A. Reynolds, who during war worked with the Air Force in psychological testing and as a statistical analyst.

Merryman's new duties include managing the planning and development division as well as his former duties with respect to facilities planning.

Enlist Philly Stations In Strike Emergency

(Continued from Page 1)

giving preference to this service even at the expense of their regular programs, interrupting broadcasts at frequent intervals to air the requested announcements.

At a late hour Monday night, early settlement of the strike seemed very unlikely.

WOV Sets Scholarship For N. Y. Jazz Pianists

Ralph Weil, general manager of WOV, has announced the outlet's first annual jazz piano scholarship, open to all high school and college students in the New York area, with a course of private lessons with Teddy Wilson as first prize.

Registration for the competition opened Monday and will run through Feb. 23. The entire contest period will last until May 1, with full details being aired on the station's "1280 Club" and "Wake Up New York" shows.

The plan, according to Weil, "is an effort to promote the serious study of jazz by young people gifted in this direction. To our knowledge," he continued, "it is the first such effort ever made by an American radio station. Today there is a growing recognition of the fact that the playing of jazz requires a technical facility equal to the playing of the great classics."

WMCA Airs Race Problem On 'New World A-Coming'

(Continued from Page 1)

series, "New World A-Coming," heard last night from 9:30 to 10:00 p.m. Based on Baynard Kendrick's book, the story was adapted for radio by Alfred Hayes, well-known playwright. Will Hare and Virgil Richardson played the leading roles, under the direction of Joseph Gottlieb.

Two New Stations On MBS Bring Web's Total To 291

Carl Haverlin, vice-president in charge of station relations for the Mutual network, announced this week the addition of two more full-time affiliates to the network, effective March 1, 1946. They are: WJPF, Herrin, Ill., 250 watts, 1340 kc., owned and operated by Orville W. Lyerla, president of Southern Illinois, Inc.; managed by Charles R. Cook. The station has been in operation since 1945 as an independent. KXOX, Sweetwater, Texas, 250 watts, 1240 kc., owned by J. S. McBeath, publisher. The station will be its first network affiliation, having been an independent since 1939.

The addition of these two stations brings the total number of Mutual affiliates to 291.



Gooney bird

We've had a dickens of a time with this one. The picture fascinated us. It was just tagged "Gooney bird—Midway" . . . nothing else.

So we looked it up under "gooney." The dictionary simply said, "Same as gony, 1." Under "gony" we began to wonder how it would ever make a W-I-T-H ad.

Here's the definition (and don't blame us because we liked the picture): "A stupid blundering person, a goose."

Now we don't think the word "gooney" should be applied to every time buyer who doesn't know that the independent, W-I-T-H, delivers more listeners-per-dollar-spent than any other station in this five-station town.

But you'll play it safe if W-I-T-H is on that Baltimore list!

"Turn to WTAG" has become a by-word in Central New England homes. And no wonder. WTAG has an audience nearly twice that of all other stations heard in the area, combined.

WTAG
WORCESTER



W-I-T-H
and the FM Station W3XMB
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Another Yankee Partnership

WITH

Filene's

World's Largest Specialty Store
selects
Boston's Popular Quiz

"TELLO-TEST"

WNAC - 9:15 A.M.
Monday thru Saturday

TELLO-TEST has Boston listeners rushing to encyclopedias, histories, dictionaries, almanacs and other reference sources — to find the answer before the phone rings.

Another example of Yankee Showmanship that has made WNAC first with Boston's leading stores.

Acceptance is THE YANKEE NETWORK Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

LOS ANGELES

By RALPH WILK

ARTIE AUERBACH, who plays the part of the frankfurter salesman on the Jack Benny program, has been signed as a regular member of the Benny troupe for the rest of the season. Artie has been known in the past for his character, Kitzel, which he has portrayed with Al Pearce, Abbott & Costello and Jack Haley.

Robert O. Reynolds, vice-president and general manager, announces the appointment of Jack Gardner to the KMPC staff as an announcer. Gardner was formerly on the announcing staffs of KNX, KFRC in San Francisco, and KLX in Oakland.

Wendell Niles, who built three swimming pools in San Fernando Valley, is letting Bill Lawrence's new custom-built swimming pool company build his next. Ground was broken in the Niles backyard. Ann Jamison is number two for a pool contract from the Lawrence outfit.

Chester MacCracken, head of radio for Doherty, Clifford and Shenfield, returned to New York after Friday's Alan Young show. Program marks changeover from Tuesday to Friday nights at new time of 9 p.m. (eastern show 6 to 6:30 p.m.).

Mary Anderson, Broadway and Hollywood favorite, starred on the "Skippy Hollywood Theater" for C. P. MacGregor. Miss Anderson plays the title role in the psychological drama called "Woman In The Ward." It was broadcast over KFI, Wednesday (Feb. 6th).

Tex. Stations Would Divide Time Under New Plan

(Continued from Page 1)

relinquish its hold on 570 kilocycles. Station is owned and operated by stockholders from the Belo and Carter groups. Under the new plan, WBAP would divide time with WFAA on KGKO's 570 kilocycle frequency.

While WBAP would be on the air in Fort Worth with the 820 dial setting, WFAA would be on the air on 520 kilocycles in competition. Then when WBAP would go 520 kilocycles, WFAA would go to 820 in competition.



Manhattan Memoranda. . . !

● ● ● Why Columnists Get Gray: Two phone calls reached this desk within five minutes of each other—one insisting that Bing Crosby would remain on for Kraft much longer than the reported 13 weeks, while the other hinted at a Texaco deal practically all set. . . . Another interesting rumor around is that Geo. Washington Hill is moving all his biz to Ruthrauff & Ryan. . . . Biggest howl of the week was on a Mutual quizzer the other p. m. when a contestant was asked what animal was second to man in intelligence and the dope replied: "Woman!". . . . Fred Allen claims that the reason LaGuardia doesn't like burlesque is because he's too short to look over the runway. . . . Paul Lavalley's oil sponsor will revive his "Chamber Music Soc. of Lower Basin St." as soon as airtime is available. . . . "Till The End Of Time," 1945's outstanding tune, was turned down by eight publishers before it was accepted. . . . Foote, Cone & Belding coast publicity office due for a shakeup. . . . Irving Kahn's radio dep't at 20th Century-Fox has taken on Kay Spafford, part of whose duties will be to keep the firm hep as to what's happening in television. Which might be a tip-off on Things To Come. . . . Herb Shriner says the fuel shortage should go unnoticed in the nightclubs where there are so many guys carrying torches, femmes fanning new flames and actors with irons-in-the-fire.



Starting on the 24th, WHN will air the American League pro basketball games with Marty Glickman calling the plays. . . . Strongly touted by insiders is Adelaide Bishop, young coloratura, just auditioned for the RCA-Victor series. . . . A refreshing newcomer in the radio scene is socialite Shirley Wolff, airing a series of society-theatrical sessions twice weekly over WJZ. . . . Sensational page one breaks for Longine watches on the atom bombing of the polar ice cap by Capt. Eddie Rickenbacker, handled by Jack Banner and Ed Greif. . . . Tex Beneke and the Glenn Miller crew busting house records at the Capitol. . . . Marty Namm, former MCA publicist, out of the army and opening own flack offices. . . . Al Hauser, former 5th Army combat photog, also out of uniform and back with the Taft. . . . Tom Hudson renewed as announcer on Teen-Timers. . . . Jeane Harrison, "Boston Blackie" director, ailing. . . . Paul Gardner profiles Mike Jacobs in the March "Pageant." . . . Add tributes to WW: Top Hooper and top scooper.



● ● ● Milton Berle, asked how long he'd be in Florida, replied: "Oh about four hotels!". . . . Grove Lab cancelling "The Shadow" on March 3rd. Series will be available at that time in many areas via Charles Michelson outfit. . . . Prediction: Gary Merrill, lead on "Second Mrs. Burton" and featured in the smash click, "Born Yesterday," will be another Gregory Peck within a year. Such sex appeal. . . . Rumor around, unconfirmed, of course, that Max Marcin is using new performers on his FBI series. . . . Phil Spitalny drew \$36,000 in royalties on his Album of Hymns, which recalls the tough time he had selling the idea in the beginning. Both Victor and Decca nixed it before he took it to Columbia. . . . Walter Lurie, radio head of Blaine-Thompson, going back to the coast again as soon as his medico permits. . . . While the Fitch show hasn't started to hit on all eight yet, the client is very happy with Cass Daley. Still trouble with the writing, however, and name band policy will be discontinued. . . . Dick Rubin now in charge of transcription dep't at MCA. . . . N. Y. Sun will have its own radio station. . . . Nestor Chayres signed by Decca. . . . Nat'l mags, from Life down, planning to extend their coverage of behind-the-scenes radio. Watch for the trend to develop immediately. . . . Buddy Lester dubs "Lost Weekend" a "Rhapsody in Brew."



CHICAGO

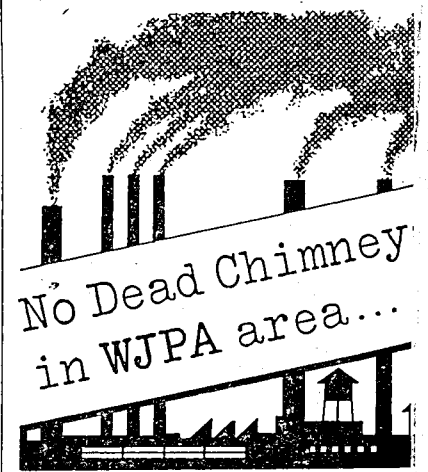
By BILL IRVIN

WLS and its press affiliate, the Prairie Farmer, have announced sponsorship of the Prairie Farmer flying Farmers Club. Fourteen flying Farmers from Vermilion County, Indiana, flew to Chicago in their own planes to attend the Saturday, Feb. 2, broadcast of the WLS National Barn Dance, at which time the announcement of the formation of the club was made. The flying Hoosier Farmers became charter members of the club and were guests of the farm paper and radio station at the broadcasting of the program.

Dennis Gets WTOP Post As Producer-Director

Washington Bureau, RADIO DAILY

Washington—Appointment of Lieut. Comdr. Lloyd Dennis, USNR, as producer-director on the staff of WTOP, CBS's Washington outlet, was announced Friday by program manager Martin Deane Dickett. Dennis recently completed four year's duty with the Navy. During his military service, he was assigned to the office of censorship; the seventh amphibious force in the South Pacific; and the State Department.



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

MUTUAL NETWORK

For further details on Friendly Group Stations, write Joseph Hershey McGillera, Los Angeles, San Francisco, New York.

JOHN LAUD
Managing Director

- WSTV - Steubenville, O.
- WFPG - Atlantic City, N. J.
- WJPA - Washington, Pa.
- WKNY - Kingston, N. Y.



"A Bit of Paris in New York"

Henri
Est. 1906

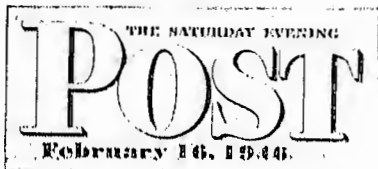
FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

Another
smash in



...to build a bigger audience
for ABC advertisers

To keep up with all sides of the news



Listen to ABC

AMERICAN BROADCASTING COMPANY



"America's Town Meeting of the Air"—This provocative radio forum has become an American institution. Every Thursday evening qualified persons say what they think about subjects vital to all of us. "America's Town Meeting of the Air" is another example of the ABC policy of presenting all sides of every important political, social, and economic problem.



Walter Winchell



Elmer Davis



F. H. LaGuardia



Raymond Swing



Drew Pearson



Earl Godwin



Orson Welles



Hedda Hopper



Martin Agronsky



Baukhage



Walter Kiernan



Don Gardiner



Ted Malone



Lisa Sergio



John B. Kennedy



Jimmy Fidler



Louella Parsons



Gil Martyn

BECAUSE one of the American Broadcasting Company's services to the nation is to keep its listeners fully informed, ABC goes all-out to give you all sides of every major issue—a complete unbiased picture of local, national and world events.

Tune in on *Headline Edition*, featuring the men who make the news; the hard-hitting dynamic interpretations of Walter Winchell, Drew Pearson and F. H. LaGuardia; the down-to-earth simplification of the news by Earl Godwin; the penetrating, hard-headed analysis of Elmer Davis. In fact, to be fully informed on what's going on, you'll want to

listen to all the famous reporters and commentators pictured on this page—and remember, they're all on ABC.

Today twenty-two million families from coast to coast are setting their dials on American Broadcasting Company stations—are finding that the easy way to get out of their radios is to get set and stay on ABC!

American Bro

A NETWORK OF 195 RADIO

Why more leading companies
are advertising on ABC today

Advertisers who want a nation-wide audience during good time periods at low cost are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC, another costs 28.7% more. Yet ABC's 195 stations reach 22 million families who have 92% of the nation's spendable income. If you are an advertiser, remember that a good ABC time period bought today can mean a valuable franchise for years to come.

Time Buyers—note well!

**NOW IN INTENSIVE
PREPARATION**

RADIO ANNUAL

and

THE YEAR BOOK

of

TELEVISION

To Be Published

Early in 1946

★ AGENCY NEWSCAST ★

EARL G. THOMAS has been named radio director of Henry A. Loudon, Advertising, New York. Thomas will direct all network and spot radio emanating from both New York and Boston Loudon Offices, for Soapine, Florida Foods, Inc., and others. Agency will also foster development of Thomas' sponsor participation program, "Invitation to Breakfast."

MAJOR ESTY STOWELL, recently released from the Marine Corps after more than three years of service, has returned to Benton & Bowles. He will serve as executive for the Maxwell House Coffee account.

Two veterans of the 29th Army Engineers, **MAJOR CARROLL K. O'ROURKE** and **T/4 WAYNE BAGLEY**, discharged after several years of service in this country and in the Philippines, now are on the Portland, Ore., staff of MacWilkins, Cole & Weber, advertising agency which also has offices in Seattle.

ROBERT J. ROTH, JR., veteran radio program producer has been appointed directed of radio and promotions for the Byer-Rolnick Company, Garland, Texas, it has been announced by Harry Rolnick, vice-president and general manager of the company. Byer-Rolnick Company makes the Resistol Self-Conforming hat for men. Roth, recently on terminal leave from the Army Air Corps, was discharged Christmas Day after almost five years of active service.

GRANT ADVERTISING, INC., announces that P. Wesley Combs, formerly a vice-president of the agency, is no longer connected with the organization.

MIKE SACKS, formerly with the Garner Advertising Company, St. Louis, and before that copy chief of the Ratcliffe Advertising Agency, Dallas, Texas, has joined the copy staff of Brown & Weir, Inc., New York.

RCA Television Expert To Address Radio Group

Ioury G. Maloff, who supervised the development of RCA's reflective optical projection system for television receivers, will be the principal speaker at a meeting of the Radio Club of America to be held February 15, at Havemeyer Hall, Columbia University.

Tele Demonstration Included

Maloff, who is engaged in advanced television development at the RCA Victor Division, Camden, N. J., will explain the design, manufacturing, installation and servicing have been improved and simplified to a point where this system can be considered a proven tool of video technique. His talk will be supplemented by a television demonstration, utilizing four Victor receivers, two of which will be of the large-screen projection type.

BETTY FREAR has been appointed by Reiss Advertising to head up expanding publicity and promotional activities for its client, Toy Guidance Council, Inc. Miss Frear, who resigned as radio publicity director for International Pictures, Inc., to accept the new position, has in the past been associated with N. W. Ayer & Son as the publicity department of radio stations in New York and elsewhere.

LEO B. PAMBRUN has joined the advertising department of Stewart Warner Corporation, Chicago, as assistant advertising manager in charge of the radio division, it has been announced by Fred R. Cross, advertising manager. Pambrun was discharged from the U. S. Marine Corps last November, after serving in this country and in the Pacific Theater for over three and a half years. Prior to enlistment in the Marine Corps, he served for two years as assistant advertising manager of the Crosley Radio Corporation of Cincinnati.

SEIDEL ADVERTISING AGENCY, New York City, has been appointed to conduct the advertising for Test Sales Producers, publishers of direct mail products. Edwin Parkin is the account executive.

FEDERAL ADVERTISING AGENCY has named Herbert A. Morse, its sales promotion department, manager of that department.

HUBERT TOWNSEND is now a director of Dancer-Fitzgerald-Sampling Inc. He was a lieutenant colonel in charge of photo intelligence for the 14th Air Force, where he served under Gen. Chennault. Prior to joining the armed forces Townsend was art director for the New York office of Sherman K. Ellis & Company.

THE EMIL VOGEL CO., INC., announces the appointment of Martin Henig as art director. He was formerly with the Kudner Agency, Inc.

Advertisers Discuss BMB Audience Measurement

Members of the 12th district of the NAB, meeting in Tulsa last week, heard A. H. Caperton, advertising manager of Dr. Pepper Co., discuss the advantages of the forthcoming BMB measurement of radio station audiences from the viewpoint of the advertiser and advertising agency.

Caperton stressed the value of BMB's measurements in helping him assess stations in secondary markets and guide him in the addition of such stations to present schedule.

Hugh Feltis, president of BMB, announced that audience measurement would be published not only for every county in the U. S., but also for every city in which a station is located every city of 50,000 population or more in metropolitan areas and every city of 10,000 population or more elsewhere. Ballots go out in March.

Louis G. Cowan, *in association with*

Alfred L. Hollender, John Lewellen and Joseph W. Bailey

announces the formation of

Louis G. Cowan, Inc.

Radio Production

Transcriptions

16mm. Films

New York

Chicago

Reinsch Considered For FCC Chairmanship

(Continued from Page 1)

job. Prominently mentioned as successor to the popular Porter, is J. Leonard Reinsch, managing director of the Cox stations and a close personal friend of President Truman.



J. LEONARD REINSCH

Reinsch, an early Truman booster, was radio chairman of the Democratic National Committee during the 1944 elections. Reinsch, whose headquarters are in Atlanta, Georgia, is managing director of the Cox stations, comprising WHIO, Dayton; WIOD, Miami, and WSB, Atlanta.

Believed Backed By Porter

Reinsch was in close personal contact with President Truman during the election campaign and is believed to have the backing of Porter for the FCC chairmanship.

From within the Commission, Commissioners E. K. Jett and Charles R. Denny have been mentioned as possible successors to Porter, with progressive Commissioner Clifford Durr also a possibility.

Although Porter is known as a liberal, in close decisions, he has sided more often with conservative members of the Commission, with Durr the leader of the left wing leavers.

Reinsch has the backing of a large segment of the broadcasting industry, although Commissioner Jett has the approval of many industrial leaders.

Critic of Advertisers

Durr, who has been the Commission's most outspoken critic of advertisers "power" over radio broadcasting and its staunchest defender of the "common man," would meet opposition from much of the radio industry if he were appointed chairman. Many of the Commission's close decisions have been on a 4-3 basis, with Porter siding with the more conservative members.

In spite of manpower shortages, Porter has been pushing the Commission to set its house in order before he left. Although many decisions would still be left hanging, Porter, in his 14 months as chairman, has a record of many accomplishments.

Children's Show Offered

A new children's show titled "Tommy Timber Times," featuring ventriloquist Gordon Kibby and his two dummies, is being offered for sale by the Associated Broadcasting System for broadcast over its affiliates. Fantasy and adventure are the themes of the program, which was written and produced by Paul Boles, former NBC writer and producer of several Hollywood shorts.

Web Operations Suspended By Associated Broadcasting

(Continued from Page 1)

Associated Broadcasting System, that a decision had been reached today by the Board of Directors to temporarily discontinue the permanent line structure of the network.

"Versluis attributed the decision in part to the exorbitant demands of musicians unions which have plagued the infant network before and since its organization.

"Associated has been operating on a 16-hour daily schedule since its inaugural program September 16, 1945. Principal speaker on the program was Paul Porter, Federal Communications Chairman, who hailed the addition of a fifth network as a 'symbol of the American determination to face the post-war period, not timidly, but with the courage to push on to new goals of achievement.'

Offices In Grand Rapids

Main offices of ABS have been in Grand Rapids, Mich., home of Leonard A. Versluis, president and founder of the network. Branches have been operated in New York, Chicago and Hollywood.

Officers of the company were Versluis, president; Roy C. Kelley, executive vice-president; Clayton W. Kuning, v.p., and general manager; William G. Henderson, v.p., in charge of station relations; Van C. Newkirk, v.p., in charge of the Western division and Earl Waring Dunn, secretary. John Hookinson has been manager of the Central division offices in Chicago; William Henderson, in charge of the Eastern division, New York, and Newkirk, heading the Western division in Hollywood.

Plagued With Problems

From the time of its inception, the new network was plagued with problems. When the first announcement of the proposed web was made, president Versluis was still engaged in the business of lining up affiliates and as a consequence, it was some weeks before the web's outlets were given to the trade.

Next came a legal action to force American Broadcasting Company to refrain from using the trade title—ABC. This was settled out of court with American retaining "ABC" and Associated adopting "ABS".

Atlas Corp. Loan

In December it was announced that Floyd Odlum and the Atlas corporation had loaned \$150,000 to the network and was making a survey with prospect of buying into the new web. Later it was revealed that the Atlas survey had been completed and the financing firm elected to let the loan stand, but would not finance the new web. The loan was to continue in effect until Feb. 26th.

Major commercial account of Associated has been the Adam Hat Company fight broadcasts, which have been picked up every Monday night. Others were transcribed religious programs heard on some of the stations of the web. Remote pickups of name bands in New York

have also been a part of the commercial programming. It was reported two months ago that the Maria Kramer Hotels in New York had purchased time for the airing of hotel bands.

Refinancing Sought

Tip-off of ABS's financial plight came to RADIO DAILY a week ago when it was learned that Versluis and some of his associates were making a desperate effort to refinance the web. At that time they were reported to be offering the presidency of Associated to anyone who would invest \$100,000 and that Versluis offered to resign if such a deal was consummated. He asked, however,

Speculation

In event the present operation of Associated suspends completely as a network it is possible that Atlas corporation with its \$150,000 loan will become the web's No. 1 creditor. As the preferred creditor of ABS it might develop that Atlas through court action would come into control of the assets of the web and might re-organize and re-finance the operation. The Atlas note comes due February 26, Mr. Henderson of ABS explained, at which time it may acquire 60 per cent of the stock, or permit the note to extend for two years, without interest, under present agreement.

to retain the position as chairman of the board.

Versluis and Roy C. Kelley, executive vice-president, have relinquished active participation in the network, and are reported willing to discard their approximately 20 per cent holdings in the corporation "for a few thousand dollars." Loss in the entire operation was estimated by Henderson as about \$300,000—which does not, however, include the \$150,000 outstanding due the Atlas Corporation.

Henderson announced that ABS would continue to operate on a "per occasion" basis, with present network lines brought to use as the demand arose. He also made known that Associated controls some 34 stations on the Pacific Coast that have "gone along very well for some time, and have just about paid the freight for the network."

Following is the list of stations affiliated with ABS: WMCA, New York; WITH, Baltimore; WJEX, Boston; WBNY, Buffalo; WJJD, Chicago (alternate); WIND, Chicago (cooperative); WCKY, Cincinnati; KMYR, Denver; WJBK, Detroit; KFOX, Los Angeles; WMIN, Minneapolis; WNHC, New Haven; KWBR, Oakland, Cal.; KOWH, Omaha; WWSW, Pittsburgh; WIBG, Philadelphia (cooperate); KWJJ, Portland; WLEE, Richmond; WTMV, St. Louis; KNAK, Salt Lake City; KSAN, San Francisco; KRSC, Seattle; WWDC, Washington, D. C.

Valentine to Japan; Broadcasts Continue

(Continued from Page 1)

Following a long series of conferences between War Department officials the L. E. Waterman Fountain Pen Company, sponsors of "Gang Busters," Valentine's radio program, and Phillips H. Lord, producer of the radio program. Frank D. Waterman, Jr., president of the L. E. Waterman Fountain Pen Company, announced that during Valentine's stay in Tokyo the company will continue to pay Valentine his customary fee. The pen company, Lord, Inc., the production agency, Chas. Dallas Reach Co. representing the sponsoring company and ABC, began arrangements to pick up Valentine by shortwave for direct broadcast to the United States. If the event that atmospheric conditions prevent live broadcasts by Valentine the former police commissioner will select various prominent civilian peace officers to act as guest stars in his absence.

Anthony FM Station Rising On Mt. Wilson

West Coast Bureau, RADIO DAILY

Los Angeles—On February 18th Earle G. Anthony Company will have completed the first of three building units to comprise its FM stations on Mt. Wilson. This first unit provides temporary housing for the FM transmitter and living quarters for the station engineers.

Expected delivery on the FM transmitter was to be March 1st of this year, but due to conditions beyond control, the time of its arrival is now uncertain. When available, the transmitter will be the latest FM equipment containing the Phasitron Tube developed by Zenith and General Electric.

Auxiliary installation on the Anthony Company FM site now include 150,000-gallon reservoir fed from Strayns Canyon, 750 feet below Mt. Wilson. It required 2,100 feet of two and one-half inch pipe to complete water development. Also in operation are two Caterpillar Diesels that produce 30 kilowatts at 440 volts, 60 cycles each.

Total investment for the Earle G. Anthony FM station will approximate \$150,000.

"Song Spinners" Winners

The "Song Spinners," vocal group heard on the Aldrich Family, Jack Smith Show and other top air programs, have been voted "The outstanding vocal group of 1945" by students of the senior class of Northwestern University, located in Evanston, Ill.

Kaye Sets House Records

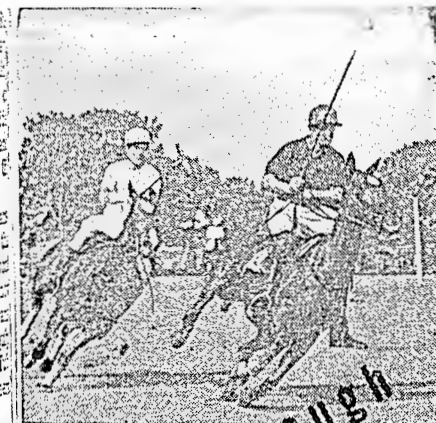
Sammy Kaye, on tour through the South, has set house records at theaters in Kingsport, Tenn., Atlanta and Chattanooga. He'll return to New York in about two weeks.

Station Power Grants Announced By FCC

(Continued from Page 1)
 an application on file to increase its power to 50 kw, and change its frequency from 1350 kilocycles to 1220 kc. Other power increases authorized by FCC included: Allegheny Broadcasting Corp., Pittsburgh, Pa. (KQV), from 1 to 5 kw, and Cowles Broadcasting Co., Washington, D. C. The FCC also granted construction permits for new standard stations to the following: Edwin A. Kraft, Kodiak, Alaska, to operate on 1230 kc, 250 watts, unlimited; Air Time, Inc., South Bend, Ind. to operate on 1230 kc, 250 watts, unlimited; Valley Broadcasting Co., Eugene Ore., to operate on 1400 kc, 250 watts, unlimited; Vermont Broadcasting Corp., Burlington, Vt., to operate on 230 kc, 250 watts, unlimited; Natrona County Tribune, Casper, Wyo., to operate on 230 kc, 250 watts, unlimited.

Guesting On WBYN

Dorothy Doan, International News Service woman's editor, will give her ideas on the scope of women's news when she visits with Mildred O'Neill on "Column of the Air" over WBYN, today.



follow through

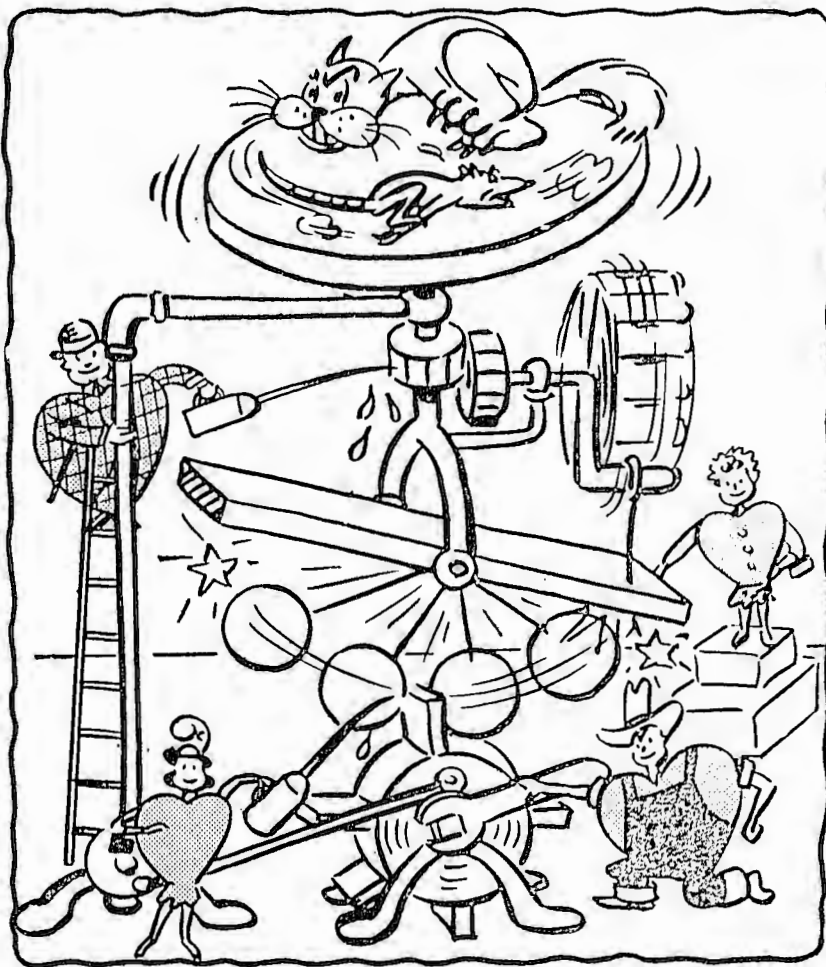
is vital in high goal polo. Just as vital in the selling of radio time is the "follow through" after the initial sales impact. When it comes to servicing clients' accounts, Weed and Company follows through consistently all year long.

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

Roster Of Broadcasters At Dallas Is Released

Dallas—The following is a roster of those who attended the two-day 13th District NAB convention held at the Hotel Baker:

Louis O. Selberts, Myrl Stein and Frank Jones, KGKL, San Angelo; Frank O. Meyers, KCMC, Texarkana; W. J. Harpole, KVOP, Plainview; R. W. Carpenter, Mutual Network; Aubrey Escoo, KAND, Corsicana; Pat Adelman, WTBC, Austin; Russ Lamb, KFJZ, Fort Worth; Aubrey Jackson, KGNC, Amarillo; Rex Preis, K TSA, San Antonio; Cecil Trigg, KRDD, El Paso; Jerry Fisher, KVIC, Victoria; Jim Connolly, American Broadcasting, New York City; Charlie Woodson, KBWD, Brownwood; Marie Finney, State Department of Education; Wendell Mayes, KBWD, Brownwood; Ralph Hatcher, Columbia Broadcasting System, Chicago; Jas. H. Lawson, Jr., East-West Broadcasting Co., Fort Worth; Keith Baldwin, WFAA-KGKO, Dallas-Fort Worth; J. H. Hubbard, KXOX, Sweetwater; Harlow Roberts, AAAA-BMB, New York City; C. B. Locke, KFDM, Beaumont; Clyde Rembert, KRLD, Dallas; Pete Teddlie, WRR, Dallas; Forrest Clough, KFJZ, Fort Worth; Bill Laurie, KNET, Palestine; J. M. McDonald, KCRS, Midland; Howard Roberson, KFDA, Amarillo; George Harding, Brenham Co.; Tilford Jones, KXYZ, Houston; James Curtis, KFRO, Longview; J. C. Kellam, KTBC, Austin; Lawrence Swars, Noble & Swars, New York City; Dale Drake, WRR, Dallas; Roy Terry, KOCA, Kilgore; Fred Peery, WOAI, San Antonio; Carr P. Collins, Carr J. Collins, Jr., Hilda Packer and Dorothy Craik, KWBU, Corpus Christi; Roy George, KRLD, Dallas; H. T. Wheeler, KPRC, Houston; Tom Whitehead, new station in Brenham; Jack McGrew, KPRC, Houston; Harry Leadingham, Associated Press; R. A. Cortez, KCOR, San Antonio; Hardy Harvey, KNOW, Austin; L. L. Hendrick, KRRV, Denison-Sherman; Barney Lovin, WDAY, Fargo, N. D.; W. E. Wilcox, KRRV, Sherman-Denison; W. A. Roberts, KRLD, Dallas; B. V. Hammonds, KRRV, Sherman-Denison; Clyde Pemberton, KFJZ, Fort Worth; G. E. Zimmerman, Little Rock, Ark.; Gerald King, Standard, Hollywood; Wade Barnes, NBC, Dallas; W. Witt, RCA, Dallas; O. L. Taylor, KGNC, Amarillo; Tom Peterson, Taylor-Howe-Snowden Radio Sales, Chicago; DeWitt Landis, KFYO, Lubbock; Clyde Melville, Taylor-Howe-Snowden Radio Sales, Dallas; Ray Hollingsworth, KGNC, Amarillo; Clair Hever, Radio Market Guide, Chicago; Maurv Long, Broadcasting Magazine; J. C. Rothwell, KSAM, Huntsville; N. A. Hallenstein and Lester Spillane, FCC, Washington; A. Frank Hamm and N. J. Stowell, Graybar Electric; Charles W. Balthrop and W. Poundstone Jackson, KABC, San Antonio; Dave Russell, KFDM, Beaumont; R. Lee Glasgow, WACO, Waco; B. F. Orr, KTRH, Houston; J. G. Ulmer, KGKB, Tyler; R. G. Terrill, KSKY, Dallas; Wilbur Douglas, WFAA-KGKO, Dallas; Jack Pritchett, WBAP-KGKO, Fort Worth; Harold Hough, Fort Worth Star Telegram; George Cranston, WBAP-KGKO, Fort Worth; Beauford Jester, KWTX, Austin; George Kercher, Edward Petry & Co.; M. H. Coleman, KNOW, Austin; Ward Dorrell, C. E. Hooper, New York City; Karl Lambert, WFAA-KGKO, Dallas; Guy C. Hutchinson, Consulting Engineer; T. E. Dillhunts, KCMC, Texarkana; Rhea Howard, Times Publishing Co.; Jack Keasler, Taylor-Howe-Snowden Radio Sales, New York; Cecil Beardon, WTAW, College Station; Roy Suber, KVAL, Brownsville; Ike Elkner, and Bob Bush, KRIS, Corpus Christi; Frank Smith and Bill Bennett, KXYZ, Houston; Kern Tips, KPRC, Houston; Hush Half and C. K. Beaver, WOAI, San Antonio; Pierre Weis, Lang-Worth, New York; Ralph Wentworth, BMI; Carl Haverlin, Mutual; Hugh Feltis, BMB, New York; Justin Miller and C. E. Arney, Jr., NAB, Washington; Martin Campbell, WFAA-KGKO, Dallas; Lee Clough, KLUF, Galveston; A. L. Pierce and Joseph Carrigan, KWFT, Wichita Falls; Eugene J. Roth, KONO, San Antonio; Ralph Maddox, WFAA-KGKO, Dallas; George Johnston, SESAC; Archie Taylor, KRGV, Weslaco; Charlie Jordan, WRR, Dallas; Justin Anderson, Associated Press; Boyd Kelley, KPLT, Paris; Jim Turner, KTBC, Austin; B. O. Cannon and W. P. Wright, new station at Odessa; Burton Bishop and Frank Mayborn, KTEM, Temple; Dick Cook, International News Service; George W. Johnson, K TSA, San Antonio; Mrs. W. P. Hobby, KPRC, Houston; King H. Roberson, KTRH, Houston; Jim Douglas, General Electric, Dallas; Jim Crocker, KRLD, Dallas; Jack Wallace, KBST, Big Springs; Howard Barrett, KRBC, Abilene; Frank Pellegrin, NAB, Washington; Sheldon Hickox, NBC, New York.



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There is such a thing as PERPETUAL PROMOTION. At KMBC the wheels, without friction or wear, keep turning in the advertiser's behalf the year around. While the ink is still wet on the contract, PERPETUAL PROMOTION takes over—utilizing time tested methods to win new friends and influence listeners in the advertiser's

behalf. Chances are — if you subscribe to KMBC's facilities, some evidence of PERPETUAL PROMOTION is right now in the mails on the way to you.



KMBC
 OF KANSAS CITY
 FREE & PETERS, INC.

SINCE 1928 — BASIC CBS STATION FOR MISSOURI AND KANSAS

SOUTHWEST

BOB HOLLERON, special events chief of KTSA, San Antonio, was married recently to Mary Lou Miller in the New Braunfels Methodist Church.

Application has been submitted by Dr. Leskie H. Luck and Birdsell McDonald for a standard broadcast station in Fort Worth to operate with a power of 1,000 watts on 1360 kilocycles.

Gen. Jonathan M. Wainwright, hero of Bataan, and now commander of the fourth Army in San Antonio was a guest of Col. H. L. Landers on the latter's commentary period heard over the Texas Quality Network on Monday, Feb. 11, originating in the studio of WOAI, San Antonio.

Jack W. Hawkins and Barney H. Hubbs, operators of KIUN, Pecos, are asking the FCC for an increase in power from 100 watts to 250 watts. Station operates on 1400 kilocycles.

The Joske Radio Advisory Committee of the NAB met Feb. 11 and 12 in Washington to discuss the pattern to be followed in drawing up a report on the 12-month radio test conducted in San Antonio by Joske's. Chairman of the committee Cecil Beaver, assistant general manager of WOAI left Monday to go to Washington for the conference. Others of the group include Walter Johnson of WTIC, Hartford; Arthur Hull Hayes, WABC, New York, and Lewis H. Avery, of Lewis H. Avery, Inc. Lee Hart, NAB assistant director of broadcast advertising, and who was radio director for the store prior to joining NAB has started a preliminary report.

The Veterans Broadcasting Co., has been organized in Houston, Texas, with Max H. Jacobs, Douglas H. Hicks and Tom J. Harling, Jr. The trio have submitted application to the FCC for a standard broadcast station to operate on 1230 kilocycles with a power of 250 watts full time.

The Texas A. & M. College station WTAW, in College Station has applied to the FCC for an increase in power from 1,000 watts to 5,000 watts and from daytime only to full time operation. They also are asking for a dial change from 1150 kilocycles to 1470 kilocycles.

Ken McClure, WOAI, San Antonio news chief was presented with a watch as a token of appreciation by the San Antonio Rotary Club. Each week McClure presents a review of the news at the weekly club luncheon.

George Case, program director of KABC, San Antonio is proud of the new studio orchestra which is to be heard under the direction of Dave Rogers on the station.

CBS Dividend

The Board of Directors of the Columbia Broadcasting System, Inc., last week declared a cash dividend of 40c (forty cents) per share on the present Class A and Class B stock of \$2.50 par value. The dividend is payable on March 8th, 1946 to stockholders of record at the close of business on February 21st, 1946.

New Production Company Announced By L. G. Cowan

(Continued from Page 1)

of the "Quiz Kids" program. Associated with him in the new Louis G. Cowan, Inc., offices are Joseph W. Bailey, treasurer and general manager; Alfred L. Hollender, vice-president; John Lewellen, vice-president and manager of the Chicago office and Daniel Saidenberg, symphonic conductor, as musical director.

Capitalized For \$300,000

The company, capitalized for \$300,000, has a distinguished group of stockholders. Among them are Marshall Field, publisher; Elmo Roper, researcher; Harold Guinzberg, president of Viking Press; James Warburg, author and expert on foreign affairs; Madie Spiegel, Spiegel Mail Order Company, and Robert Strauss, vice-president of the American National Bank and Trust Company.

Radio Consultant To Time

The new firm will act as radio consultant to "Time" magazine and is negotiating for radio rights to a number of outstanding book properties controlled by Viking Press. Among package shows already produced by the organization is a Children's News program using graduates of the "Quiz Kids" program. Program is being offered as a 15-minute daily strip to network sponsors. Another program is a Farm Show with the recorded voices of the American farmers presented in a half-hour stint. A special division is being set up to handle production and distribution of 16 mm. films.

Seasoned Radio Men

Executive personnel of the organization is comprised of seasoned radio men. Cowan, who is returning to radio after four years with OWI, headed the Louis G. Cowan and Company, Chicago public relations consultants, originated the Quiz Kids program and assisted in the development of the Kay Kyser program, "College of Musical Knowledge." He also developed radio programs for the Pure Oil Company, the National Tea Company, Illinois Meat Company, and the Stevens Hotel. Cowan, for

five years, was consultant to the Methodist Episcopal Church, supervising its network and transcribed show activities.

On Eisenhower's Staff

Hollender resumes a twelve-year career in commercial radio after serving as member of General Eisenhower's Supreme Headquarters staff in Europe with the Psychological Warfare division. Prior to accepting the Government war-time assignments, Hollender served for more than ten years with Chicago radio stations as program director, public service director, news editor, and in other capacities. He was also assistant to the president of the now Marshall Field-owned WJJD, and also WIND, Chicago, during which time the stations received many awards.

Chicago Manager

John B. Lewellen has been manager and program director of the Quiz Kids since its inception. He joined Louis G. Cowan and Company in 1939 to write and assist in the development of the firm's radio productions. Mr. Lewellen came to the company from the editorial staff of "Time" and "Life" magazines.

Bailey rejoins Cowan following four years active duty in the United States Naval Reserve, most of which time he served afloat in the European and Pacific theaters of operation. A lieutenant commander when released to inactive duty, he served as commander of a troop transport. Mr. Bailey was general manager and legal counsel for Louis G. Cowan and Company, coming to them after six years as a partner in the law firm of Bailey and Hollywood, where he specialized in radio law.

Mr. Saidenberg, musical director for Cowan, Inc., is best known for his Saidenberg Little Symphony. Following associations with the Philadelphia and Chicago Symphony Orchestras, Mr. Saidenberg this year was conductor for the Ballet Theater during their New York engagement at the Metropolitan Opera House.

Web Plans Special Shows For '46 Red Cross Drive

Beginning March 1, ABC will launch a month's series of special programs highlighted by an opening address by President Harry S. Truman, to assist the American Red Cross in its drive to raise \$100,000,000 for its 1946 operations.

Throughout the opening day of the campaign, all ABC programs, both sustaining and commercial, will carry special messages concerning the drive. For the duration of the month-long campaign, the network and its affiliates will offer a variety of special programs to keep listeners acquainted with the progress and importance of the drive. Programs will include musicals, dramas and other entertainment features, as well as addresses by prominent figures.

Chicago Tele Stations Seek FCC Approval

Chicago—Balaban and Katz television station WBKB, are asking FCC for renewal of their experimental television licenses, for W9XPR, W9XBT, W9XBK, and W9XBB. . . . CBS is asking FCC for change of their Chicago construction permit to 480-496 megacycles.

Zenith Radio Corporation is asking FCC for extension of the completion date of their new experimental television broadcast station for Chicago.

Phil Clarke On Hayes Show

Phil Clarke, who portrays the heavy on the Nick Carter stanzas, supported Helen Hayes in "Jane Eyre," presented Sat. evening over CBS.

PROMOTION

Recorded Teaser

Smart piece of promotion of the past week was done by I. T. Cohen Washington advertising agency executive returning from overseas Army service. Cohen mailed 50 packages containing a 6½-inch fib recording, to 500 top business executives. There was nothing to identify the sender or to give an inkling of its message save a phone number and the initials I.T.C. Recorded message in substance, revealed that I.T. Cohen was back in the advertising agency business in Washington after an Army-enforced absence from the field for three and one-half years.

Of Football And Husing

A leather bound album containing a complete set of transcriptions of the 1946 Orange Bowl Game, broadcast by Ted Husing over CBS through WQAM, was presented by Dr. Boyman Ash, president of the University of Miami, by station WQAM. Highlights from the two-hour and 40 minute album will be featured once a year hereafter at the University of Miami's Midnight Victory Pep Rally held on the campus the eve of the "Hurricanes" most important game.

The album will be retained by the University of Miami's Athletic Department as a permanent record of the "Hurricanes" participation in the Orange Bowl Classic.

The Records, Themselves

A special album of recordings containing the "8 that Rate," as based on juke box plays, record sales and air performances for the week ending Jan. 27, has been presented all radio editors and advertising agencies as a special exploitation for the Robert Q. Lewis "Disc Digest" program, aired Sundays from 2:00 to 4:00 p.m. over WHN, New York. Presentation was made by Jo Ranso publicity director, and Robert Anthony, program manager for the outlet.

Plug For Tele Preview

Promotion for the NBC television preview of DuPont's "Cavalcade America" in three showings last week Jan. 30, Feb. 3, included the printing of an old-fashioned showboat handbill. Promotion bill was made up for distribution to viewers at the three showings, mailed to 5,500 tele viewers and was inserted, with adaptations, a 1000-line advertisement in the N.Y. Times, Tribune and Daily News Sunday, Feb. 3.

Buys Second Show On WJZ

Plymouth Shops, Inc., of New York City, ladies' ready-to-wear chain store, has purchased its second program on WJZ to sponsor Don Henlebeck-News Saturday 8:55 to 9 a.m. EST. The order was placed through Sterling Advertising Agency for weeks.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— NEW YORK —

NEW YORK—Irene Day, the popular singer, returned to the "Gloom Dodgers" program on WHN, February 11, after a three-week illness. Also bobbing up after an absence one week is Dardanelle and Heran of Music. . . . Jack Brown, brother of singer Dick Brown, is being booked for a singing spot on the "Gloom Dodgers" program. Jack, recently released from the Army, was also heard on "Gloom Dodgers" Feb. 10 in another guest appearance. Captain W. G. H. Finch, ENR, pioneer facsimile inventor and owner of the new FM-FAX broadcasting station WGHF has appointed Herbert C. Florence as chief engineer.

— CONNECTICUT —

HARTFORD—"The New England Forum of the Air," a series of panel discussions by senators and congressmen from all the New England states originated in the Washington studios of WTIC, began Feb. 9, with Senators Brien McMahon of Connecticut and Leverett Saltonstall of Massachusetts discussing the legislation now pending in Congress with respect bearing on residents of the New England States. In addition to WTIC, the series will be heard in New England through the facilities of stations WBZ, Boston; WCHS, Portland; WLBZ, Bangor; WJAR, Providence and WRDO, Augusta. Herbert Coar, well known in Washington radio circles, will act as moderator.

— NEBRASKA —

OMAHA—Annette Crawford, continuity department of KBON, has been promoted to continuity editor replacing Lois Johnson. . . . Hugh Soderlund, recently released from the Army Air Forces, has rejoined the program production department of KBON. Hugh has been affiliated with the outlet since its inception. . . . Harold Soderlund, KFAB's sales representative, has been assigned Kansas as additional territory, according to an announcement made this week by Harry Burke, general manager of the outlet. Soderlund has been with KFAB two years and headed the sales staff after serving as account executive for an Omaha advertising agency.

— LOUISIANA —

NEW ORLEANS—"Joe Palooka," popular Tim Fisher comic strip, will be aired five nights a week over WWL beginning Feb. 15 under the sponsorship of Maison

Blanche, department store. . . . Warren Galfour, singer and saxophonist, has received his discharge from the Army to return to WWL as a member of the "Dawnbusters," early morning laugh show. . . . Pinky Vidacovich, leader of the WWL "Dawnbusters" has become well acquainted with the local morticians in the New Orleans area lately. Throughout the most crisis he has been dedicating numbers to the butchers.

— TEXAS —

SAN ANTONIO—The San Antonio Light and the staff of KABC has inaugurated a new service to benefit listeners in San Antonio and the South Texas area. Every KABC newscast and sportscast will feature summaries of local and state news as gathered and compiled by the Light's staff. Several broadcasts each day will originate by remote control from the studios built in the editorial room of the Light. . . . A special events broadcast will be aired today Feb. 13, by Bob Holleron of the special events staff of KTSA, of an interview with General Walter C. Krueger who is on his way home and will be welcomed today. The wire recorder interview will be taken to KQW, San Francisco, where it will be transcribed and then flown to Texas for presentation on KTSA. Coverage of the General's arrival and a banquet to be given in his honor, will also be carried by the Texas outlet.

— NORTH CAROLINA —

GREENSBORO—Bennett College for Negro Women paid tribute to Abraham Lincoln on his 137th birthday in a special broadcast emanating from the studios of WBIG. The program was produced jointly by the dramatic and musical departments of the college under the direction of David W. Holland, choir director. . . . CHARLOTTE—Norman Young, staff announcer, upped to program director of WAYS, succeeding Jim Klosky who has resigned. . . . J. B. Clark, Southern sports announcer, has been promoted to director of sports and special events at WAYS. . . . Staff additions at WAYS are: Scott Kalitz, sales manager and Norman Prevatte, announcer and control operator.

— CALIFORNIA —

SANTA BARBARA—KDB has inaugurated "Moments of Devotion" a presentation of an unusual public service feature featuring prayers of inspiration for each day, written especially for the church leaders of all denominations. . . . Alka Seltzer's "Newspaper of the Air" has started its eleventh consecutive year on KDB. . . . SAN FRANCISCO—Don Currin, on military leave from KGO with the U. S. Navy since 1943 and recently released from the service, has resumed announcing duties on the KGO announcer staff. . . . Juan Trasvina, returned to the sound department of KPO after spending over 32 months in Algiers as Staff Sergeant in the Army Signal Corps group which handled all radio communications from the Yalta Conference.

— OHIO —

COLUMBUS—In co-operation with plans to operate an FM outlet as well as its standard wave station, WCOL has received Federal approval to build a new transmitter and change the site of its present transmitter, from 33 North High Street, down to the rear of 565 West Goodale Street. . . . AKRON—Allen T. Simmons, owner and manager of WADC, has announced the date for the first annual WADC Hoopline Tournament for the contesting Bowlers of Northeastern Ohio. This tournament will be held from March 2 to 10, at the Akron Recreation Bowling Alleys with the WADC grand prize of one thousand dollars guaranteed. Bonny Cole, nationally known bowling champion, has been named as tournament manager for the contest.

— MASSACHUSETTS —

LAWRENCE—Irving E. Rogers, general manager of WLAW, was among six prominent Lawrence men to receive special medallion awards for outstanding accomplishments in eight War Loan campaigns. The medallions were presented in WLAW studios by Orville S. Poland, Massachusetts director of the United States Saving Bond division of the Treasury. . . . PITTSFIELD—Monroe B. England has filed a request with the FCC in Washington, for permission to transfer voluntarily the license for WBRK to the Western Massachusetts Broadcasting Company. He also requested permission to assign voluntarily a conditional grant of construction permit for a new metropolitan frequency modulation station to the concern.

— PENNSYLVANIA —

PHILADELPHIA—"Treasure Parade" a new 15-minute musical program featuring a parade of musical treasures old and new, is now being heard four nights weekly over KYW. Inaugurated Feb. 11, plans call for the new broadcast Monday, Wednesday and Friday evenings featuring

ing Clarence Fuhrman and the KYW orchestra, with the vocals of Penny Reed and Gene Graves, announcer vocalist, who will also act as informal master of ceremonies. The new show, written and produced by Roy LaPlante, KYW producer, will lay stress on ballads and easy-to-hear dinner music, along with bits of banter between Graves and the other members of the cast.

— SOUTH CAROLINA —

COLUMBIA—G. Richard Shafto, general manager of WIS has been appointed chairman of the Advance Gifts Committee for the local American Red Cross campaign. A veteran in Red Cross work, Shafto was for several years a member of the local Red Cross Board, and was chairman of the local chapter from 1937 through 1939. During the war he was a regional consultant for the Office of War Information. . . . Newcomer to the WIS announcing staff is John R. Timmerman, formerly associated with WGAC, Augusta. Charlie Bell has replaced Bill Simmons as emcee on the "In the Groove" program presented nightly.

Send Birthday Greetings To

- Joan Edwards Lennie Hayton
Russ Morgan Russell O. Stewart
George A. Hazlewood

FOR 24 HOUR SERVICE
ON DIRECT CUT COPIES OF YOUR RECORDINGS
Follow the Crowd TO...

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
Complete Recording Supplies

BALTIMORE'S Listening Habit
WCCBm
MUTUAL BROADCASTING SYSTEM
JOHN ELMER President
GEORGE H. ROEDER General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

No. 1 ON RECORDS!

1945—Vaughn Monroe's "There I've Said It Again" (Victor) was top record of the year, attained No. 1 rating in juke boxes, retail sales and most-heard-on-the-air... stayed on best-seller list for 28 weeks...

1946—Vaughn Monroe's current hit "Let It Snow, Let It Snow" (Victor) has attained No. 1 rating in all listings...

VICTOR RECORDS



Billboard Listings
Feb. 9 issue

BEST-SELLING POPULAR RETAIL RECORDS

Weeks to date	Last Week	This Week	POSITION
7	1	1	1

LET IT SNOW! LET IT SNOW!... Vaughn Monroe... Victor 20-1759

MOST-PLAYED JUKE BOX RECORDS

Weeks to date	Last Week	This Week	POSITION
5	2	1	1

LET IT SNOW! LET IT SNOW! LET IT SNOW!... Vaughn Monroe... Victor 20-1759

BEST-SELLING POPULAR RECORD ALBUMS

Weeks to date	Last Week	This Week	POSITION
17	1	1	1

On the Moonbeam... Vaughn Monroe... Victor P-142

RECORDS MOST-PLAYED ON THE AIR

Weeks to date	Last Week	This Week	POSITION
9	3	1	1
6	1	1	1

DOCTOR, LAWYER, INDIAN CHIEF (F)... Betty Hutton... Capitol 220—ASCAP
LET IT SNOW! LET IT SNOW!... Vaughn Monroe, Victor 20-1759—ASCAP

Statement from Martin Block, WNEW

"Our 1946 Most Popular Band Contest was the closest in ten years, ending in a virtual tie, with Vaughn Monroe finishing second by a mere 161 votes. Rest of the field was way, way down."

—MARTIN BLOCK

EST. 1898



Exclusive Management

WILLIAM MORRIS AGENCY, inc.

Direction

WILLARD ALEXANDER

Personal Management

MARSHARD MUSIC



The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 31

NEW YORK, N. Y., THURSDAY, FEBRUARY 14, 1946

TEN CENTS

Radio's Emergency Role

Congressman Flays Un-American Group

Washington Bureau, RADIO DAILY
 Washington—Assailing the "flagrant war against freedom of speech" by the House Committee on Un-American Activities, Representative Charles R. Savage, Democrat of Washington, on Monday, called for an end to the "unconstitutional persecution of radio commentators."

"If unchecked," Savage told the House, "the fantastic antics of this committee will have the effect of undermining the confidence and respect of the American people in this body. For the American people cannot and will not tolerate that, under
 (Continued on Page 5)

WINS Signs Two Sponsors For Yankees Ball Games

Signing of the N. Y. Yankees ball games for the Pabst Brewing Co. and Gen'l Cigars (White Owl), was confirmed late yesterday by Warwick & Legler and J. Walter Thompson, handling the accounts, respectively. Games will be aired via WINS by Mel Allen and Russ Hodges, and will include the full 154-game schedule. Deal came more-or-less as a surprise,
 (Continued on Page 2)

Johnny Johnstone Named Radio Director of NAM

G. W. (Johnny) Johnstone, former director of news and special features of the American Broadcasting Company, has been appointed director of the radio department, National Association of Manufacturers, and took over his new duties this week. His
 (Continued on Page 2)

Tele Applicants

Washington—FCC is scheduled to announce the successful applicants for the four television channels in the nation's capital today. Six applicants are NBC, Allen B. DuMont, Bamberger Broadcasting Co., The Evening Star Broadcasting Co., Philco Radio and Television and Capitol Broadcasting Co.

Adam Hat File-Shows From ABS To Mutual

The boxing bouts sponsored by Adam Hats, which constituted a major account of the suspended Associated web, will move to Mutual around Mar. 1, it was revealed last night. The series will probably be instituted on about 125 stations.

Major difficulty in arranging the move, it was stated, is the clearing of the necessary time on MBS affiliates. WOR, the most important station from the sponsor's viewpoint, has already been cleared, although
 (Continued on Page 5)

Associated Web Status Reported Unchanged

No new reorganization developments were indicated yesterday following the suspension of the Associated Broadcasting System network which took effect at midnight last Monday. Leonard A. Versluis, president of ABS, was reported to be in Florida and William G. Henderson,
 (Continued on Page 2)

Broadcasters Give Assistance To Public As Strikes Cause Shutdowns In Three Major Cities

Wills Pays Tribute To Radio's News Role

Miami—FCC Commissioner William H. Wills, in a speech delivered over WIOD Monday said that the American people generally have come to rely on radio "not merely for prompt news, but for unbiased presentation."

"Why has broadcasting," Wills said "not only in the United States but in many other countries of the world, achieved so great a hold on listeners? Why do families throughout the world
 (Continued on Page 7)

With most of New York City closed down Tuesday by an extreme fuel shortage, and Philadelphia and Pittsburgh virtually paralyzed by transit and power strikes, respectively, broadcasters in the three cities jumped into the breach and turned in one of the greatest public service jobs in the history of radio;
 (Continued on Page 6)

Tele Experimentation Using Blimps For Relays

Syracuse—Experiments in television relay equipment installed in a blimp have been conducted by General Electric and will be resumed by engineers as soon as current strike is over, it was disclosed yesterday.

G. E. worked with Globe Wireless,
 (Continued on Page 2)

Many Requesting CPs From AM, FM Stations

Washington Bureau, RADIO DAILY
 Washington—Nearly a score of applications for CP's for new FM and AM stations from all over the Nation were announced yesterday by FCC. FM filings include: the Radio Voice of New Hampshire, Manchester, N. H., Metropolitan; Giddens and Rester, a partnership composed of Kenneth R.
 (Continued on Page 7)

To Broadcast, Televis NYAC Games Sat. Night

The New York Athletic track meet, one of the top sports events held annually at New York's Madison Square
 (Continued on Page 2)

Mayor O'Dwyer To Guest On MBS' "Meet The Press"

Mayor William O'Dwyer of New York will discuss the many problems in connection with assuming the reins of public office in the midst of reconversion, when he faces a panel of four journalists on Mutual's "Meet the Press," tomorrow night (Friday)
 (Continued on Page 2)

Official Washington Okays Television Program Pickup

Washington Bureau, RADIO DAILY
 Washington — Official Washington, impressed with the first major demonstration of television as a visual art yesterday, was speculating on the potentialities of video as a sequel to the Lincoln Day demonstration of the Washington to New York coaxial cable link.

The Washington pickup, staged by NBC, CBS and DuMont, included televising of events from the steps of the

Capitol, and the Lincoln Memorial where General Dwight D. Eisenhower laid a wreath at the foot of Lincoln statue. It was the consensus of opinion that the special event was good visual programming and the forerunner of many programs to come.

From the steps of the Capitol, Commentator Bill Henry interviewed FCC Chairman Paul Porter, Senators Ken-
 (Continued on Page 5)

Wire Recording

Washington — The WOL News Bureau in Washington yesterday used a wire recorder to record Secretary of the Interior Harold L. Ickes' fireworks-filled press conference concerning reasons and background of his explosive resignation. Mr. Ickes opening statement was recorded in full and played back on the full Mutual network at 12:45.

Honored

Brazil's highest decoration to foreigners, the National Order of the Southern Cross, will be conferred upon Edward Tomlinson, NBC commentator and inter-American adviser, today at the Brazilian Embassy. Carlos Martins, Brazilian minister will make the presentation before high diplomatic, government and radio and press representatives.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Wed., Feb. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	192 1/2	192	192	+ 1/8
CBS A	43 1/4	43 1/4	43 1/4	+ 1/4
CBS B	42 1/2	42	42 1/2	- 1/4
Farnsworth T. & R.	18	16 3/8	17	- 1 1/8
Gen. Electric	50 3/8	49 7/8	50	- 1/4
Philco	40 5/8	40	40 5/8	- 1/4
RCA Common	17 7/8	17 1/8	17 1/4	- 1/2
RCA First Pfd.	88 5/8	88 1/4	88 1/2	...
Stewart-Warner	24 1/8	23 3/8	23 3/4	- 5/8
Westinghouse	37 7/8	36 3/8	36 3/8	- 5/8
Zenith Radio	39 1/8	38 3/4	39	- 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	24 1/4	23 1/2	23 1/2	- 5/8
Nat. Union Radio	13 3/8	12 3/8	12 1/2	- 3/4
OVER THE COUNTER				
		Bid	Asked	
Stromberg-Carlson		27	29	

WINS Signs Two Sponsors For Yankees Ball Games

(Continued from Page 1)
inasmuch as Pabst had been reported angling for the N. Y. Giants via WMCA. According to reliable sources, Pabst and an unnamed sponsor will co-bankroll the Giants as well, with Frank Lux, St. Louis sportscaster, having the inside track to get the nod.

"Rochester" Missing

West Coast Bureau, RADIO DAILY
Hollywood—Eddie "Rochester" Anderson is missing at sea between here and Catalina on his cabin cruiser. A patrol plane and a Coast Guard patrol boat are searching for the craft which may have developed engine trouble. Anderson was accompanied by two men friends. They set out at noon Tuesday.

IN TUNE WITH TOMORROW... IN TUNE WITH TODAY

PORTLAND OREGON
REPRESENTED BY EDWARD PETRY & CO.

Tele Experimentation Using Blimps For Relays

(Continued from Page 1)
Ltd., in the initial blimp relay tests, using a blimp of the Goodyear Tire and Rubber company. The blimp operated between Schenectady and New York over territory which G. E. and Globe Wireless will operate an experimental radio relay network. Proposed network will carry FM radio, television, business machine reports and radio photographs in a two-way operation.
Early experimental work on the relay network was carried on by G. E. and the International Business Machine Corp. The latter has transferred its work in the project to Globe Wireless, Inc., where it will be carried on under the supervision of its vice-president Walter S. Lemmon.

Mayor O'Dwyer To Guest On MBS' "Meet The Press"

(Continued from Page 1)
from 10:30 to 11 p.m., EST. The four newsmen are Victor Riesel, the N. Y. Post; Murray Davis, N. Y. World-Telegram; Tex McCrary, former editor of the N. Y. Mirror, and Lawrence Spivak of the American Mercury.

Associated Web Status Reported Unchanged

(Continued from Page 1)
vice-president of the web in charge of their Eastern operations, left New York for the home office of the web at Grand Rapids, Mich. Henderson indicated before leaving New York that he would attempt to work out plans for refinancing the web.

War-Bride ET To England

The voice of Kathleen Ring, British war bride who appeared on Mutual's "Double or Nothing" Sunday, was transcribed, and a recording will be shipped today via American Airlines to Britain as an indication of the pleasant reception accorded the girls in America.

AVAILABLE

Radio Director-Producer — thorough Musical Background. 10 years with top radio show—L. M. Circle 7-4609.

Johnny Johnstone Named Radio Director of NAM

(Continued from Page 1)
appointment was announced by Holcombe Parkes, vice-president in charge of public relations of NAM.
The organized radio section of NAM under Johnstone's direction, will be a new department of the association's Public Relations division.
William S. Rainey, who has been responsible for NAM's radio activities for the past year, will be associated with Mr. Johnstone, it was announced. Rainey will continue to supervise all radio production and an enlarged program is currently being planned. NAM's radio department will be located at 444 Madison Avenue in New York City.

To Broadcast, Televis NYAC Games Sat. Night

(Continued from Page 1)
Garden, will be beamed to radio listeners and television viewers next Saturday night with the announcement by NBC and Mutual that arrangements had been completed for the coverage.
On-the-scene summaries from the Garden will be broadcast by Stan Lomax, veteran sports announcer, over the Mutual network from 11:45 to 11:55 p.m., EST.
Starting at 8:00 p.m., EST, NBC's television station WNBT will provide viewers with coverage of the games in its entirety, including the two highlighted events of the evening,—the Baxter Mile and the Toussiant Two Mile. Both arouse high interest in the world of sports.



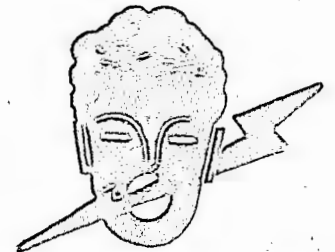
Spotlight

There's a gang of skaters on that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners-per-dollar-spent than any other station in town.

That's a big fact to keep in mind, at budget time.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

WDAS AUDIENCES HAVE BEEN *Loyal* FOR MORE THAN TWENTY YEARS

This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.

Meet "The Mayor"

(He's got influence!)



"The Mayor" is Nelson E. Bragg, whose daily whimsy is known and liked by millions of New England radio listeners. . . Now "The Mayor" brings his wit to WCOP, the Boston Cowles Station, three times daily, Monday through Saturday. From 7:45 A. M. to 8:00 A. M. and again from 8:15 A. M. to 9:00 A. M. he emcees a smart comedy and variety show featuring the live talent of Hum and Strum, who are among the longest and best known radio performers in New England. One-minute spots are available on these programs.

"Braggin' with Bragg" is the headline for "The Mayor's" afternoon program — from 4:15 P. M. to 4:45 P. M. — where he dispenses comedy with popular recordings. One-minute spots or quarter-hour units are available at this time.

Both Bragg himself, and Hum and Strum pitching with him, are long established in Boston listener-loyalty. These programs of top-notch entertainment are top-flight vehicles for sponsors who want to address a proven following. Rates and availabilities from any Katz office.



P. S. "Terry's Tune Shop" is another smart buy. Terry Cowling presides over a program of "sweet" recordings from 2:00 P. M. to 2:30 P. M., Monday through Saturday. Available for minute spots or quarter-hour units.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company
Outlet in Boston



Willis B. (Bill) Parsons, Manager of *Thesaurus* and Syndicated Sales, ambled by the other day and suggested that today being Valentine's Day, it would be somewhat appropriate to publish a "special edition" of Playback. He even proposed a beginning verse, which ran:

The records are red,
The scripts give the cue,
We love *Thesaurus*
Our sponsors do too.

signed: 265 *Thesaurus* Subscribers.

I said, "That's fine. Suppose you write the column." Whereupon, Bill immediately started giving the dimensions of the piles of correspondence on his desk and somehow escaped the issue.

So, having had our brief fling at levity with the above gem of literature, and faced with the responsibility of keeping our readers informed . . . let's get on to a story we have about one of the nation's most active FM stations.

WELD, Columbus, Ohio issued a bulletin recently summarizing their program policy as "presenting the best features obtainable to the audience at the time the audience wants them." Then they go on to list nine new shows. It is significant that eight out of nine are NBC Syndicated Programs.

Come and Get It, *Tobe's Topics*, *The Playhouse of Favorites*, *The Haunting Hour*, *Mercer McLeod*, *The Man With The Story*, *The Weird Circle*, *Happy The Humbug* and *Destiny Trails* are the NBC Syndicated shows being heard over this Columbus FM outlet.

Lester Nafzger, station director of WELD, explains it this way:

" . . . most of our daily program schedule is based upon what is usually termed 'local programming,' and in fulfillment of the high quality service we have planned we are extremely critical of program material. In selecting our syndicated type transcribed programs we have sought dramatic programs as our primary need. That we have selected a large quantity of NBC programs for the second year is indicative of our satisfaction. That NBC has been sympathetic to our needs and problems has been fully appreciated."

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!

● ● ● Hedda Hopper, who knows a goofy hat when she sees one, was in a dither after taking a gander at some of the headgear in which Windy City gals paraded across the stage of the Oriental Theater the other day. Hedda was a judge in the finals of Tom Breneman's "Goofy Hat" contest which preceded his "Breakfast in Hollywood" broadcast from the theater and the premiere of his movie by the same name. Among the fantastic creations that stopped Hedda cold was a platter of seven ice cream cones labeled "Spring Fever," a four-tiered bridal cake topped by candles, a miniature golf course, and a tombstone. The winner, 15-year-old bobby-soxer Rosa Rausch, wore a large fox fur turban from which peered her pet, a Manchester terrier. . . . Foote, Cone and Belding tossed a cocktail party at the Drake for Hedda, who aired her ABC commentary from Chi Monday night (Feb. 11) with Tom Breneman as guest. Breneman was partied by ABC and also by the city of Rockford, whose guest he was at a March of Dimes dinner (Feb. 12) at which he was presented with a specially inscribed plaque in recognition of his efforts in the March of Dimes campaign. . . . Breneman and Breakfast Club toastmaster Don McNeill have been hurling insults at one another via their radio programs for several months. When the radio rivals met for the first time at a press party in the Variety Club of the Blackstone Hotel onlookers expected some brilliant repartee and a semblance of verbal fireworks. This is what they heard—McNeill: "Hello" . . . Breneman: "Hello."

Chicago

★ ★ ★ Mack Millar in town to pave the way for Ann "Maisie" Sothorn's Windy City visit this week. She'll air her CBS show Wednesday night from WBBM studios in the Wrigley Building. . . . Dr. Preston Bradley, Chicago minister and WGN commentator, is profiled in the February issue of Magazine Digest. . . . Rumored here that Bing Crosby, after his 13-week Kraft Music Hall stint, may join Bob Hope's show. Charles Luckman, Lever Bros. v.p. and Hope's sponsor, originated the proposal, according to the grapevine. New setup would feature Hope, Crosby and Colonna. . . . Olsen and Johnson will shoot the works on their 32nd anniversary celebration in March. They got their start as a team at the North American cafe, only a stone's throw from the Shubert theater where they are currently starring in "Laffing Room Only." . . . "We were playing second fiddle to a baked Idaho potato in those days," says Olsen, referring to the restaurant's top menu attraction. . . . Just before presenting the Monday-through-Friday "Judith Andrews" show before 400 Illinois clubwomen in the WGN audience studio the other day, Producer Mark Afflick was approached by the program's sound man, who pointed to his script and said, "I can't bark like a dog unless I get more money. There's another fee for vocal sound effects." So Curley Bradley, a member of the cast, volunteered to try, but laryngitis limited his efforts to a whine. . . . Matty Brescia, ex-GI who was voted the No. 1 Army sports writer of 1944 in a nation-wide contest, and former writer and commentator on several Eastern newspapers and radio stations, has joined Jack Ryan's NBC Central Division press staff. Brescia, who served 37 months in the public relations section of the Army Air Forces, has been appointed night editor of the Central Division press department. He was named top Army sports writer while sports editor of the Sioux Falls Army Air Field camp newspaper.

★ ★ ★ Janet Pope, 19-year-old Northwestern University senior and script writer for the Northwestern Radio Guild broadcasts on WGNB, WGN's FM station, has received a contract from Edgar Bergen for a writing assignment on the Charlie McCarthy show. Bergen, a Northwestern alumnus, recently visited his alma mater in search of material for his broadcast. The contract offer came after Bergen had read several of her scripts. She will leave for Hollywood after her graduation in June.

★ ★ ★ Frankie Masters records for LANG-WORTH

LOS ANGELES

By RALPH WILK

BOB BURNS, Shirley Ross, Leo Gorcey, Gordon Jenkins and his orchestra leave for New York on February 15. The "Bob Burns Show" will originate from NBC's Radio City in Manhattan on February 21 and 28.

Due to the sudden illness of Haven MacQuarrie, emcee of NBC's fun-with-words show "Noah Webster Says," Ben Alexander handled the task of asking for word definitions on the program of the 7th.

"Paramount News Of The Air" is now broadcast on KMPC, Monday through Saturday. Written, produced and narrated by Bill Pennell, the program offers news commentary and stories of Paramount pictures and stars. Program also features an editorial or feature story; Hollywood gossip and local news; and flashes of current events of the world. Pennell was previously associated with CBS NBC and MBS.

Don Lee Broadcasting System welcomes back to the sound and announcing departments two veterans with the network before military service, it was announced by Tony LaFrano, chief production supervisor. Wilson Edwards is out of the Navy and back on the announcing staff, and Bob Turnbull returns as sound technician after spending two years in the Army.

Jack Kirkwood has put together a half-hour show which has already attracted the attention of several sponsors. The format, like Kirkwood's present show, is all comedy, and will be presented once a week.

George Fisher, whose Hollywood Spotlight show is heard over KECA Monday through Friday afternoons has been voted "The Radio Personality of the Month" by soldiers convalescing at Birmingham Hospital at Van Nuys, Calif.

Harry Von Zell, picked as the top radio announcer of the country in several critics' polls, will have a coast-to-coast air show of his own this summer.



Frankie Masters
records for
LANG-WORTH

Congressman Flays Un-American Group

(Continued from Page 1)

The cloak of Congressional immunity, a group of men and their irresponsible employes shall flagrantly wage a war against freedom of speech, against freedom of religion, against the traditional American succor for the oppressed and the under-privileged, against the extension of friendship and co-operation among the United Nations."

The Washington Congressman cited columnist Drew Pearson's experience with Ernie Adamson, counsel of the committee:

"Several people," Adamson was quoted as writing Pearson, "have called my attention to the closing line of your Sunday night broadcast, 'Make Democracy work.' I should like very much to have your definition of the word 'Democracy,' as you are using it over the radio. If you will be good enough to supply this information, I will give the matter further consideration to determine whether it should be called to the attention of the members of the committee for such action as they deem proper."

In commenting on the Adamson letter, Savage said: "Mr. Pearson's suggestion that a padded cell be warmed up to receive Mr. Adamson, is just as reasonable. I heartily welcome it. But the ludicrousness of the situation must not make us lose sight of the truly sinister character of this Nazi hangover."

Savage said action of the committee indicated that it proposes to "set itself up not only as a super-censor of the words of American citizens but would actually attempt to regulate their thoughts and bear judgment on their intentions."

Savage's attack on the committee came on the eve of release by the committee of its report on radio commentators and Hollywood. The report is scheduled for release some time this month, possibly within a week. The report will wrap the red label around four radio commentators, as well as a major Hollywood studio.

In addition, the committee will use its smear brush on at least two California representatives.

There was some indication, however, that because of the flood of irate reaction expected to follow the report, Adamson will be given the axe.

Cote With Nat'l. Records Co.

A. B. Green, of National Records Company, has announced the appointment of Emile Cote as manager of artists and repertoire.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

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

Official Washington Okays Television Program Pickup

(Continued from Page 1)

neth McKellar, Burton K. Wheeler and Wallace H. White, Speaker of the House Sam Rayburn and Representative Clarence Lea. Predicting a great future for television. Chairman Porter said, "some six billion dollars" would be spent on capital expenditures and consumer goods in communications, including television and FM, "within the next few years."

Cautioning that television is "going to have a lot of disappointments and a great many tryouts in its early stages," Porter predicted that television will take more radio strides than sound broadcasting.

200 Station Applicants

Porter's remarks follow: "I'm delighted to participate in what I think is a very significant occasion and that is the first use of the coaxial cable between Washington and New York. Television of course, is technically ready to go, but there are a great many economic and social problems yet to be solved. Television is going to have a lot of disappointments and a great many tryouts in its early stages. The Commission hopes to announce this week the granting of construction permits for four new television stations here in Washington. We have at the Commission applications for 200 new television stations in the various Metropolitan areas and there is no question that scientifically and technically, the industry is ready to go and it is not only new entertainment and education, but at the same time it is going to produce a lot of new jobs, it is going to carry a reconversion load that is beyond the expectations of many of us who have been studying the problem."

"I can see in communications, including television and FM, some six billion dollars in capital expenditures and consumer goods within the next few years and when you consider after the last war sound broadcasting was just getting off the ground, we know that the strides television is going to make will be of much greater rapidity than in sound broadcast."

Answering a question, Porter re-

iterated his statements that a "truly competitive nation-wide system of television is going to go way upstairs around 400 and 500 megacycles."

Several of the Congressmen mentioned the future role television will play in politics.

Representative Clarence Lea said: "Only time can tell the far reaching consequences of television to the people of the world. Today we can be sure of one thing. We can hail it as a great contribution to the knowledge and understanding of the people of our Nation. Radio gave to the human voice the possibility of being carried to the whole world. From the remote station in this country, the human voice is taken to the remotest section in the world. The radio television gives the eye a similar increase of power."

Wheeler Gives Views

Senator Wheeler, Chairman of the Senate Interstate Commerce Committee said:

"There are a great many problems coming before the Interstate Commerce Committee and before the Senate and Congress of the U. S. Some of these problems have already been presented to the Interstate Commerce

Adam Hat Fife-Shows From ABS To Mutual

(Continued from Page 1)

many other outlets have commercial commitments for the 10-11 p.m., EST, slot.

Until arrangements are completed, Mutual may feed accounts of the fights to some of the ABS outlets that previously carried them.

Also involved is an agency switch. LaRoche & Ellis takes over from Buchanan Mar. 1.

Johnny Thompson To Soundies

Johnny Thompson, ABC's "Song Salesman," will shortly make his debut in the soundies.

Committee. Television can be one of the greatest mediums for good or one of the greatest mediums for evil for the people of the United States. I think it can be a great good if it is properly used and it is up to the Congress of the United States to see that there is no monopoly in television and that it is used for the benefit of the people from an economic and social standpoint. We'll have some legal, economical and social problems before the Congress. I think it is a great instrument for education and I hope it will be used in the right way."

LIKE THE NAMES

RCA-Victor

IN FINE MUSICAL
REPRODUCTION...

that's **WIRE**

ALL OVER THE INDIANAPOLIS
BUYING AREA WHERE SALES SUCCESS
DEPENDS ON THE PRESTIGE OF
THE STATION YOU USE

BASIC NBC • 5000 WATTS
JOHN E. PEARSON COMPANY Representatives
AFFILIATED WITH THE INDIANAPOLIS STAR

SKY HIGH ON MIAMI BEACH



OCEAN FRONT, 40th TO 41st STREETS
WALTER JACOBS

Radio Fills Vital Public-Service Role In Three Major Cities Strike-Bound

(Continued from Page 1)

keystone of New York coverage was WNYC, which fed to all other outlets talks by Police Commissioner Wallander, Health Commissioner Stebbins, Fuel Administrator Pleydell and Secretary Paul Ross at 1 p.m., and the rescinding of the emergency edict, which put the metropolis under the equivalent of martial law for 18 hours, by Mayor O'Dwyer and Stebbins at 5:30 p.m.

While no figures were available, it was the consensus in the trade that New York's highest set-in-use figure was chalked up during Tuesday's frenzied activities.

Three Stations Carry Mayor

Mayor William O'Dwyer, health commissioner Ernest Stebbins, and superintendent of schools John Wade addressed the public of New York City last night on the condition of the fuel crisis that has menaced much of the city's business activity for the past ten days.

Speaking over WNYC from 6 to 6:10 p.m., O'Dwyer and the other city officials were carried by WEA, WMCA, and WINS.

In strike-bound Philadelphia and Pittsburgh, all stations kept the public fully informed as to traffic conditions, school closings and similar ramifications of the walkouts. Pittsburgh's Mayor David L. Lawrence used radio to go directly to the people to discuss the situation and the steps being taken to counteract the union's action. Strike meetings and similar gatherings also were broadcast, thus making public the latest events as they occurred.

WNYC On Air 24 Hours

WNYC, New York, received special permission from the FCC to stay on the air 24 hours a day, if necessary during the fuel emergency, and as a result stayed on all night Monday and until midnight Tuesday. Normal sign-off time is 10 p.m.

The ban on public assembly cancelled a concert by the New York Philharmonic which was to have been the opening program in WNYC's annual American Music Festival. Broadcast of another concert scheduled to originate from Hunter College Auditorium, was arranged to originate from WOR's main studio, using WOR facilities and lines, for broadcast over WNYC.

WOR began its coverage of the

situation at 10 p.m. Monday, with Commissioner Stebbins reading the Mayor's emergency proclamation. Dave Driscoll repeated the announcement at 12:45 a.m., and Paul Killiam reported from the Mayor's office at 1:17 a.m. Other features, including color descriptions and on-the-street interviews from various points were aired by Killiam and Carlton Warren throughout Tuesday. Theatrical and amusement advertising was cancelled, but was replaced when the emergency was eased.

CBS Tele Suspends

All CBS television operations were forced off the air, including the pooled broadcast from Washington. WCBW went back on the air last night, with press and trade demonstrations of color video to be resumed today. News bulletins were aired regularly by WABC, and audience participation shows originating in New York changed format for the day.

WJZ moved the participation program "Ladies Be Seated" to the stage of the Adams Theater in Newark for the date. News programs and special insertions were devoted to the emergency, with descriptive pickups heard from a mobile unit touring the deserted city.

WEAF Reports Early

The WEA news room broke into the "Carnation Contented" program to air the first news of the proclamation at 10:20 p.m. Monday. Complete summaries were aired later on in the evening, with full coverage given Tuesday. A special feature, which was heard also over NBC, was broadcast at 12:30 p.m. Tuesday, with Don Goddard from the WEA news room, John Cooper from a mobile transmitter, Charles F. McCarthy from Disaster Control headquarters, and Bjorn Bjornson from Washington.

The news break was coincidental with WMCA's first all-night broadcast, and staffers were kept busy answering telephone queries from listeners. The more "difficult" questions were checked with the Disaster Control Board and the answers put on the air. Throughout Tuesday, news programs were aired every half-hour. In addition to increased news coverage, WOV, which broadcasts in Italian until 6 p.m., translated the Mayor's rescinding order into that language and aired the translated version almost simultaneously with the original broadcast.

Indies Take Feeds

WNEW aired special news programs every 15 minutes. Cancellation of audience shows forced gal staffers to take part in Richard Willis' beauty analysis program. WINS, WQXR, WBYN, WLIB all took the WNYC feeds in addition to continuous news reports throughout the day.

Hardest hit among the indies, had the situation continued, would have been WHN, which carries a heavy sports schedule. As it was, the outlet

was forced to cancel a boxing bout slated for Tuesday night.

In transportation-less Philadelphia, WFIL aired completed pictures of picket lines, traffic jams and union mass meetings via on-the-scene wire recordings. Following settlement of the strike, the outlet fed a spot to ABC and also aired a talk by U. S. Conciliator Douglas Byrd.

WPEN set up lines to the radio operations room of the Police Department and aired police reports on traffic and other conditions as they came in on the official channels. The station also gave full coverage to the settlement, with a report being aired immediately following ratification of terms.

News Staff Quadrupled

The news staff of WCAU was quadrupled to cover the strike, and bulletins were aired regularly beginning on Sunday, from City Hall and the Mayor's office. Special reports were broadcast for the Navy Yard, the Board of Education and other agencies. Conferences in the Mayor's office were covered and the outlet fed four spots to CBS.

Via wire recorders and mobile units. WIP covered the last-minute attempts to avert the strike, and aired man-on-the-street interviews with pickets and others following the walkout. The meeting that resulted in settlement of the strike also was broadcast.

Several commercial programs were cancelled by Pittsburgh outlets to provide coverage of the strike. WJAS installed emergency generators at its transmitter and studios to insure continued operations. Messages by the Mayor and several other public officials also were aired, with the station staying open several hours after scheduled closing.

Strike Prexy Broadcasts

KDKA aired two talks by the Mayor in addition to reports from the various conferences which went on for more than 48 hours in attempts to resolve the situation. Programs tied in with medical, civic and industrial authorities in preparing the public for what might happen in event of a complete power shut-down also were aired.

First news of the suspension of the

AGENCIES

BATTEN, BARTON, DURSTINE and OSBORN announce that they have been appointed to handle the account of Emerson Drug Company, Baltimore, also that they will prepare spot radio campaigns for United Retail Drug of Los Angeles. The agency stated that United Rexall's national advertising and network radio will continue to be handled by N. W. A. & Son.

LT. COL. CHARLES H. GREIFALL, now director of research at Frankfort Arsenal, will take up his duties, effective April 1, as executive director of the Franklin Institute Laboratories, Philadelphia. He will assist Dr. Butler Allen, secretary and director of the Institute, who will continue in over-all charge of research work at the laboratory.

CHARLES FITZMORRIS has joined Dancer-Fitzgerald-Sample, Inc., serving as a captain in the Army, where he spent many months in a European theater and saw active duty in Germany. Prior to his Army service, he was in charge of the Atlantic & Pacific super market operation in the Chicago area.

DETROIT VAPOR STOVE division of Borg-Warner Corp. has placed sales under the direction of W. E. Davis, manager of gas range sales in the corporation's Norge division. This has been announced by M. G. O'Hara, vice-president and general sales manager for the two units. Davis will continue to head the sales force for Norge gas ranges, meanwhile directing merchandising of the D. V. White Star Line. He will be assisted by P. W. (Pete) Blew, J. S. (Jack) Plunkett, and C. H. (Jack) Scherman.

strike was broadcast by KQV's commentator, Louis L. Kaufmann, who induced George Mueller, president of the striking union, to announce his news over the outlet. Representatives of newspapers and press associations were in the KQV studios when the news broke.

WWSW, operating on its own power, kept a continuous stream of public notices and news bulletins on the air dealing with the many problems brought on by the shut-down.

ANOTHER BLOCK BUSTER JO STAFFORD

Voted
"MOST POPULAR FEMALE SINGER IN AMERICA"

by margin of
2 TO 1

IN
Martin Block's Annual Radio Poll

Send Birthday
Greetings To

February 14

Peggy Allenby Jack Benny
Jessica Dragonette Art Harnes
Talbot Johns Carlton Moss
Bill Pearson Kenneth Berkseley

Vills Pays Tribute to Radio's News Role

(Continued from Page 1)

no cannot afford even such conveniences as central heating, running water, or an occasional movie, nevertheless make sacrifices to buy and maintain the radio receivers?

First and foremost, as every radio survey shows, radio is valued because it brings listeners the news. During the war, this reliance on radio for moment-to-moment information concerning the progress of our forces in Europe and in the Far East was an unprecedented national phenomenon. Not only in homes, but in stores and office buildings, and even in taxis, radios were turned on for the latest developments on the battlefronts, on the high seas, and in the world capitals. In many homes during the longer watches of the night, the radio was kept on till dawn, while wives or parents listened for the scrap of news about their loved ones overseas. The American people generally came to rely on radio not merely for prompt news, but for unbiased presentation.

Sees Newscasts Still Popular

Since V-J Day of course, our thirst for news has not been pitched at so feverish a level; but news broadcasts continue, I am confident, to be one of the major features for which listeners value their radio receivers. Radio, bringing the news to the remotest portions of the United States, serves to inform every citizen, enabling him to carry out his responsibilities as a citizen in a democracy.

After news, most listener surveys indicate that entertainment is a major source of listener enjoyment of radio broadcasting.

Perhaps equally important with news and entertainment is the function of radio as a public forum for the discussion of public issues.

Finally and perhaps most important, radio can be and is a force binding us together as a nation and ironing out those regional differences which might otherwise spell disaster. When folks listen to the same songs and stories, laugh at the same jokes and cry at the same catastrophes, it is hard to believe that any force can ever arise sufficient to tear them under or to weaken their allegiance to the same basic principles upon which our society rests."

COAST-TO-COAST

—NEW YORK—

NEW YORK—WNEW will present a reaction to a "sneak" preview of the international picture "Tomorrow Is Forever" Friday, Feb. 15, following a special showing for twenty WNEW listeners. Deviating from standard premiere broadcasts, WNEW microphones will be set up in the projection room and, following the screening, Bill Burnes, WNEW special events chief, will interview members of the audience, selected via a contest built around the theme "Why I Would Like to See 'Tomorrow Is Forever'." . . . On Wednesday evening, Feb. 20, WMCA will take its microphones into the lobby of the Winter Garden Theater to bring listeners highlight interviews with first nighters at the premiere performance of "Tomorrow Is Forever." Ted Campbell will officiate as master of ceremonies on the broadcast.

—PENNSYLVANIA—

NEW CASTLE—Joseph F. Kilch, who uses the name of Al Francis on the air, has taken over the duties of promotion and publicity director at WKST. . . . Johnny Reznor, after completing three years of vocalizing around the country, with the Barney Rapp and Bob Strong orchestras, has returned to WKST as an announcer on the day shift. . . . PITTSBURGH—Martin Cohen, recently released as a captain in the Air Corps, having served over two years in the Pacific Theater, is the new publicity and promotion man at WWSW. . . . DUBOIS—A Radio-Press Club was recently organized in Dubois. Members are affiliated with the local newspaper, the Dubois Courier-Express, and WCED. At its inaugural meeting, Les Ryder, station manager of the WCED, was elected treasurer.

—CALIFORNIA—

SACRAMENTO—Eleanor McClatchy, president of the McClatchy Broadcasting Company has announced the addition of David McNutt to the promotion department. McNutt's work in the outlet's promotion division will be with KFBK in Sacramento, KWG in Stockton, KMJ in Fresno, KERN in Bakersfield and KOH in Reno, Nev. . . . SAN FRANCISCO—Walter Zahrt, manager of sales promotion, merchandising and publicity at WOAI, San Antonio for six years, and recently released from the Navy, has joined KGO's promotion and publicity department. . .

John W. Elwood, KPO general manager, has been re-elected executive vice-president and a director in the Downtown Association of San Francisco.

—WASHINGTON—

YAKIMA—Bob Vaughn's new show for KIT, "Sing for the Jackpot" hit the air last Friday night under the co-sponsorship of Avenue Clothiers and Snyder Bakery. Top notch emceeing was handled by Don White with Mal Waltmon handling commercials. . . . SEATTLE—Reconversion to normal peacetime activity at KOMO is nearing completion with the return of eight veterans from the Armed Forces and the removal of all business offices to a new larger location. According to O. W. Fisher, president and general manager of KOMO, studios and transmitting facilities will remain at the station's former location in the Skinner Building.

—NEBRASKA—

OMAHA—Charles T. Stuart, owner of KOIL, Omaha and KFOR, Lincoln, has announced the appointment of Gordon Gray, general manager of KOIL and KFOR, to vice-president and a member of the board for both companies. Melvin Drake, manager of KFOR, has been elected in a similar capacity and at the same time a third station, WDGY, Minneapolis, has been purchased subject to approval by the FCC.

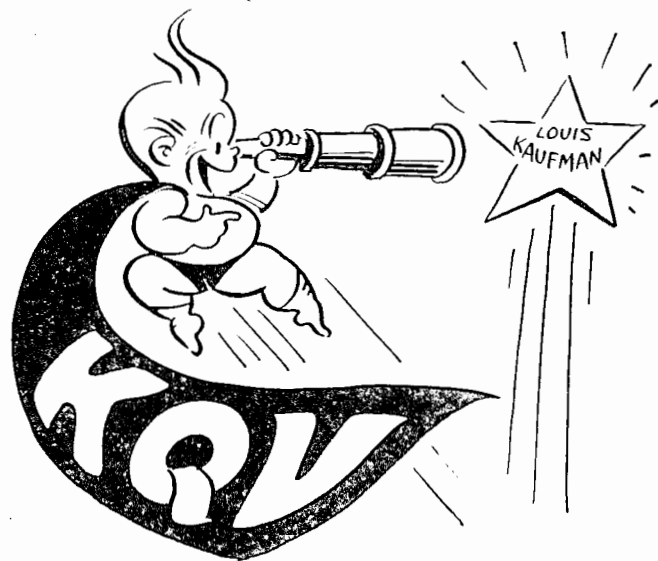
Many Requesting CPs From AM, FM Stations

(Continued from Page 1)

Giddens and T. J. Rester, Mobile, Ala., Metropolitan; Ohio Valley Broadcasting Corporation, Parkersburg, W. Va., Metropolitan; Lucian E. Kinn, Fostoria, Ohio, Metropolitan; Fountain of Youth Broadcasting Company, St. Augustine, Fla., Southern Media Corporation, Coral Gables, Fla., community; Spartanburg Broadcasting Company, Spartanburg, S. C., Metropolitan; Gazette Printing Company, Janesville, Wis., rural; KWHN Broadcasting Company, Fort Smith, Ark., rural or Metropolitan.

Standard Applications

Standard applications include: Volunteer State Broadcasting Company Nashville, Tenn., to be operated on 1300 kc 5 kilowatts, unlimited; La Crosse Broadcasting Company, La Crosse, Wis., to be operated on 580 kc., 5 kilowatts, unlimited; Boise Broadcasting Company, Boise, Idaho, to be operated on 630 kc, 5 kilowatts, unlimited; Tri-City Broadcasting Company, McKeesport, Pa., to be operated on 810 kc, 1 kilowatt, daytime, The Asher Broadcasting Service, Quincy, Mass., to be operated on 1490 kc, 250 watts, unlimited; Fox Broadcasting Company Alexandria, La., to be operated on 1400 kc, 250 watts unlimited.



THAT'S MY BOY!

Louis L. Kaufman, KQV's crack commentator and mighty Hooperater (7.0 at 9:00 A.M. and 9.5 at 1:00 P.M.) has gone network commercially on Mutual. KQV has the stars—and the Pittsburgh audience!

(Basic Mutual—1410 KC—1000 W)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

THE VOICE OF SOUTHWESTERN OREGON

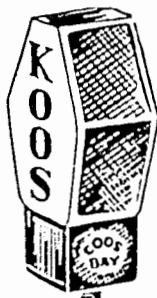
ITEM No. 1 of a new Policy:

- Now -

A 24 HOUR STATION

Send for rate card

MUTUAL DON LEE BROADCASTING SYSTEM



Vaughn Monroe's current theatre tour is the talk of the entertainment industry. Astronomically high box-office figures — great matinee and evening business — prove Monroe's a favorite with teen-agers and adults alike.

UP! UP! UP!

THEATRE	1945	1946
RKO, BOSTON	\$23,336	\$40,216
EARLE, PHILA.	24,288	44,082
BUFFALO, BUFF.	24,119	35,943
MICHIGAN, DET.	36,750	59,125

WILLIAM MORRIS AGENCY PROUDLY PRESENTS . . .

Vaughn Monroe

and Orchestra



EST. 1898

Exclusive Management

WILLIAM MORRIS AGENCY, Inc.

Personal Management

MARSHARD MUSIC

Direction

WILLARD ALEXANDER

THE DETROIT TIMES Sat., Feb. 2.

YOU CAN "let it snow, let it snow and let it snow," but it isn't going to stop the crowds from flocking to the Michigan this week to hear popular Vaughn Monroe and his band, which recorded this hit ditty, put on one of the best stage shows in recent months.

The favorite baritone leader has found that success lies in a solid group that can play ballads and has given up trying to make the joint jump with a lot of hot blaze, the result being what fans are clamoring for at the Michigan.

FAVORITE BALLADS

Vaughn's deep baritone still is put to rich effect in such favorite tunes as "It Might As Well Be Spring" and "I Can't Begin to Tell You," but when he joins in with the four harmonizing Norton Sisters in "There I've Said It Again," he brings the house down.

The audience seems to appreciate the fact that he is turning into a first-class showman and he is smart enough to step out of the limelight when such talent as Ziggy Talent's puts out with "Kalinka" and "Josephine, Please Don't Lean on the Bell," both comedy offerings of high merit.

THE DETROIT NEWS
SATURDAY, FEBRUARY 2, 1946

WHAT is plainly a resurgence in the popularity of Vaughn Monroe created a capacity house for the opening of his engagement at the Michigan on Friday. And the Monroe Presides Friday. Over a Neat Show

customers were not disappointed, for this is the best of the Monroe shows to be presented here. It is a pleasing combination of music, dancing and excellent comedy.

Long the sturdy oak among band baritones, Monroe is far removed from the sigh-and-groan type of crooner. Apparently the smooth syrup boys are slipping, and the swing to something different is bringing a new appreciation of the Monroe talents. Joining with the Norton Sisters, a good harmony team, the maestro quiets the adolescent clamor with such juke-box favorites as "Let It Snow," "Come to Baby, Do," "I Can't Begin to Tell You" and "There I Said It Again."

* * *

Porter Named OP A Head

Gives Chi. Advertisers Insight On Television

Chicago—Although tele advertising costs will probably be higher than those for other media for quite a while, video "might develop a sales impact so powerful that, when measured in terms of results per dollar spent, it could prove to be the most economical medium available to sales," it was stated by George L. Moskovics, commercial manager of WCBW, CBS tele outlet in New York, before a meeting of the Federated Advertising Club here yesterday.

Claiming that all tele commercials
(Continued on Page 6)

Engineering Conference Set For Ohio State In Mar.

The Broadcast Engineering Conference is resuming its activities after a lapse of three war years, with the sixth annual meeting scheduled to be held in Campbell Hall on the Ohio State University campus, March 18-23.

Program emphasis will be placed on the impact of developments since 1942 on operating problems, including FM and video. A number of symposia have been planned to deal with
(Continued on Page 6)

Atlas Spokesman Denies Company Seeks ABS Web

A spokesman for Atlas Corporation yesterday denied that the financial organization planned to revive the suspended Associated Broadcasting System. Before ABS shut-down last Monday night, it was rumored that Atlas, who loaned \$150,000 to the network, might take over as the preferred creditor of the web.

Plea For Monitoring

Washington — FCC Chairman Paul A. Porter argued at length yesterday with Senate Appropriations Committee Chairman Kenneth McKellar on the question of funds for FCC monitoring. McKellar Wednesday indicated that he would like to see the funds stricken. The matter was carried over to yesterday, with Porter bringing facts and figures into the secret hearing to convince McKellar that monitoring of the ether is as much a necessity in peacetime as during the war.

Benton Int'l Info Plan Denied House Debate

Washington Bureau, RADIO DAILY
Washington—Legislation to set up the huge International information service planned by Assistant Secretary of State William B. Benton, was refused a rule by the House Rules Committee for the second time yesterday amid charges that it is a "red haven." The committee failed to permit the bill to the House floor for debate, even
(Continued on Page 3)

Miller Asks Broadcasters To Rename 'Public Service'

In a memo to all radio stations and networks, Edward M. Kirby, NAB counsellor in public relations, revealed that President Justin Miller favored discontinuance of the use of
(Continued on Page 2)

FM Network In Wisconsin Indicated By FCC Grants

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted CP's for five new standard stations in scattered sections of the country and OK's the first two units in a proposed State-wide education FM network in Wisconsin.

Standard grants include: G. W. Covington, Jr., Selma, Ala., to operate on 1340 kc, 250 watts, unlimited; Southland Broadcasting Co., Laurel, Miss., to operate on 1490 kc, 250 watts, unlimited; Herbert Herff, Memphis,

FCC Chairman Succeeds Chet Bowles, Appointed Stabilization Director; Denny 'Temporarily' Upped

May Use Television In Atom Bomb Tests

Army-Navy announcement that plans to telecast the atom bomb test are being studied, brought a cool response yesterday from FCC experts.

Claiming the plan would "not be feasible," FCC spokesmen questioned the advisability of the telecast because of the expense involved and for technical reasons.

Under the plan being considered
(Continued on Page 7)

Walkie-Talkie Coverage Set For Canadian Ski Meet

Montreal—Walkie-Talkie radio sets will be used by officials on Mount Baldy at Ste. Marguerite on Sunday in the Laurentian Zone Downhill Championships, marking the first time in the history of the Zone that such
(Continued on Page 7)

Mutual Co-op Sales Shows 100% Increase

Mutual's co-op sales have increased almost 100 per cent in the past six months, it was announced yesterday
(Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington — Paul Porter, chairman of the Federal Communications Commission, last night was named director of the Office of Price Administration in a White House announcement which confirmed the prediction made by RADIO DAILY last Monday.

At the same time, President
(Continued on Page 6)

DuMont To Reconvert Tele Receiving Sets

Owners of DuMont television receivers in the New York area will shortly be provided with service to convert over to the new channel frequencies recently assigned the Manhattan area, it was announced yesterday by Ernest A. Marx, general manager of the video division of Allen B. DuMont Laboratories. Present estimates are that "several hundred" DuMont sets are in the hands
(Continued on Page 2)

First RCA Tele Sets On Market This Year

The first RCA Victor television receivers are expected to be made available to the American public this year, with a "sight-and-sound" table model retailing for about \$200, according to
(Continued on Page 7)

Utopia

Last night's broadcast of "Headline Edition" over ABC, featured Lake Triplett, member of the Virginia House of Repr., who recently sponsored a bill making it unlawful for any one to work for anyone else for "a consideration." Triplett's measure outlaws work, and adds "no one wants to work anyway, then let's be logical and make it a crime."

Tele Films

NBC will film the arrival of the "Star of California" today when the giant TWA airliner lands in New York to complete the first flight in a daily non-stop transcontinental service. Among the passengers on the plane will be John Royal, web vice-president in charge of tele. The films will be aired by WNBT tonight as will interviews with Howard Hughes, pilot.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Thurs., Feb. 14)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

'Myrt & Marge' Package In Preparation At World

"Myrt and Marge," for 10 years one of radio's best known serials, which was discontinued after the death of Marge, daughter of Myrt Vale, is being revived through the medium of a package show prepared by World Broadcasting System with Alice Yourman in the role of Myrt and Alice Goodkin as Marge.

Others in the cast include Vinton Hayworth, who again will play Jack Arnold, the part he created in the original production, and Ray Hedge, the original "Clarence." The theme song, as in the past, will be "Poor Butterfly." Actual production will start shortly.

COPY GIRL WANTED

New full-time station, affiliated with American network, opening soon, desires services of experienced continuity writer to handle copy department and traffic. Please send references and photo if available.

WTON, STAUNTON, VA.

Coming and Going

JOHN F. ROYAL, vice-president of NBC in charge of television, Will arrive in town today aboard the TWA's Constellation, which, piloted by Howard Hughes, will open the non-stop daily service between Los Angeles and New York.

PHILLIPS CARLIN, vice-president of Mutual in charge of programs, is expected back at his desk today following a trip to the West Coast.

DORRANCE D. RODERICK, owner of KROD, El Paso, and VAL LAWRENCE, manager of the station, have arrived from Texas for conferences with their national representatives in New York.

'PETE' Schloss, of the ABC station relations department, is attending the NAB meetings in the South Central states. He is expected back in New York around Feb. 22.

RALPH E. DENNIS, manager of the spot sales department at ABC, returns today from a business trip to Boston and Providence.

RAY JORDAN, station manager of WDBJ, CBS outlet in Roanoke, Va., paid a call Wednesday at the station relations department of the network.

GEORGE J. HIGGINS, general manager of KSO, Des Moines, Iowa, is in Gotham on station and network business.

CHARLES C. BARRY, national program director for the American network, is spending two weeks in Chicago on business.

WILLIAM L. SHIRER, news analyst on CBS, is in Miami, where he will spend three weeks on vacation. His Sunday broadcast at 5:45 p.m. will originate at WQAM.

DON SEARLE, vice-president of ABC in charge of the network's western division, will arrive in New York today on a short business trip.

CREIGHTON E. GATCHELL, general manager of WGAN, Portland, Me., a visitor yesterday at the station relations department of CBS, with which the station is affiliated.

PHILLIP FRANK, of the Broadcast Measurement Bureau, was in Chicago yesterday to address a meeting of the American Marketing Assn. He's expected back in Gotham today.

JAMES P. BEGLEY, program director of KYW, Philadelphia, and JOSEPH DERBYSHIRE, producer, are spending today and tomorrow in New York to attend program and production meetings at NBC.

HERB SHRINER has returned from Washington, where he entertained members of President Truman's general staff.

DuMont Will Reconvert Tele Receiving Sets

(Continued from Page 1)

of owners and that service will be offered on a "first-come-first-served" order basis.

Marx pointed out that the task will be a necessarily big one, and that announcement of DuMont's servicing policy in order at this time to complete planning and organizing of service. "We are advising all owners of DuMont tele sets that our service organization is ready to change over their sets in order that they may receive all three New York television stations—WABD, WNBT and WCBW," he said. This work, he added, will be accomplished for a flat fee.

Conceding that the completion of set-reconversions will be "a big job," Marx explained that he hoped that telesets could be serviced in time for the new telecasting frequencies about as soon as the station change-overs take place.

Meanwhile, construction on the new DuMont studios at John Wanamaker's is reported to be nearing completion, and company officials are hopeful that the opening, with a special inaugural telecast, will take place about the 15th of March.

Close Sponsored On MBS

Commentator Upton Close returns to the air next Tuesday with a weekly series over MBS, 10:15 p.m., EST, sponsored by the National Economic Council through Roche, Williams & Cleary. Program will originate from WGN, Chicago.

Promoted By ABC Co-op

Barney Cragston has been named director of co-operative programs of ABC, according to an announcement by Murray B. Grabhorn, manager of the Stations' Sales Department of the ABC.

Miller Asks Broadcasters To Rename 'Public Service'

(Continued from Page 1)

term "public service programs," and preferred usage of "Department in the Public Interest."

Judge Miller set forth the following reasons why "public service" as applied to radio, is a misleading phrase:

a. "The term 'public service' is associated with regulations of common carriers: railroads, telephone, telegraph, light and power companies.

b. "Radio is not a common carrier, even though the same Federal agency: the FCC regulates common carrier communication companies.

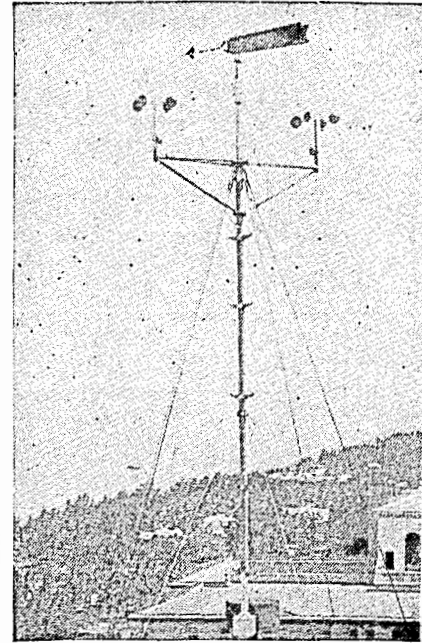
c. "Continued use of this term which has prevailed for more than twenty years in broadcasting has the psychological effect of identifying the regulation of American radio with that of common carrier regulation. Such identification creeps into thinking and legislation unwittingly.

d. "American radio stations are licensed to serve the 'public interest,' an all-important distinction.

e. "This means, as a licensee, you have the right and the responsibility to accept or reject persons or programs offered for broadcast. The telephone or telegraph company, and the railroads, on the other hand, being common carriers, must accept all business that the traffic will physically bear, at published tariff rates. Not so the radio station.

f. "Your station is licensed to serve the 'public interest,' not to perform the public service functions of common carriers."

It is suggested that if broadcasters have a department titled, "Public Service Department," that it should be immediately be re-titled, "Department in the Public Interest." Further the broadcasters are asked to use the new title in all promotion and trade paper advertising.



Hurricane warning

That delicate looking instrument is located in Miami. It's a wind measuring machine. And it watches and helps chart the paths of those blow-'em-down storms that come out of the Carriibbean.

There's a storm warning already up for postwar business. The smart operators are nailing things down in place right now.

If your plans call for radio in Baltimore, we'd like to offer you the storm insurance of the successful independent station in this sixth largest city.

The station is W-I-T-H... and it delivers the largest number of listeners-per-dollar-spent... and Baltimore, you must recall, is a big five-station town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REI

Benton Int'l Information Plan Denied Floor Debate In House

(Continued from Page 1)

though Foreign Affairs Committee Chairman Sol Bloom, sponsor, urged, "let's bring it to the floor and then you can tear it to pieces."

This action followed a letter from Representative John M. Vorys, Ohio Republican, to Bloom, asking for further committee consideration of the bill, which will make possible the carrying out of Benton's plans for world-wide utilization of pix and radio to "sell America."

Further hearings are "absolutely necessary," Vorys wrote.

"As you know, I am a firm believer in spreading information about the American way of life throughout the world, and I believe that the Governmental promotion and supervision of this work should be in the State Department. I was opposed to H. R. 4368, which contained the State Department's original program and in Section 3B, authorizing the Secretary of State to make practically unlimited grants of money, services, or property. I took an active part in re-drafting the measure which was re-introduced by you on December 13, as H. R. 4982, and it seems to me a far more satisfactory proposal. We know, however, that the Rules Committee had hearings on this bill in December, and refused to grant a rule. While you were in London, the Associated Press and the United Press, and other organizations and individuals have attacked the program which would be carried on under this bill. I believe we should give critics of this program a chance to be heard in committee on this specific bill. While you were away the House had the experience considering on the floor a bill which had not been subject to hearings in the Labor Committee, and I believe the entire membership of the House would agree that it is far better to consider a controversial bill thoroughly in committee, with hearings.

"If the Foreign Affairs Committee should refuse to reconsider H.R. 4982 and hear the opposition which has developed, this bill may never come to the floor, or may be defeated on the floor, and the uncontroversial portions of our information program might be jeopardized. If we recon-

sider this bill and the objections to it, I believe we can bring out a bill which the Rules Committee will bring to the floor and which will pass the House and Senate. I, therefore, urge that we take steps to reconsider this bill at our next meeting."

It was following release of this letter, to which Bloom refused an immediate answer, that the Rules Committee refused to grant clearance to the bill. With Rules Committee Chairman Adolph Sabath supporting Bloom in his attempt to get the bill to the floor, the opposition was led by Democrat Eugene Cox of Georgia and Republican Clarence Brown of Ohio.

It followed proposal on the House Floor by Representatives Karl Mundt of South Dakota and Robert Chipfield of Illinois—both Republicans—that the bill go back to the Foreign Relations Committee in the light of announcements by UP and AP that the service to the Benton organization would be terminated.

Both Brown and Cox insisted that this was becoming a haven for "Reds," with Cox inveighing against having the Federal Government pay for the spreading of New Deal propaganda.

Jim O'Bryon, Wm. Brooks Invited To Netherlands

Jim O'Bryon, MBS publicity chief, and William Brooks, head of NBC's news department, will fly to Amsterdam next week as guests of American Airlines, on a flight inaugurating week round trip service to the Netherlands.

They will leave New York Feb. 19 at 10 a.m., aboard a DC-4, and are due to land at Amsterdam at 11:05 Wednesday morning, Dutch time. They are slated to begin the homeward trip the following Wednesday, arriving in New York Feb. 28 at 8:20 a.m.

Send Birthday Greetings To

February 15
 William Janney E. W. Jones
 C. E. Midgeley, Jr. Charles Sutton
 Hugh Wedlock, Jr. Howard Harris

February 16
 Patty Andrews Douglas Arthur
 Mildred Bailey Edgar Bergen
 C. B. Donovan Bert Kalmer
 Wayne King Jerry Lester
 Dell Sharbut Joe Smith
 "Bert" Greene

February 17
 Willard Botts Shirley Flynn
 Coreen Gillespie Denise Keller
 Enric Madriguera John McLaughlin
 Kenneth Walton Miriam Offerman
 Robert H. King



WXYZ, the influential home-town station, is preferred by Detroiters because it is financed and developed by Detroiters . . . and this station completely covers the Detroit area (The Most Progressive and Fastest Moving Market in the World) at more reasonable rates than any other major Detroit station.

(Key Station of the Michigan Radio Network)
 Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
 1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.

WXYZ

KSJB Jamestown North Dakota
 Represented by North Central Broadcasting System, Inc.
 C. P. ISSUED—NOW CONSTRUCTING
5000 WATTS
 600 ON THE DIAL
CBS—MBS

LOS ANGELES

By RALPH WILK



Personal Postcards . . . !

• • • HOWARD HUGHES: Your fabulous partner, Henry Kaiser, is planning a radio show in the big figures and in his shopping, admits that he wants one like U. S. Steel has in its "Theater Guild On The Air." A smart man, that Henry. . . FRANK SINATRA: A top man in one of the agencies wants to bet that you aren't in the first ten in sales of records. Shall I take him up on it? . . . JULES STEIN: That Satevepost series will run into six issues and tell all. . . JUDY GARLAND: Deanna Durbin has joined you in nixing the Ford proposition. . . TOM BRENNEMAN: Deal now pending to take over Madison Sq. Garden for your broadcast on the premiere week of your film here. . . DAVID O. SELZNICK: Understand your radio campaign on "Duel In The Sun" will cost a cool half million. . . BOB HOPE: Lincoln's Birthday, 1946, will be remembered for two things—the paralysis of a city and full day without a Bing Crosby rumor. . . FRANK MORGAN: Your show is about to be wrapped up for Campbell's Soup as a possible replacement for "Request Performance." . . JOHNNY MERCER: I see the fine Italian hand of a press agent in all those unjustified raps against you. . . SEN. CLAGHORN: Have you heard the latest definition of a moron? That's a jerk., son that's a jerk!!



• • • KAY KYSER: When Harry Babbitt gets out of the Navy in April, I hear he'll strike out on his own and not rejoin you. . . MORTON DOWNEY: Saw you dancing with Alexis Smith at the Carnival. Why didn't you tell me you were an old Arthur Murrayite? . . . JOSEF BONIME: Your background music for "The Sheriff" is a thing of beauty. . . RAY BLOCH: There are now ten band-leaders in your "Powder Box Revue" ork. How do you keep peace in the family? . . . SAM STIEFEL: Hear that the first actor you signed up for newly-formed Mickey Rooney Prod., Inc., is Mitchell Brother, a combination of Laurence Olivier, Cary Grant and Victor Mature, who's wowing them at Billy Rose's Diamond Horseshoe. . . CONRAD NAGEL: When your Silver Theater summereplaces Ozzie & Harriet on CBS, the talent budget will be upped to lure promising new movie name. . . MEL ALLEN & RUSS HODGES: Congratulations on landing the N. Y. Yanks deal. Isn't there irony in the fact that Pabst beer will now be served at the Yankee Stadium—which was built by Ruppert?



• • • WALTER WINCHELL: Talk around that you're finally getting down to work on your memoirs. I predict that it'll outsell "Forever Amber" plus "Gone With The Wind." Anyhow, I'll buy a copy. . . PUBLICITY CLUB OF N. Y.: Despite those published reports about Harriet Van Horne quitting her radio chorés to take on a general col'm on the World-Telly, she'll remain at her radio desk for some months to come. . . BELITA: Your new picture, "Suspense," Monogram's first million dollar super, has nothing to do with the radio show of that title, but it's a real chiller. . . PAUL DOUGLAS: Your pals, Nicky Blair and Toots Shor, are up in Saratoga skiing. That's what I said—skiing! . . . CASS DALEY: Who sold you on singing sweet, honey? . . . IGOR CASSINI: As I told you, Mr. Hearst said nix to the use of Cholly Knickerbocker as an air title. . . DICK HAYMES: Your feud with brother, Bob, is topping the one the Lester freres have. . . JIMMY DURANTE: Tommy Dorsey is practically set as your summer replacement. . . GEORGE JESSEL: If the "Dixie Dugan" series is sold, Lois Andrews will get first call to play the lead. . . DAVE SHELLEY: Understand you're going into the recording biz. It takes a full million to put one over. Hope you know what you're doing. . . EARL WILSON: Hear your new tome will contain a chapter about your broadcasting experiences. Hurry it up like a good boy.



AGENCIES

THE BLAINE-THOMPSON COMPANY, INC., has been appointed by The New Republic to conduct an extensive radio advertising campaign on behalf of the magazine. A coast-to-coast spot announcement campaign begins immediately.

GLEN JOCELYN has joined the copy staff of Dancer-Fitzgerald-Sample, Inc., and will have an important assignment on the Dancer-Fitzgerald-Sample, Inc., copy group which is handling Procter & Gamble advertising. Jocelyn was active in the Armed Forces for 18 months, serving as a cryptanalyst in Air Force Intelligence and in the public relations unit of the Army Airways Communications System.

BOB HUNTER has resigned from The Grant Advertising Agency to join The Dudley Rollinson Company as account executive and head of the radio department. He has seen service with the U. S. Army and was formerly with Ruthrauff & Ryan as an account executive for three years.

LIEUT COMMDR. ROBERT M. McCLUNG, a Navy flier for four years and eight months, has rejoined the copy department of McCann-Erickson, Inc., Former Capt. James G. Sherman, who served three years in the plans division of the Air Transport Command in Washington, has returned as an art director.

KLAU-VAN PIETERSOM-DUNLAP ASSOCIATES, INC., Milwaukee, Wis., has been elected to membership in the American Association of Advertising Agencies.

SAMUEL L. FREY has joined Doherty, Clifford and Shenfield, Inc., as assistant director of media. Recently discharged from the Army after two years of overseas service, he was with Pedlar & Ryan before enlisting. Prior to that he was with McCann-Erickson.

Majestic Records Inc.

James J. Walker
President

. . . offers the facilities of its fully-equipped Majestic Studios to advertisers, agencies, and others.

Ben Selvin,
Director of Recording
Harry Smith,
Chief Engineer

Steel Invites Opponent

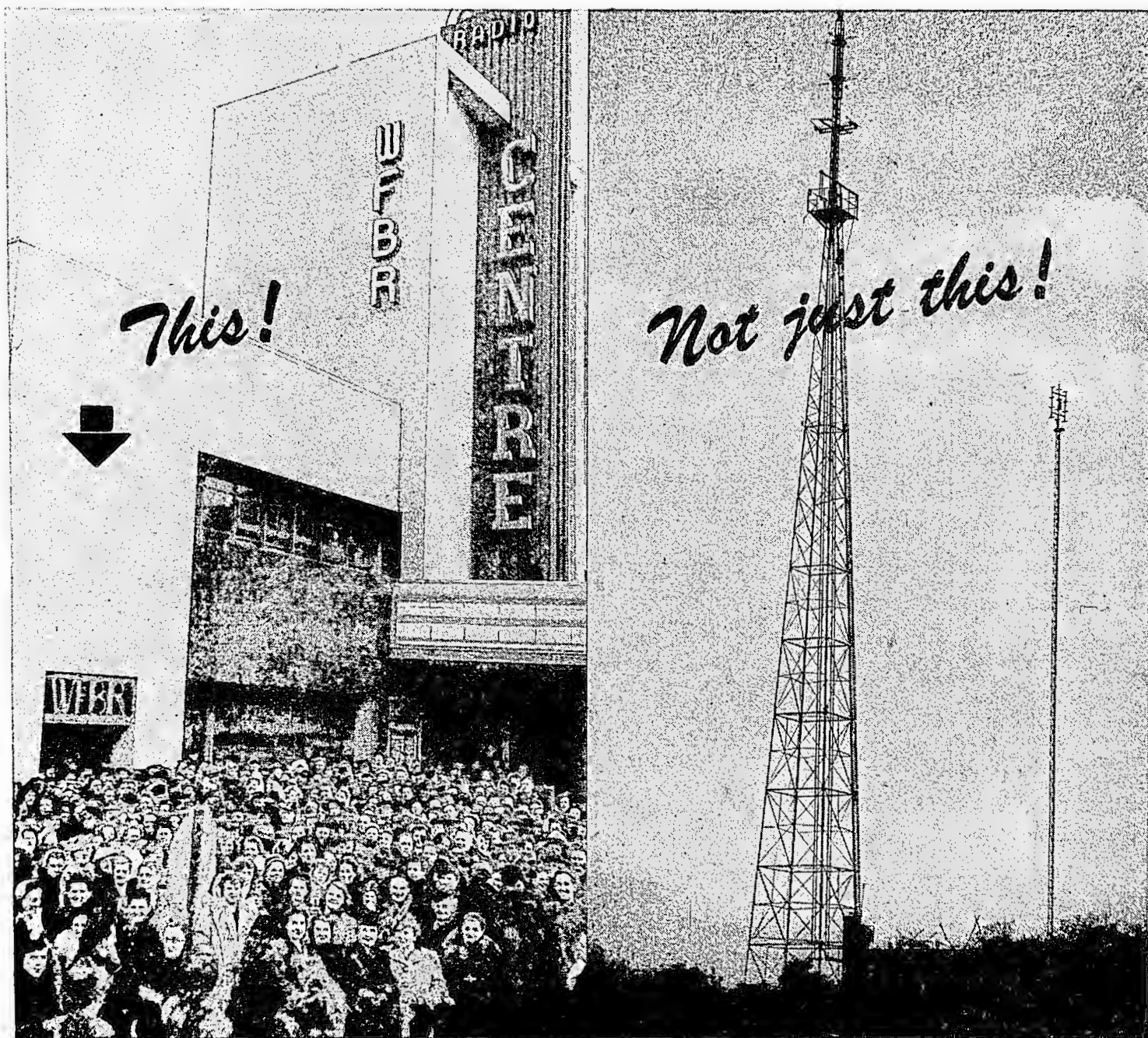
Johannes Steel, commentator on WHN who is running for Congress, has invited his opponent on the Democrat ticket to use some of his time at 7:45-8 p.m. tonight, over the station. Program, which is sponsored, will find Steel using approximately the first 10 minutes and the opposing candidate, at Steel's invitation, the remaining five minutes.

ART RAYMOND'S

Popular

"TICO-TICO TIME"

Is now available for immediate sponsorship.
WBVN (1430) 10:30 a.m. to 11:00 a.m.
Monday through Saturday



WHY BUY HALF A LOAF?
To Baltimoreans, there is only
ONE real radio station . . . WFBR

Yes, WFBR alone attracts huge studio audiences, visitors in large numbers . . . and gives advertisers the goodwill of Baltimore's only complete radio service. Only here do you get crowds of daily visitors—product displays and all the glamor of Radio City in smaller replica. No wonder successful advertisers have concen-

trated on WFBR for over a decade—day in and day out—year in and year out. For WFBR gets results. And in Baltimore, WFBR is a living, breathing radio station — not just a tower or a spot on the dial — it's Baltimore's Big Home Town Radio Station. It is *your* best buy in the nation's 6th largest market.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.



Wisconsin FM Web Seen In FCC Grants

(Continued from Page 1)
the first two units in a proposed State-wide educational FM network eventually to include seven stations. These stations are to be located at Madison and Delafield, Wisc., with main studios for both stations located on the campus at the University of Wisconsin.

American-Republican, Inc., operators of WBRV, Waterbury, Conn., was granted a CP to increase its power from 1 to 5 kilowatts.

Petitions denied by the FCC included: Moline Broadcasting Co., Moline, Ill., for reconsideration and grant of application for new station; James S. Rivers, doing business as Southeastern Broadcasting System, Sanford, Fla., for grant without a hearing, its application for a new station.

Labor Unions Licensed Washington Bureau, RADIO DAILY

Washington—Labor stepped further into the radio filed yesterday, when FCC announced FM grants to three unions, two of them powerful CIO groups.

Three of the 19 conditional grants announced by the FCC went to the United Automobile Works (CIO); Sidney Hillman's Amalgamated Clothing Workers of America (CIO), and David Dubinsky's International Garment Workers Union (AFL).

Hillman's grant went to the Unity Broadcasting Corp. of Tennessee for an FM station in Chattanooga. Hillman is listed as president of the broadcasting corporation and Sam Levine, vice-president, of the ACWA, is also vice-president of the radio group of the 100,000 shares authorized in the corporation, 40,000 are outstanding and are held by the joint boards of the union in New York, Rochester, Philadelphia and Chicago.

The UAW received a FM grant for a station in Detroit under the name of the UAW-CIO Broadcasting Corp. R. J. Thomas, president of the UAW, is also president of the radio corporation, and Walter Ruether and Richard Frankenstein, vice-presidents of the union are also vice-presidents of the radio corporation. In its application, the radio corporation said 88 of the 110 shares of stock issued to date were owned by the company and the other 22 were held by the 22 members of the union's executive board.

The ILGWU's venture was under the name of the Unity Broadcasting Corp. of Tennessee for an FM station in Chattanooga. President of the company is John Martin, vice-president of the union. Ninety-seven shares have thus far been subscribed by the union.

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

Nineteen New FM Grants Announced By Commission

Washington—The FCC yesterday announced 19 additional FM grants, bringing the total conditional grants to 323. At the same time, the Commission designated four FM applications for hearing—one in Washington, D. C.; two for Roanoke and one for Danville, Va.

Following is a list of the grants:

City	Grantee	Interest in Standard Station	Type of FM Station
ALABAMA			
Anniston	Harry M. Ayers (WHMA)		Metropolitan (Possibly Rural)
CALIFORNIA			
Alameda	Abraham & Sara Kofman—D/B As Times-Star Publishing Co.		Metropolitan
Berkeley	Central California Broadcasters, Inc. (KRE)		Metropolitan
Oakland	Tribune Building Co. (KLX)		Metropolitan
Oakland	Warner Bros. (KWBR)		Metropolitan
San Francisco	The Associated Broadcasters, Inc. (KSFO)		Metropolitan
IOWA			
Des Moines	Cowles Broadcasting (KRNT), etc.		Metropolitan (Possibly Rural)
MICHIGAN			
Detroit	WJR, The Goodwill Station, Inc. (WJR)		Metropolitan
Detroit	UAW-CIO Broadcasting Corp. of Michigan		Metropolitan
Detroit	King-Trendle Broadcasting Corp. (WXYZ)		Metropolitan
Pontiac	Pontiac Broadcasting Co. (WCAR)		Metropolitan
NEW JERSEY			
Trenton	Mercer Broadcasting Co.		Metropolitan
NEW YORK			
Buffalo	Roy L. Albertson (WBNY)		Metropolitan
Rochester	Amalgamated Broadcasting System, Inc.		Metropolitan
NORTH CAROLINA			
Fayetteville	Cape Fear Broadcasting (WFNC)		Metropolitan
PENNSYLVANIA			
Forkstownship	Near Easton—Easton Publishing Co.		11 Community
Uniontown	Uniontown Newspaper, Inc.		Metropolitan (Possibly Rural)
TENNESSEE			
Chattanooga	Unity Broadcasting Corp. of Tennessee		Metropolitan
Johnson City	W.J.H.L., Inc. (WJHL)		Metropolitan

Gives Chi. Advertisers Insight On Television

(Continued from Page 1)
must be "properly done," Moskovic cited "the absolute refusal of the television audience to accept anything, program or commercial, that is unrealistic or untrue to life." He said that audiences have no objections to video commercials as long as they are "informative, interesting, plausible and true to life," thus causing the audience to accept them "completely and with a considerable degree of enthusiasm."

"On the other hand," he continued, "the television audience is not merely indifferent to the poorly done, contrived, artificial commercial. With practically complete consistency, they actively resent it. It is as though television, being viewed in groups, the viewer is indignant that the advertiser takes him for such a dupe as to believe he will accept artificial, implausible, unlikable commercials."

Termining the development of good ad copy for video a "hard, sweaty, time-consuming job," Moskovic said that today's television offers a laboratory "in which commercials and programs acceptable to the television audience, and yet with the requisite sales power, can be worked out; where this priceless 'know-how' can be gained before the advent of television as the full-fledged and powerful medium it must inevitably become." He added that this experience may be obtained now at a fraction of what it will cost to acquire it later on.

Today's tele advertisers acquire "a ground-floor position in the medium which many a radio advertiser would

Mutual Co-op Sales Shows 100% Increase

(Continued from Page 1)
by B. J. Hauser, web director of co-ops, with 608 program-sales as of Feb. 1, against 344 on July 12, 395 on Sept. 1, and 589 on Dec. 1, 1945.

Hauser said MBS now has the three wide sold co-ops on the air, with Fulton Lewis, Jr., sold on 176 stations, Erskine Johnson on 129, and Cedric Foster on 106.

Golden Gloves On Mutual

Mutual will broadcast the annual Golden Gloves semi-finals and final rounds of the campaign on March 6 and 25, it was announced yesterday. The broadcasts will originate from New York's Madison Square Garden, with Stan Lomax handling the blow-by-blow description, and Tom Slater doing the color and commentary.

Helen Hayes To Be Honored

Harold E. Stassen, former governor of Minnesota and general chairman of American Brotherhood Week, will present a citation of Distinguished Merit to Helen Hayes on her CBS program Feb. 16, for her performance in the radio adaptation of Carl Ewald's "My Little Boy." Miss Hayes will do a repeat performance of the drama the same evening, 7 p.m., EST.

give his right arm to have," he said. "Experience gained with programs and commercials, publicity and goodwill built up with dealers and viewers as more and more sets go into use, identification of product and program and time—these are among the dividends which today's users are earning."

Paul Porter To Head Price Administration

(Continued from Page 1)
Truman executive offices reveal that Charles Denny, a member of the Commission, has been named "temporary chairman" of the FCC.

Yesterday's announcement came shortly following a statement by Sen. Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee, that he had discussed "the FCC question" with President Truman yesterday morning, this discussion involving, it is believed, the objection of some members of the committee to Porter's desire "to keep one foot in the FCC" when he moves over to the OPA, while Commissioner Denny serves as acting chairman.

President Truman was said not have committed himself one way or the other regarding such a contingency.

Engineering Conference Set For Ohio State In March

(Continued from Page 1)
the more pressing station problem introduced by the increasing use of the high frequency systems.

Since Dr. W. L. Everitt, director of the conference, is now head of the department of electrical engineering at the University of Illinois, the meetings henceforth will be sponsored jointly by the electrical engineering departments of Ohio State and Illinois, with gatherings alternating between Columbus and Urbana.

As in previous years, the conference will continue to receive the cooperation of the NAB and the IRE. Manufacturers exhibition has been arranged and much new equipment will be on display.

Among the speakers will be A. Chamberlain, CBS; A. J. Ebel, University of Illinois; George H. Brown, RCA; Lynne Smeby, War Department; E. J. Content, WOR; E. C. Jordan, University of Illinois; Robert Shelby, NBC; Ralph Harmon, Westinghouse; A. D. Ring, consulting engineer; John Willoughby, FCC; H. Romnes and W. E. Bloecker, AT&T; W. W. Salisbury, Collins Radio; Phillip B. Laeser, Milwaukee Journal Co.; R. C. Higgy, WOSU; D. B. Sinclair, General Radio; Frank Gunth Radio Engineering Labs.

FOR SPECIALIZED DELIVERY

Call **HOLLYWOOD**

MESSENGER & EXPRESS

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: **GLADSTONE 224**

First RCA Tele Sets On Market This Year

(Continued from Page 1)

Joseph B. Elliott, vice-president in charge of RCA Victor's Home Instrument activities.

Addressing a meeting of the American Television Society last night at the Hotel Barbizon Plaza, Elliott disclosed that RCA has developed improved antennas and a new "roof-to-ying room" transmission line which, together, provide brighter, clearer pictures on home video sets than "any similar equipment previously available." Also importantly included among RCA's plans is a de luxe radio-television-Victrola combination providing three separate and distinct sources of entertainment in a single cabinet.

Describes Receivers

In order to develop the largest possible television audience in the shortest possible time, Elliott announced that the first RCA receivers will be low cost, high quality video models employing 7-inch and 10-inch direct-viewing kinescopes. By mid-1947, about 24 per cent of the nation's population in 9,086,000 wired homes will be within the effective service range of television, according to conservative estimates," he said. The RCA official also pointed out that, in line with pre-war experiences that video manufacturers should assume major responsibility for installing and servicing their instruments, his company plans to establish its own service shop facilities, manned by competent personnel, in all the initial market areas—New York, Philadelphia, Los Angeles and Chicago. In addition, RCA will undertake an intensive training program for the education of wholesale distributors, retailers in the fundamentals and techniques of television installation and maintenance."

War Developments Vital

The new RCA transmission line forms a new link in the chain of improvements in television equipment which RCA has made known since the end of the war, Elliott said, and closed the gap between advances in cameras and camera tubes, such as the newly revealed image orthicon. The improvement in picture signals is made possible by a new war-devel-

COAST-TO-COAST

—NEW YORK STATE—

OGDENSBURG—Flo Beach Rowe is airing "A Visit with Flo" once more after a recent illness. . . Harold J. Frank, WSLB executive, recently conducted a successful March of Dimes broadcast from the Seymour House Mural Room. . . Blake A. McCoach, Jr., is the new program director of WSLB. . . Johnny Kaye, WSLB sportscaster, has left for studies at Columbia University. . . **JAMESTOWN**—George Pfeleger after serving over two and a half years in the Army, has returned to WJTN as music director. . . James Swan, veteran of Iwo Jima and Okinawa as a Marine, is tackling his first radio job as a member of the WJTN sales staff. . . Former chief bookkeeper, Kathryn Scharf has resigned from the outlet to become Mrs. Al Hakes.

—ALABAMA—

TALLADEGA—"Home Edition," a local news program occupying 30 minutes in the a.m. spot each day, has been inaugurated by WHTB featuring local news items of interest, home making hints interspersed with music. A condensed version of additional news and local happenings is aired from 6:15 to 6:25 p.m. daily as a tie-in with the morning show. Both are carried as participating commercials but spot time is limited to five on the morning feature and three on the afternoon. Preparation of all local news is under the direction of Bruce Brown of the special events staff.

—FLORIDA—

ST. AUGUSTINE—A one-year contract has been signed by Moeller's City Bakery for the new half-hour morning show, "Rise and Shine," aired over WFOY. Program features

oped plastic for insulating material required to provide uniform spacing between wires in the line. In addition, the new line is said to make possible for the first time, reception of programs from any of the television channels without readjusting antenna. The new lines will shortly be made available through RCA Victor distributors.

"Customers can now be shown that television is ready for their enjoyment," Elliott declared, ". . . and they can also be assured that a television receiver with radio will cost only slightly more than a good radio-phonograph combination." In regard to sponsorship of programs, which he believes is the most important single factor in the sale of video sets, Elliott predicted that manufacturers will play an important role here, in addition to providing demonstration material for radio dealers during shopping hours.

DuMont Executive Heard

Ernest A. Marx, general manager of DuMont Laboratories, declared that television ultimately will replace radio "and is not an adjunct to it," reflecting the opinion also of his associates. He impressed upon dealers the importance of knowing the obstacles of television in order to better educate the public in the selection of sets and the formulation of the

weather bulletins, horoscopes, news, in strictly wacky vein, prophecies and gifts for listener's celebrating their birthdays and anniversaries. Show is produced by Lew Doolittle, who was recently released from the Navy after having served in the Intelligence Bureau. . . **WEST PALM BEACH**—In connection with the "Man on the Street" broadcast, aired every afternoon over WJNO, the City Department of Publicity is taking photographs of out-of-towners being interviewed, and is sending them to their home town newspapers.

—CANADA—

TORONTO—A new weekly variety musical featuring top Canadian talent with special arrangements by Lucio Agostini, who directs the studio orchestra, is being presented with songs by Norma Locke, Jack Rae, CBC producer, and the Jack Allison ensemble singing in the streamlined Allison fashion. The program is being produced by the CBC drama supervisor, Andrew Allen, as his first musical production since coming to Toronto from Vancouver in 1943.

—NEW YORK—

NEW YORK—The second in a series of broadcasts covering the investiture of Cardinals-designate Spellman and Glennon will be transcribed airing by WOV Saturday, Feb. 16 at 6:15 p.m., with Thomas B. Morgan, director of special events for the outlet handling complete coverage. Morgan, who is now in Rome to witness the investiture, will point out differences and similarities between this occasion and others he has witnessed in many years as a Vatican reporter. The next in the series will be shortwaved Monday, Feb. 18 direct from Rome.

proper merchandising policy to best serve the public.

The public, said Marx, should be made aware of the costs and problems of installing new sets, in addition to the stated sale price. He cited as instances the difficult task of providing clear reception in congested city areas where apartment buildings may prevent "line of sight" reception.

"A control will be maintained over installation and service which will aid materially in providing absolute satisfaction with the consumer," he said. "In addition, the neighborhood dealer will be in a position to firmly establish his organization on a wide service basis."

Philco Official Optimistic

Discussing the possibilities of television, Harry B. Brown, of Philco, predicted that "within a year" everyone within 100 miles of the Atlantic Ocean from Boston to Richmond, Va., will be in reach of television. He added that the public now is ready to buy "in quantity" and will not wait for "perfection."

Co-chairmen of the merchandising session were: David Wagman, of Bruno, N. Y.; George Shupert, president of the ATS, and Herbert Taylor, of DuMont.

Patrick Toal, of General Electric, and Philip Gillig, of Emerson Radio, also delivered addresses.

May Use Television In Atom Bomb Tests

(Continued from Page 1)

by the joint Army-Navy staff, television transmitters would be set up on two islands of the Bikini group.

The plans are being studied because it might solve the problem posed by witnesses to the test—whether they could get close enough to see anything while still remaining out of the danger area.

The Army-Navy study will be submitted to Vice Admiral W. H. P. Blandy, test bomb task force commander. Television receivers would be set up on Blandy's flagship and on the press ship, both of which would be at least 20 miles from the scene of the test.

Terming the plan "not feasible," FCC spokesmen said if preliminary plans call for laying of a coaxial cable, the cost would be "very high." If radio relay were used, a high-powered transmitter would have to be used, with relay ships spaced not more than 40-50 miles apart.

The FCC experts also mentioned a difficulty recognized by Army and Navy experts—the strong possibility that the bomb would play havoc with television equipment.

There was some indication, too, from Government sources, that if the telecast is deemed feasible, theater-sized screens will be used on the receivers.

Walkie-Talkie Coverage Set For Canadian Ski Meet

(Continued from Page 1)

apparatus has been used in a ski race, it was announced by Ben Sauriol, president of the Totem Ski Club, which will sponsor the meet. The equipment has been loaned by the Army, Sauriol said, and will assist in rapid and accurate timing of racers. The sets, of the No. 58 variety, will connect the starter at the precipitous downhill trail, with officials at the finish line at the bottom.

WANTED

First class engineer immediately. Convenient small Southern town. Good working conditions. WFEB, Sylacauga, Ala. If interested, Phone 160 Sylacauga, collect.

NOW—
THERE ARE 2 REMARKABLE

MIRACOUS
RECORDING STUDIOS

AT

CARL FISCHER, INC.
119 W. 57th ST., N. Y. C.
Circle 7-2965



In this space during the past week, we have with pride, chronicled the arrival of VAUGHN MONROE in the hall of fame that is reserved for the great personalities of show business. Astronomically high grosses and a succession of smashingly successful Victor recording hits, including the No. 1 discs of 1945 and 1946, add final proof to his tremendous drawing power and popular appeal.

VAUGHN MONROE is not only a great bandleader, *but so much more!* His distinctive baritone voice and ability to sing anything from a cowboy ballad to an aria from "Pagliacci" give him an all-inclusive appeal that reaches audiences from teen-agers to adults. His clean cut good looks and romantic charm make him a master of ceremonies with personality plus.

An unfailing knowledge of what the public likes has been instrumental in VAUGHN MONROE'S great success. The result has been the most explosive demonstration of coast-to-coast popularity since Frank Sinatra electrified the nation. Box-office figures and phonograph record ratings prove convincingly that *VAUGHN MONROE and his orchestra is the hottest attraction in show business today.*

The William Morris Agency, drawing on its long experience in the show world and radio, wishes to go on record and predicts that VAUGHN MONROE will also become one of the great personalities on the air.

WILLIAM MORRIS AGENCY, INC.

Petrillo-NAB Meet Apr. 8

Porter To Quit FCC; "Won't Hold 2 Jobs"

Washington Bureau, RADIO DAILY
Washington—Paul Porter, chairman of the FCC, who was named last Thursday to head the Office of Price Administration, declared at a press conference Friday that he will resign as chairman of the Commission as soon as he is approved for the OPA post. "I don't intend to hold two jobs," he said.

The apparently last-minute decision to step all the way out of the FCC followed an earlier statement by a White House spokesman to the effect that Porter would only be "on leave of absence."

Questioned concerning a successor at FCC, Porter said he does not know
(Continued on Page 7)

Col. Harold Kent Returning To Chicago Council Post

Col. Harold W. Kent, who for the past five years has been on leave to the Army from his post as director of the radio council—WBEZ, Chicago public schools, returns to Chicago March 1, to assume his former duties.

Originally assigned to Radio Branch, Bureau of Public Relations, Col. Kent later acted as liaison officer between the War Department and the Office of Educa-

HAROLD W. KENT

(Continued on Page 6)

Still Hangs Fire

Washington—Final decision regarding television allocations for the Nation's Capital, which were expected to be published last Friday, will be made at a later date. Paul Porter, chairman of the FCC, and named last Thursday as head of the OPA, was questioned directly Friday regarding the allocations. "I hope to polish that off shortly," he replied.

Tele Shutdown

Chicago—WBKB goes off the air for about two weeks beginning Mar. 1 in order to switch to its newly-assigned channel 4 from channel 3. Plans call for return to a regular schedule Mar. 18. The shutdown will be the first in the five-year history of the Balaban & Katz tele outlet.

UNO Radio Planning Arouses U. S. Interest

Former members of the radio staff of the OWI shortwave psychological warfare division are in line for appointments to the UNO radio staff when the organization moves its temporary headquarters to New York in September, RADIO DAILY learned Friday. Many of the job applicants are seasoned foreign broadcasters.

It is the consensus of opinion in New York radio circles that UNO will probably make use of some of
(Continued on Page 4)

Kaiser-Frazer May Sponsor Elmer Davis in New Series

Elmer Davis, currently heard on ABC as a commentator, is being considered by the Kaiser-Frazer Automobile Company for sponsorship, RADIO DAILY learned Friday. Davis, formerly director of OWI, will probably be heard five times weekly in a 15-minute stint if the deal with the automotive company goes through.

AFM Officials, Broadcasters To Confer At N. Y. Headquarters Of Union; Industry's Committee Set

Big Mexican Market Seen By BBC Man

A great market in Mexico for U. S. radio, program-wise and in the equipment field, was described by Thomas P. Gale, for the past three years chief of BBC operations south of the border, in an interview Friday. Gale was in New York last week to embark for London for reassignment. He was succeeded in Mexico City by John B. Leech.

Most of Mexico's city-dwellers are
(Continued on Page 7)

Thomas McCray Appointed NBC Nat'l Program Mgr.

Thomas McCray, formerly NBC's eastern program manager, has been appointed national program manager, it was announced over the weekend by Clarence L. Menser, vice-president
(Continued on Page 2)

Mutual, RKO, Razor Co. Name 'Falcon' Winners

Trade press editors, at a luncheon held Friday in the Hotel Astor, selected the winners in the "Falcon in San Francisco" exploitation contest spon-

(Continued on Page 2)

The long-awaited meeting between representatives of the radio broadcasting industry and James C. Petrillo, AFM president, will take place in New York on April 8, NAB President Justin Miller announced Friday.

Following an informal get-together between the two leaders in Chicago, an official pow-wow was arranged in an attempt to settle some of the differences plaguing the industry. With the shadow of the Lea anti-Petrillo bill hanging over him, the AFM chief
(Continued on Page 4)

NBC, State Dept. Plan World UNO Project

Elaborate plans for a long-term project of International broadcasting and educational activities designed to promote United Nations unity and understanding were announced over the weekend by Dr. James Rowland Angell, public service counselor for NBC.

The project, phases of which are being launched with the co-operation
(Continued on Page 6)

Novik Radio Consultant; ILGWU Among Clients

Morris Novik, former director of WNYC, Friday announced his entrance into the radio consultant field, "specializing in public service." His first clients are Ex-Mayor LaGuardia and the International Ladies' Garment
(Continued on Page 2)

★ THE WEEK IN RADIO ★

Paul Porter Named OPA Director

By JIM OWENS

PAUL PORTER was named OPA chief, and is succeeded temporarily in the FCC post by Charles R. Denny, Jr. . . . The nation's fifth network, the Associated Broadcasting System, suspended permanent operations, but will attempt to maintain "occasional" web broadcasts. . . . Meetings were held in London by the United Nation's Educational, Scientific and Cultural Organization to evolve a program of international informational activities, in which radio will play a major role.

. . . William C. Gittinger temporarily assumed the duties vacated by Paul Hollister at CBS. Former is also vice-president in charge of sales of the network.

Lincoln's Birthday ceremonies were telecast from Washington to New York by NBC, CBS and DuMont. Occasion marked the opening of the new AT&T 225-mile coaxial link, and is the forerunner of network tele-
(Continued on Page 6)

Tribute

Rockford, Ill.—This city center of nation's worst polio epidemic in 1945 will pay tribute to Tom Broneman Breakfast in Hollywood at dinner Tuesday at Hotel Favat. Broneman will be honored with plaque presentation for his efforts on behalf of March of Dimes. Event is sponsored by station WROK, affiliate of the American Broadcasting Company.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Feb. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	193	192 3/4	192 3/4	+ 1/4
CBS A	43 7/8	43	43 7/8	+ 1 3/8
CBS B	43	42 1/2	43	+ 1/2
Crosley Corp.	39	38 1/2	39	+ 1/4
Farnsworth T. & R.	18 1/2	17 1/2	18 1/2	+ 1 3/4
Gen. Electric	50 3/8	49 5/8	50 3/8	+ 7/8
Philco	42	41 1/2	42	+ 1/2
RCA Common	18	17 7/8	17 7/8	+ 1/2
RCA First Pfd.	91	90	91	+ 1 1/2
Stewart-Warner	24 5/8	24 1/4	24 1/2	+ 5/8
Westinghouse	38 5/8	37 3/8	38 5/8	+ 2
Zenith Radio	40 1/2	39 1/4	40 1/4	+ 1 1/4

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlton	27	29
WCAO (Baltimore)	34	..
WJR (Detroit)	36	..

Thomas McCray Appointed NBC Nat'l Program Mgr.

(Continued from Page 1)

in charge of programs for the network. In his new post, McCray will be charged with the responsibility of handling web shows on NBC, and by assuming some of the burden details of network operation, he will make it possible for Menser to devote more time to over-all planning.

Born in Hartford, Conn., McCray joined WTIC, NBC affiliate in Hartford in 1926, as an announcer, and later served as writer and producer. He became general manager of the station in 1941. In January 1943, McCray joined the Office of Censorship, serving both in Washington and New York. He came to NBC in May 1944, following the completion of his duties with the agency.

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Coming and Going

CLARENCE L. MENSER, vice-president of NBC in charge of programs, leaves today for Chicago on network business.

JOHN MADIGAN, national news director of the American network, will spend tomorrow, Wednesday and Thursday in Washington, D. C.

IRENE KUHN, assistant director of information at NBC and formerly a correspondent in China for the network, went last Saturday to West Reading, Pa., where she addressed the Women's Club of that city on the subject, "Broadcasting from Wartime China."

ROBERT L. GARVER, sales manager of WJZ, has returned from Boston, where he spent several days on station business.

THOMAS D. LUCKENBILL, vice-president of the William Esty Advertising Agency in charge of radio, off today for Hollywood. He will be accompanied by MRS. LUCKENBILL.

CARL S. BROWN, of Sherman & Marquette Advertising Agency, left on Friday for Hollywood, where he will supervise the production of several west coast programs handled by the agency.

JERRY LESTER, comedian, off for St. Louis. He has been booked for an engagement at the Chase Hotel.

FRED C. MUELLER, commercial manager of KLZ, Columbia network outlet in Denver, Colo., was in town late last week for confabs with officials of the network.

Mutual, RKO, Razor Co. Name 'Falcon' Winners

(Continued from Page 1)

sored by MBS, RKO Radio Pictures and the American Safety Razor Co.

The first prize of \$500 in war bonds was shared by William A. Schweitzer, program manager of WEBR, Buffalo affiliate of Mutual, and Earl Hubbard, advertising manager of the 20th Century Theater, Buffalo, for their joint efforts in plugging the picture via the "Falcon" radio series.

Second prize of \$200 in bonds went to Ray Y. Jensen, station and commercial manager of KSAL, Salina, Kans., and William Welton, manager of the Strand Theater, Salina.

Barbara MacFarland, sales promotion manager of CKLW, Windsor, Ont., and David Lewis, Co-operative Theaters, Detroit, split third prize of \$100 in bonds.

Arthur Brilliant was chairman of the luncheon. Among the guests were Rita Corday, co-star of the picture, and James Meighan, star of the radio serial.

NBC Holds NY Meet Of Program Managers

A two-day meeting of more than 30 program managers and production directors of eastern affiliates of NBC was held in the network's headquarters Friday and Saturday, designed to give program planners an opportunity to study procedures for better web-station co-operation. The meeting was the first of a series.

Novik Radio Consultant; ILGWU Among Clients

(Continued from Page 1)

Workers' Union, which has applied for FM outlets in six key cities.

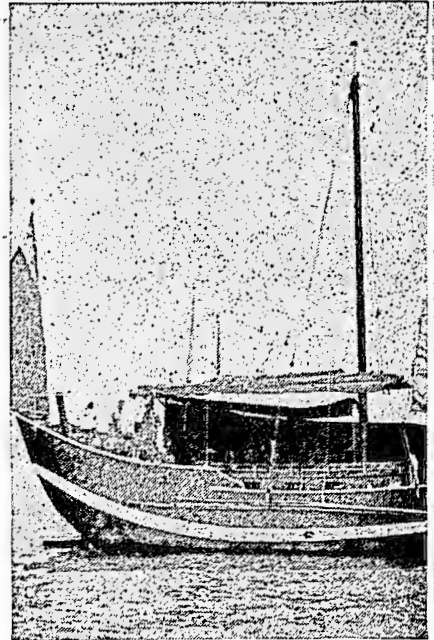
His major aims were stated as (1) to help stations improve their program schedule through public service, and (2) to help non-profit organizations use radio more effectively. His efforts will be mainly on the local community level, he said.

Novik said the type of service planned by the ILGWU is the forerunner of what he considers to be the future of American radio, "half-way between WNYC and today's commercial stations."

In charge of LaGuardia's radio affairs since the "Little Flower" left office Dec. 31, Novik is producer of LaGuardia's two weekly programs and also acts as liaison in general program development.

Real opportunity for NEWS EDITOR with fast growing station on Coast. Must be successful newscaster, reporter, supervise other newsmen. Progressive but with sound American ideals. Between age of 30 and 45. Good Income. Do not apply unless you have fine executive news editor background.

Write or Wire Box 129
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Long time been around

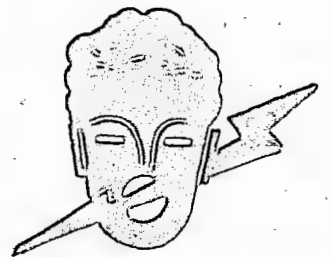
That's the Chinese junk "Monlei" as seen when it arrived on the Atlantic Coast some time ago.

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

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

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

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TOM TINSLEY, President
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BROADCASTS OF NEWS ON THE HOUR • EVERY HOUR

That's why 78 percent of our sponsors renew regularly.

SMOOTH IS THE WORD FOR IT!

The new transcribed

BARRY WOOD SHOW

WITH ★ MARGARET WHITING

★ THE MELODY MAIDS ★ HENRY SYLVERN & ORCHESTRA

It's new! It's exciting! Fifteen minutes of the smoothest music ever available for local and regional sponsors. Currently produced in New York on a five-per-week schedule. Already sold in 76 markets. "Produced by Ziv" means the best in transcribed entertainment!

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ZIV
C O M P A N Y

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New York • Chicago • Hollywood

★ HENRY SYLVERN leads the smoothest strings you ever heard.

★ MARGARET WHITING
The "It Might As Well Be Spring" girl, new network and recording star.

★ BARRY WOOD
your smooth singing host

★ THE MELODY MAIDS
Three gorgeous voices blended in smooth harmony.

★ The Smooth Strings
tops in accompaniment —under the direction of Henry Sylvern.

UNO Radio Planning Arouses U. S. Interest

(Continued from Page 1)

the shortwave stations operated by OWI during the war and since turned over to the State Department. Then, too, the organization may negotiate for some of the surplus shortwave equipment now under the jurisdiction of the War Department.

Another aspect of the UNO radio plans will be the problem of frequencies. Shortage of shortwave frequencies will hamper UNO's broadcasting unless America and some of the foreign countries give up some of their present frequencies out of deference to the organization.

American network and independent stations are also expressing interest in the broadcasting facilities that will be at the disposal of AM radio when UNO convenes here next September. Preliminary plans for coverage are now under discussion with American network representatives in London.

Britain's attorney general, Sir Hartley Shawcross, told the United Nations' Assembly last week that the UNO should have its own radio stations in America, according to a report by Arthur Feldman, ABC correspondent in London.

While not specifying his plans for such a proposal, it is believed he referred to stations which could compete with existing American commercial stations, Feldman said. The press and radio of the United Nations, whether state controlled or free, tended inevitably to discuss questions from a national viewpoint, thus each country's opinion is in danger of being formed on a national basis, the ABC reporter explained.

According to Feldman, the British official advocated establishment of medium and shortwave stations in the U. S.

Special Safety Series

A transcribed series on mine safety is planned by Radio Section of the Department of Interior, Willet Kempton, director of the radio section, announced last week. The bureau recently wrote broadcasters in 50 coal mine communities to ascertain their preferences for the format of such a series.

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California Commentary!

● ● ● Norman J. Ostby, formerly ABC's station relations manager and now assistant to Don Searle, ABC's West Coast head, is shopping for a home in San Fernando Valley. Much interest was shown in the appearance

Los Angeles

of brunette Louise Tobin on the Ted Steele Show over KMPC Feb. 5. Miss Tobin, who was with the Benny Goodman band, was regarded as one of the country's leading "torch" singers, but retired to private life four years ago. Although Alan Young is a Canadian, he had never learned to skate. His role in 20th Century-Fox's "Marge," now in production, calls upon him to be a good skater, and he has been taking lessons at a Beverly Hills rink. His part also required him to learn how to drive an automobile. Producer Ed Cashman, Hoagy Carmichael and Writer Jimmy Bloodworth journeyed to San Francisco, where the Hoagy Carmichael Show was presented Feb. 11 at KPO. The trip was due to the fact that the Teen-Agers band, prominent on the program, was appearing at the Golden Gate Theater in the Northern city. Captain Bill Gordon, who was with KHJ as a writer-producer-actor before joining the Army, will receive his honorable discharge Feb. 21 and rejoin the Hollywood radio colony.

★ ★ ★

● ● ● Sarah Allgood, prominent screen character actress, and Janet Waldo have joined Jimmy Gleason's Diner over ABC. W. W. "Bill" Tobin, former Chicago newspaperman and an ex-agency copy writer, has joined Bob Hall's ABC Western division press department. Bob Mohr and his orchestra played their 80th engagement at the Pasadena Civic Auditorium, Feb. 8 and 9, broadcasting over KXLA. Don Tatum, well known radio colony attorney, became a father for the fifth time Feb. 7 when Mrs. Tatum presented him with a baby girl. Frank Ford, formerly NBC Western division's sales promotion and advertising head, has joined the CBS-KNX merchandising department. Mrs. Lee Hogan, of the NBC Western division press department, became the mother of a 7½ pound baby girl Feb. 6. Hunter Scott, advertising and publicity director of KPO, San Francisco, has returned north after a week's business stay here.

★ ★ ★

● ● ● Members of the radio colony are being made members of the NBC Sidewalk Superintendents Association, of which Sidney N. Strotz is straw boss. The members are being invited to take a peek at the embryo \$630,000 addition to NBC being erected on Argyle and Sunset Boulevard. At the press interview granted by Paul B. Mowrey, ABC's head of television, Don Searle, ABC's Western chief, suggested that a daytime television period be devoted to teaching women to drive automobiles. In an expansion move, the Homer Griffith Company, station representatives, has leased a two-story building at 6123 Selma Avenue, in Hollywood. Bob Bailey, who made a name for himself in radio before becoming a flicker actor, has now achieved his ambition to combine the two careers. Whenever feasible, Producer Don Clark will feature Bailey in important "This Is My Best" roles. Clark used him on Feb. 12 and will do so again on Feb. 19.

★ ★ ★

● ● ● Harry W. Flannery, whose daily CBS news commentaries frequently deal with conditions in China, has written an authoritative article on the future of China, which will appear in the March issue of Holy Name Journal, national religious publication. Bud Abbott and Lou Costello are looking forward to seeing old cronies and new shows on Broadway this spring. Plans are being discussed to take their Thursday program to New York during mid-April and continuing from there through May and June. Bob Burns chuckled over the report that Bing Crosby is to play the lead in a biographical film on the life of Bob Burns (the Scot poet, in this case). It was on Bing's program that Bazooka Bob Burns achieved national prominence.

Petrillo, Broadcasters To Meet In N.Y. Apr. 8

(Continued from Page 1)

agreed to the meeting after an exchange of letters with Miller.

The New York meeting, will be held at Petrillo's headquarters.

Miller will head a group of 25 radio leaders, while Petrillo will be backed by 14 union representatives, including the AFM executive board.

Included in the NAB committee are: Frank White, CBS; Frank Mullen, NBC; Mark Woods, ABC; Robert Swezey, MBS; E. E. Hill, WTAG, Worcester, Mass.; G. Richard Shafto, WIS, Columbia, S. C.; Theodore C. Streibert, WOR, New York, N. Y.; William T. Lane, WAGE, Syracuse, N. Y.; Paul Morency, WTIC, Hartford, Conn.; T. A. M. Craven, Cowles Broadcasting Co., Washington, D. C.; J. Harold Ryan, Fort Industries, Toledo, Ohio; Clair McCollough, WGAL, Lancaster, Pa.; Marshall Pengra, KENR, Roseburg, Ore.; Wayne Coy, WINX, Washington, D. C.; Walter Damm, WTMJ, Milwaukee, Wis.; John Elmer, WCBM, Baltimore, Md.; John Fetzer, WKZO, Kalamazoo, Mich.; John MacDonald, NBC; Harry Lepoidevin, WRJN, Racine, Wis.; Frank King, WMBR, Jacksonville, Fla.; Howard Lane, Field Enterprises, Inc., Chicago; Calven J. Smith, KFAC, Los Angeles; William Fay, WHAM, Rochester, N. Y.; J. O. Maland, WHO, Des Moines, Iowa; F. W. Borton, WQAM, Miami, Fla.

Durham

North Carolina's third largest city. (1940 U. S. Census) City-county is one compact unit with estimated population of 100,000. Steady demand for Durham products assures steady employment. Example:

Cigarettes

Durham makes 25% of all cigarettes made in the United States. That's one reason Durham ranks as "most likely" of North and South Carolina cities to retain war-time growth.

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301 East Erie St.

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1000 North Seward St.

NBC, State Dept. Plan World UNO Project

(Continued from Page 1)

of the State Department and representatives of the information services of various members of the United Nations will include: (1) A United Nations Week, observed nationally by NBC and its affiliates; (2) a conference in New York arranged by the network for broadcasting educators and program executives of member nations of UNO; development of an exchange of cultural programs among broadcasters in these nations; (3) use of the entire "NBC University of the Air" in an integrated, inter-nation educational campaign.

Commenting on the plans, 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.'"

Assistant Secretary of State William Benton 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," he added, "to find the National Broadcasting Company 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 U. S. of the general assembly of UNO scheduled for early September, has been chosen by NBC as its "United Nations Week"—during which time the world conference on broadcasting and education will be held in New York. Out of these meetings will emerge plans for programs of foreign nations, which later will be offered by NBC to each country for radio presentation. Beginning with its UNO week, NBC will set aside a half-hour weekly for special programs. This period will be later used for exchange programs planned at the conference.

The official start of the "University of the Air" series, is scheduled for June, and "Our Foreign Policy" will be devoted to clarification of UNO activities. The series will be augmented by "Music of the United Nations," "Home Around the World," and "Tales of the Foreign Service."

Send Birthday Greetings To

February 18

- Vivian Brown
- Jimmy Durante
- Bruce Kamman
- Helen Leighton
- Curtiss Demmy
- Earl George
- Walter J. Neff
- Melvin Spiegel

★ THE WEEK IN RADIO ★

Paul Porter Named OPA Director

(Continued from Page 1)

vision. . . . Official Washington was favorably impressed by the program and evoked a prediction by FCC chief Paul Porter that "some six billion dollars" in expenditures would result within the next few years. . . . Lewis J. Valentine formally accepted Gen. MacArthur's invitation to set up a police force in Japan. His "Gang Buster" broadcasts will continue by shortwave from Tokyo. . . . Plans to get FM and television "out of the talking stage" were announced by FCC with several meetings scheduled to clear up engineering and other details. . . . Establishment of an FM network in Wisconsin was indicated by the granting of two units in the state by FCC. Present plans include a state-wide educational web. . . . The Spokane Chronicle, owned by the Cowles Publishing Co. acquired KHQ, Spokane, for "more than \$1,300,000."

Promotion contests to further local exploitation of network sponsored programs are on the increase, as revealed in a survey by RADIO DAILY. . . . The National Conference of Christians and Jews singled out seven radio stations for citations of merit in their work to foster religious tolerance and brotherhood. . . . FCC was flooded with a new surge of requests for construction permits for new AM and FM stations. . . . Louis G. Cowan announced the formation of a new radio

production firm, with offices in New York and Chicago. Company will specialize in development and production of original and web transcribed shows. . . . The Adam Hats fights will move to Mutual about the first of March, following the folding of ABS. . . . G. W. (Johnny) Johnstone, former director of news and special events of ABC, was named radio director of NAM.

Radio was called upon again last week to shoulder a major responsibility in public service during the fuel and strike crises in New York, Philadelphia and Pittsburgh. The public in each city were kept informed of important local developments by network and independent stations in those cities.

Tentative Army-Navy plans to televise the atom bomb test in the Pacific brought doubtful opinions from FCC and industry authorities. Undertaking is considered expensive and not without some danger to those involved, as well as to equipment. . . . DuMont announced plans for reconversion of sets to include the new channels. . . . FCC commissioner William H. Wills praised radio's news role for its "unbiased presentation" of facts. . . . Assistant Sec'y of State William Benton's plan to set up an international information service was refused debate on the House floor by the Rules Committee.

Menser Going To Chicago To Stimulate Production

Clarence L. Menser, vice-president in charge of programs for NBC, goes to Chicago this week to confer with Central division executives regarding a plan to restore the Windy City to "its proper place in the radio picture." Plans have already been made to transfer two dramatic shows from New York to Chicago. They are "World's Greatest Novels" and "Easy Money." Menser will confer with Jules Herbuveaux, program manager.



"Better have WFDF Flint broadcast a general alarm—Light-Fingered Louie is loose again."

Col. Harold Kent Returning To Chicago Council Post

(Continued from Page 1) tion. For the past two years he has been assigned to the Office of the Chief of Staff, War Department. George Jennings, who acted as director for the Council during Col. Kent's absence, has been made assistant director and will continue with the council in that capacity.

WANTED

First class engineer immediately. Convenient small Southern town. Good working conditions. WFEB, Sylacauga, Ala. If interested, Phone 160 Sylacauga, collect.

Col. Kirby Asks FCC For Nashville Station

Col. Edward Kirby, publicity director of the NAB, has applied to FCC for permission to construct new standard station in Nashville, Tenn. Kirby, president of the Volunteer State Broadcasting Co., which was formed with his father-in-law, Earl Arnold, Dean of Law at Vanderbilt University, said the station would operate on 1300 kilocycles, five watts unlimited.

Prior to joining NAB, Kirby worked as a reporter on a number of newspapers, was publicity director for WSM, Nashville, and during the war was in charge of the radio division of the War Department's Office of Public Relations, where he held the rank of colonel.

Kirby was the second NAB official within a month to apply for a new standard station. Several weeks ago Frank Pellegrin, director of Broadcasting Advertising, applied for permission to construct a new standard station at Oak Ridge, Tenn., a built town which figured in development and manufacture of the atomic bomb.

BALTIMORE'S
Listening Habit

**W
C
B
M**

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President GEORGE H. ROE General Manager

FREE & PETERS, Inc.
Exclusive National Representative

Big Mexican Market Seen By BBC Man

(Continued from Page 1)

every radio conscious," he said, and with the lack of electric power in rural areas slated to be remedied in the next few years, the entire country should become a great market for all U. S. electrical equipment.

Shortwave Aided

Broadcasting in Mexico, Gale said, "good and up and coming," with "tremendous progress" having been made in the past few years. He attributed this upsurge in part, to the shortwave broadcasts beamed to Mexico by NBC and CBS, as well as the OIAA and BBC, which, he said, elevated audience standards and increased public interest in radio.

American advertisers have shown Mexican businessmen the value of radio as an advertising medium, Gale said. Up to a short time ago, he said, the big advertisers on Mexican radio were mostly American firms, but "the balance is shifting very fast," with local sponsors now holding a slight edge.

Tele Progress Slow

In Television, considerably slower progress has been made by the neighbor republic, with the prospects for the future not as bright as they are for sound-only, he said. This is due mostly to the low purchasing power of the average urbanite, who, he said, could not afford to pay more than \$50 in U. S. currency for a television receiver. However, a movement to get around this difficulty has been started by a few businessmen in Mexico City who plan to build a radio station and a number of small theaters around the city.

FM too, will be long in reaching the Mexican public, Gale said, because the average listener is not quite critical enough to be interested in the new system. In addition, he said, the quality of domestic AM reception there is very good.

It is in production and programming that Mexican broadcasting reaches its greatest heights, he said. The program structure is similar to that in the U. S., although essentially Mexican in character." Native music is the dominant feature, although there are many comedy shows and an increasing number of news and commentary programs. Soap operas were once broadcast, but soon proved unsuccessful, he added. He rated as "first-class," the writers, actors and other artists, many of whom enjoy following as large, in proportion, many top-flight American radio stars.

Porter To Quit FCC; "Won't Hold 2 Jobs"

(Continued from Page 1)

who will replace him. He added that he has made no recommendation. Replying to a questioner, he declared that "the door may be left open" for his return to the FCC after his duties at the OPA have been fully discharged. Asked if it would be possible for him to return to the Commission, he answered in the affirmative.

Charles Denny is acting chairman of the FCC. Should he be made permanent chairman, his appointment would not have to be approved by the Senate. This factor has caused, and continues to cause, much criticism in Congressional circles.

With several prominent members of the Senate Interstate Commerce Commission represented as cool to the elevation of Charles Denny to the full chairmanship of the FCC, it appeared last week that another Congressional battle over the much-heckled Commission was in the winds.

A poll of the Senate's Committee indicated that there would be at least vocal opposition to the plan.

Denny Youngest Commissioner

Denny, the youngest man ever appointed to the Commission, is a Porter protege and is considered an outstanding attorney. He was jumped to Commissioner last March after serving as general counsel to FCC for more than two years.

He came to the FCC in February, 1942, as assistant general counsel in charge of administration and litigation and in October of the same year was moved up to the post of general counsel.

A native of Baltimore, Denny graduated from Amherst College in 1933 and from Harvard Law School in 1936. After two years with a Washington law firm, Denny entered Government service in 1938 with the lands division of the Department of Justice, later serving as special assistant to the attorney general.

Denny's first brush with Congress was in 1943-44, when he represented the FCC as counsel during the investigation of FCC.

When You Want to Reach the ^{buyers} Listeners in Eastern Iowa



It's WMT everytime!

You've got to use the station

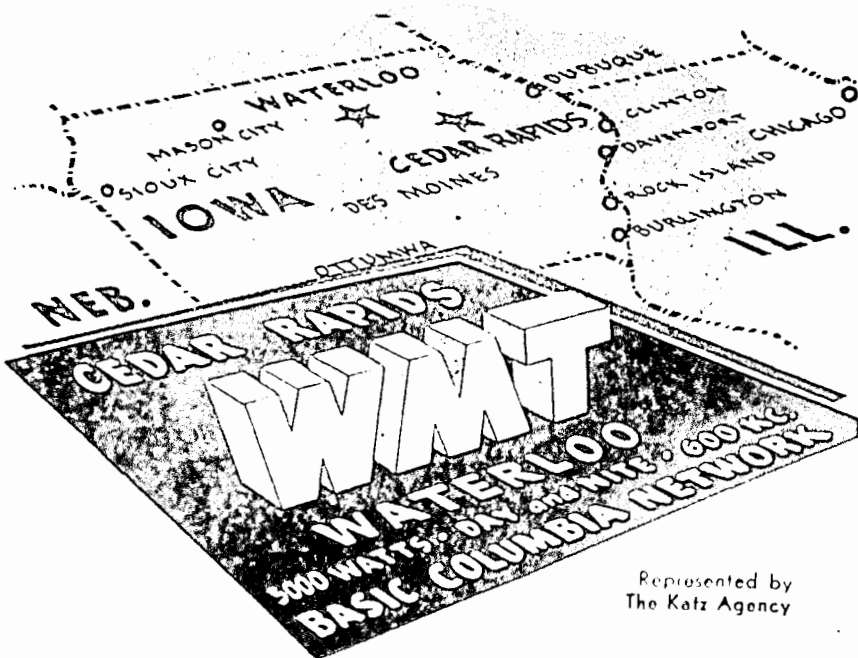
that has the "ear" of the 1,131,782 listeners in Eastern Iowa—

The thousands of prosperous rural Iowans

—plus the thousands of important city

dwellers whose purses are "bulging" and who

use WMT as the BUY-way to your product.



Represented by The Katz Agency

'Word-for-Word'
TYPEWRITTEN TRANSCRIPTS

RADIO COPY

12-hour Delivery in N. Y.
 Round-the-Clock Service
ALSO

Electrical Transcriptions converted to
 typewritten scripts
 162-25 Depot Road
 Flushing, N. Y. FL. 9-7779

World's Foremost Tobacco Center
 KINSTON, N. C.

Advertiser cash in by using WFTC, Eastern
 writer's Most Progressive Station. The ideal
 outlet for your best campaign.

Represented by
BURN-SMITH
 Bob Bingham
 Gen. Mgr.

COAST-TO-COAST

—OKLAHOMA—

TULSA—W. B. Way, vice-president and general manager of KVOO was re-elected director of the 12th District, National Association of Broadcasters, at a district meeting held recently. . . . Gus Brandborg, KVOO commercial manager was elected Governor of the 10th District, Advertising Federation of America, at the organization's annual convention at Dallas, Texas. Brandborg, who also is president of the Tulsa Advertising Federation, was elevated from the office of Lieutenant Governor, which office he held during the last year. . . . Dick Campbell, KOME program director, has started a new series of programs entitled "Golf Lessons of the Air," which will be a regular Monday through Friday feature with tips to golfers and interesting anecdotes about the sport.

—MASSACHUSETTS—

WORCESTER—WAAB has inaugurated a new series of programs entitled "The Holy Cross Forum" which is being aired each Thursday at 8:00 p.m. The series is comprised of discussions by well known persons, including members of the Holy Cross College faculty and student body and local industrial and civic leaders. . . . **HOLYOKE**—As a public service WHYN has launched a one-weekly morning broadcast entitled "Jobs for Veterans," which reviews job opportunities throughout New England. Program idea, which originated with the station, is conducted in co-operation with the United States Employment Service, and refers veterans to that office for assistance. . . . Robert L. Fuller, former Merchant Marine radio operator, has joined the WHYN staff as an engineer.

—TEXAS—

EL PASO—Frank Junell, recently separated from the Navy as a lieutenant after four years service, has joined the staff of KROD as director of public relations. Prior to Navy service he was for three years director of publicity for the Southwestern Sun Carnival and Sun Bowl football game. . . . **DALLAS**—Hearings on applications for standard broadcasting stations at five Texas towns will be held in Dallas and Marshall by Paul A. Walker, member of the FCC, during the next few weeks. In Dallas, hearings will be held on applications for a station in Borger by the Borger Broadcasting Company, and Richard Hughes; For Corpus Christi, applications of the Walmac Co., and the R. P. & W. Broadcasting Co.; For McAllen, applications of the Valley Broadcasting Co.; and Howard W. Davis, for Odessa, applications of the Permian Basin Broadcasting Co., and the Southwestern Broadcasting Company.

—MISSOURI—

KANSAS CITY—A new program emceed by Buddy Black and originated by George Stump, production manager, is being presented over KCKN entitled "And Then Came Jazz." Program is a quarter hour airing devoted exclusively to all types of jazz and featuring selections from all top artists in the jazz world.

YOUR KEY...



—TO ONE OF THE COUNTRY'S RICHEST RETAIL MARKETS!

KGNC's a "open sesame" to one of the nation's richest retail markets . . . a market where the \$900 per capita income from wheat, oil, cattle, and many industries is constantly circulated . . . making above-the-average prospects for your products. Unlock the door to this market through KGNC . . . the family station in the great Panhandle!

THE FAMILY STATION
IN THE GREAT PANHANDLE

KGNC
AMARILLO
TEXAS

1440 KC
5000 WATTS DAY
1000 WATTS NIGHT



AFFILIATED WITH TAYLOR-HOWE-SNOWDEN Radio Sales

BALTIMORE'S GREAT FOOD SALESMAN



HE SELLS THRU THE AIR with THE GREATEST of EASE

EDWARD PETRY & CO., National Representatives

piano by Pickens

The magical fingers of Chuck Pickens create sparkling piano melodies daily for WHBC listeners . . . which is partly why a recent Conlan Survey* showed Canton people tune in WHBC more than any other station. In Canton . . . 59th metropolitan market . . . the majority listen to WHBC. Why not tell them your story . . . and sell!

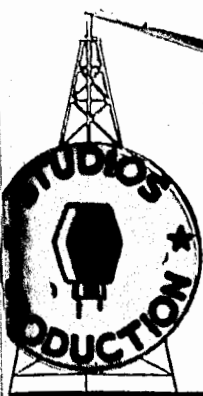
* COMPLETE DETAILS AVAILABLE UPON REQUEST.



CANTON • OHIO

whbc
1000 WATTS FULL TIME

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!
BASIC STATION MUTUAL NETWORK
Represented by BURN-SMITH Co.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 34

NEW YORK, N. Y., TUESDAY, FEBRUARY 19, 1946

TEN CENTS

State Dept. Plan Stymied

Color Tele Stations Planned For Chicago

Chicago—Chicago will have two color television stations in operation by late spring or early summer, if plans announced this week by the CBS and Zenith Radio Corporation materialize. CBS was first to announce its color television project for Chicago when George Moskovics, commercial manager of CBS television in New York, in a talk before the Chicago Federated Advertising Club, revealed that the network plans to build and have in operation some time this summer, an experimental ultra high-frequency station operat-

(Continued on Page 3)

Ole Olsen Will Substitute For Don McNeill On ABC

Chicago—Ole Olsen, senior member of the comedy team of Olsen and Johnson, will assume the master of ceremonies duties of the ABC "Breakfast Club" during the absence of Don McNeill who will vacation in Miami, Fla., for two weeks beginning Feb. 15. Olsen, currently appearing in Chicago with Chic Johnson and their revue, promises some comedy innovations during his two weeks on the McNeill show.

WMCA Submits Plans To Air UNO Sessions

Nathan Straus, president of WMCA, announced this week that plans to broadcast sessions of the United Nations Organization on a regular weekly schedule were submitted Wednesday to Secretary of State James F.

(Continued on Page 3)

Oriental Offering

A testimonial designed in Chinese needlework was presented to NBC yesterday for its cooperation in transmitting programs to the Chinese International Broadcasting Station in Chungking. The gift was presented by Yu Yueh-Yin and Wang Shan Wei, Chungking radio engineers, on behalf of Dr. C. Fung and was accepted by William S. Hedges, NBC vice-president.

In Tribute

Five new songs written by the late Jerome Kern shortly before his death will be heard for the first time on the air on CBS' "Star Theater" Feb. 24, 9:30 p.m., EST, sung by James Melton and Annamary Dickey. The numbers and respective lyricists are "All Through the Day," Hammerstein; "Two Hearts Are Better Than One," Mercer; and "Up With the Lark," "In Love in Vain," and "Railroad Song," Robbins. David Broekman conducts the orchestra.

New Frequency Setup On Microwave Range

Washington Bureau, RADIO DAILY Washington—The Bureau of Standards has set up frequency standards covering the microwave range up to 33,000 mc. a second, the Department of Commerce announced yesterday.

The standards are derived from the national primary standard consisting of seven isolated quartz-crystal oscillators maintained by the Bureau. Output of each oscillator gives stand-

(Continued on Page 7)

Sportscasters To Perform At REC Meeting Thursday

The next regular luncheon meeting of the Radio Executives Club of New York, Thursday, February 21, at the Hotel Roosevelt, will feature a comedy-satire presentation by some of

(Continued on Page 2)

International Information Service Bill Denied New Hearings by House Foreign Affairs Com.

FCC Okays WFIL Sale To 'Inquirer' In Philly

Sale of WFIL, Philadelphia, for the record figure of \$1,900,000 was approved yesterday by the FCC, with Commissioner Cliff Durr issuing a stinging dissenting opinion. Included in the sale to Triangle Publications, publishers of the "Philadelphia Inquirer," are WFIL, the FM station WFIL-FM and relay station licenses WELX and WELS. In his strong dis-

(Continued on Page 3)

Ceremonies At Vatican Aired On WEFB Broadcast

The concluding ceremonies of the Papal consistory formally electing 32 cardinals of 19 nations, from historic St. Peter's Cathedral in Vatican City, will be broadcast by Max Jordan,

(Continued on Page 2)

Eastman Kodak Launches Station-Break Campaign

The Eastman Kodak Company has launched a nationwide campaign of station-break weather forecasts, aimed at network stations, it was announced

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington—With new hearings ruled out, Congressional authorization for the International Information Service planned by Assistant Secretary of State William B. Benton, appeared headed for indefinite stalemate yesterday. Funds are available for the Benton organization to operate through June, but authority and funds for continued operation must be voted by Congress by that date.

Until the Congressional vote comes, (Continued on Page 3)

"One World Award" To Norman Corwin

Norman Corwin, CBS author, producer and writer, received the "One World Award" last night, in recognition of his inspired writing for CBS during the past year. Corwin received the honor at the Wendell Willkie Birthday Dinner on the Starlight Roof of the Waldorf-Astoria Hotel in New York. The ceremony

(Continued on Page 7)

NBC And Movie Producer Planning Films For Tele

West Coast Bureau, RADIO DAILY Hollywood — Arrangements have been made between NBC and Jerry Fairbanks, motion picture short subjects producer, to begin experimental work on a number of film shorts for possible television use.

Senate Cuts Budget For FCC By \$200,000; Sends To House

Washington Bureau, RADIO DAILY Washington—The Senate yesterday sliced another \$200,000 off the appropriation for the FCC and sent the bill to a conference with the House. The Senate approved the cut over the objections of Sen. Robert LaFollette, who declared that the cut was not justified. The House Appropriations Committee on Jan. 22, had asked \$5,560,000 for the Commission. The decrease in the FCC funds was

a compromise from the \$300,000 slice demanded by Sen. Kenneth McKellar, who tangled last week with Chairman Paul Porter of the Commission. The apparent basis for Senator McKellar's objection was FCC's monitoring service, now a "watch dog" service over this nation's air waves instead of over foreign broadcasts as insisted by McKellar. The Senate Appropriations Commit-

(Continued on Page 3)

For Merit

Washington — Col. Douglas Parmentier, wartime chief of the news division, War Department bureau of public relations, was awarded the Legion of Merit yesterday in recognition of his activities in that post. Citation noted that Colonel Parmentier was "charged with the direct conduct of relations between the War Department and all media of public expression."



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

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FINANCIAL

(Feb. 18)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

Sportscasters To Perform At REC Meeting Thursday

(Continued from Page 1) the outstanding veterans of radio sportscasting. Meeting is scheduled for 12:30.

Ted Husing, Bill Stern, Clem McCarthy, Stan Lomax, Red Barber, Don Dunphy and others will offer a one-act skit titled "Unheard Of," lampooning agencies, radio executives and producers.

Large Increase Forecast

A 400 per cent increase in the use of telephone recording instruments by American business in 1946 was forecast by the Dictaphone Corporation of New York in a brief filed with the FCC last week.



L.S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

EDWIN BUCKALEW, field manager of station relations for the Columbia Pacific Network, left the West Coast Saturday for New York, where he will attend the two-day meeting of the Columbia Affiliates Advisory Board and confer with J. Kelley Smith, the web's director of station relations in New York.

ROBERT SAUDEK, director of public service for ABC, is back from Washington, D. C., where he addressed a meeting of the Federal Radio Education Committee.

HERB LAMB and ART SEMELS, of Herb Lamb Productions, flew in early yesterday from Hollywood. They're in town for conferences with Jack Latham, newly appointed sales manager.

JOE DONAHUE, formerly with MCA and the Myron Selznick Agency on the West Coast, will leave California today by plane for New York. He has established "The Hollywood Office," which will service eastern advertising agencies. While in Gotham he will supervise the opening of eastern offices for the organization.

NED MOSS, of the Steve Hannagan office, has transferred his activities to Hollywood, where he will work on the Jack Benny program. He replaces Bob Wachman, who resigned recently to open his own publicity offices.

ADELAIDE HAWLEY, commentator on WEA, will leave America today aboard the TWA Constellation for Paris, where she will cover the Spring showings of the French couturiers and will interview a number of French women now prominent in the nation's politics.

ALLEN M. WOODALL, manager of WDAK, Columbus, Ga., was a visitor late last week at the headquarters of ABC, with which the station is affiliated.

C. P. MacGREGOR, of the Los Angeles production organization bearing his name, leaves the West Coast today for Washington, D. C., where he will confer with Col. Ed Kirby, his eastern representative, after which he'll come on to New York. He is accompanied by PAUL QUAN, his production manager.

TED OBERFELDER, audience promotion manager for the American network, leaves town today on a business trip to Chicago and Minneapolis. He'll return to New York Feb. 23.

ROBERT SAUDEK, director of public service for ABC, is back in New York following a brief trip to Washington, D. C., where he addressed a meeting of the Federal Radio Education Committee and attended a meeting of the Advertising Council.

Eastman Kodak Launches Station-Break Campaign

(Continued from Page 1) yesterday by J. Walter Thompson. Campaign marks the first time Kodak has used spot broadcasting on a national basis.

Approximately 12 stations are now using the announcement, with present plans calling for broadcasts Sunday through Saturday, at the same hour each night of the week.

The campaign is being heavily merchandised, it was added, and includes recorded demonstrations by Kodak salesmen to dealers. It is hoped that in this way the value of the radio campaign can be impressed upon each dealer. Further expansion is looked for as soon as desirable spots on major stations can be made available.

Army-Fordham On WNYC

Major William "Bill" Hood, public relations officer at West Point, will announce the play-by-play account of the Army-Fordham basketball game next Saturday at the U. S. Military Academy's famous Field House over WNYC, New York. Game will be aired in its entirety, and is scheduled to start at 2:25 p.m.

Hood has also announced several of the Army football games from Michie Stadium throughout the past four years.

Transcribe War Brides Interviews

Transcribed interviews of Carmen Miranda with members of a party of 180 British war brides who were guests of the star at the Roxy Theater yesterday, were made by ABC technicians and will be featured on several of the network's programs. The war brides arrived on the "Vulcania" Sunday, and had been aboard ship pending completion of transportation plans to various points in the United States.

Ceremonies At Vatican Aired On WEA Broadcast

(Continued from Page 1)

NBC overseas reporter, in a short-wave pickup over WEA, Thursday, Feb. 21, from 6 to 7:00 a.m. (EST).

Tomorrow, Feb. 20, WEA will also carry by transcription the address of His Holiness Pope Pius XII from the Vatican, from 12:30 to 1:00 p.m. (EST). Jordan will also describe the proceedings of the consistory during the week on the World News Round-up over NBC. The NBC reporter is familiar with activities at the Vatican, having aired the Papal coronation ceremonies in 1939, and the election of the present Pope.

Renew "This Is Your FBI"

The Equitable Life Assurance Society of the United States has signed a 52-week renewal contract with the American Broadcasting Company for sponsorship of "This Is Your FBI," heard over the network on Friday nights from 8:30 to 9:00 p.m. (EST).

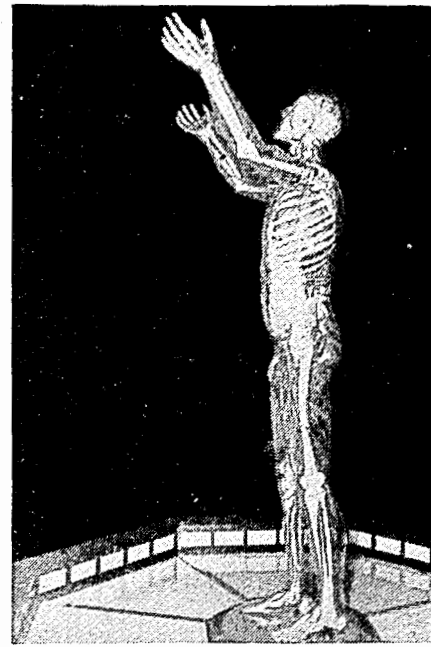
Renewal becomes effective April 5, and was handled by the Warwick & Legler, Inc., agency.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD WEVD - 117 West 46th Street, New York, N. Y.



Transparent man

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

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

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

Clear enough?



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Color Tele Stations Planned For Chicago

(Continued from Page 1)

ing on 490 megacycles. Confirming this news, H. Leslie Atlass, Jr., in charge of CBS television in Chicago, said that the transmitter will be installed on the 47th floor of the 1 North La Salle Street building, which is also the location of the network's frequency modulation station.

On the heels of this announcement came news from Zenith, through its president, E. F. McDonald, Jr., that it was also planning an ultra-high frequency experimental television station capable of transmitting in color, which was expected to be ready for tests in about 60 days. The station, W9XZC, will operate on 512 megacycles. McDonald also said that his company would turn out receivers for color television reception in the ultra-high frequencies as against sets for black and white transmission in the lower bands. Although Zenith's present television station is off the air while it shifts from 50-56 to 54-60 megacycles, its new assignment, when it returns to regular operation, around the same time that the color television station begins transmitting, it will provide an opportunity for comparative tests between the low definition 50 megacycle level and high definition and color on the 512 megacycle band, McDonald pointed out.

WMCA Submits Plans To Air UNO Sessions

(Continued from Page 1)

Byrnes. The proposal contemplates inaugurating the series when the general assembly convenes in the United States in September.

To be titled "Halls of the UNO," the programs will consist of dramatized re-enactments of important debates in both the general assembly and the committee meetings and will be reconstructed from official UNO journals.

Straus stated in his letter to Secretary Byrnes that the broadcasts were intended to "publicize the processes of world-wide democratic action and contribute to understanding of the common aspirations of all people."

FCC Approves WFIL Sale As Durr Registers Dissent

(Continued from Page 1)

senting opinion, Durr said the case demanded further study, since "full information" required under law was not furnished.

"When broadcast facilities," said Durr, "having a total book value of a little more than \$148,000 sell for \$1,900,000, and when a relatively small one-kilowatt station earns over \$300,000 net profits, before income taxes, two questions would seem logically to present themselves:

"1. Is the purchaser buying only the seller's properties and the going-concern value created by the seller's properties and the going-concern value created by the seller's own investment and effort, or is it buying also—and principally—a license to use one of the limited number of standard broadcast channels assigned to the area of Philadelphia and an assured right to use one of the limited FM channels assigned to the same area which might otherwise have to be in competition with other applicants? Radio channels are public property and it is the responsibility of the Commission to see to it that they do not become the subject of private trafficking.

"2. What effect will the higher price being paid for the facilities have upon the operations of the transferee 'in the public interest, convenience and necessity?' It is reasonable to assume that anyone purchasing broadcasting facilities expects to earn at least a reasonable return upon his investment, and the higher the investment, the greater will be the pressures toward excessive commercialization of broadcast time. In view of the extraordinarily high profits earned by a relatively small station, it is pertinent to inquire whether such profits have been obtained by rendering an extraordinarily good public service, or rather, at the expense of the public

interest, convenience and necessity which all broadcast licensees are required to serve."

The sale of the stations was made by WFIL Broadcasting Company, owned by Lit Brothers, Department Store.

"In all applications for broadcast licenses," Durr continued, "the Commission requires detailed information as to the proposed program service of the applicant and specific information as to the amount of time to be devoted to educational, religious, civic, fraternal and other public purposes.

"Yet in passing upon the transfer application in the present case, the members of the Commission had before them no information of any kind whatsoever, concerning the program service now being rendered or the proposed service of the transferee, except a statement of the transferee, paraphrased in a staff report that the 'primary objective in the acquisition of the station is to do as effective a public service in the broadcast field as is now being done by the newspaper.'"

Durr noted that along with the "Philadelphia Inquirer," the purchasing company also owns the "New York Morning Telegraph" and the "Daily Racing Form."

According to the figures presented to the FCC, the present book value of all the broadcast facilities transferred is \$148,192, and the original cost \$365,000. During the year 1943, the station earned net profits, before Federal income taxes, of \$210,435 on its broadcast operations, and for 1944 the profits amounted to \$308,633.

The \$1,900,000 figure is believed to be the highest sum paid for a regional station. There were no competing applications for purchase of the facilities.

Inf'l Information Plan Seen Blocked In House

(Continued from Page 1)

however, long-range programs of the operation including contracting for important aspects of the radio and movie planning are stymied. The bill setting up the new service was denied a rule to come to the House floor last week for the second time. The Rules Committee vote followed demands by several Republicans that hearings on the entire project be reopened in the face of the refusal of the Associated Press and the United Press to furnish news to the State Department for rebroadcast.

The Foreign Affairs Committee, whose bill it is, met yesterday on other matters but near the close of the meeting, Chairman Sol Bloom was asked whether he had decided to permit additional hearings on the bill to set up the information service. Replying that neither Associated Press nor United Press wishes to be heard again, Bloom said he does not believe there will be additional hearings.

Senate Cuts \$200,000 From Funds For FCC

(Continued from Page 1)

tee previously had approved the \$300,000 figure. The FCC appropriation was part of the nearly \$6,000,000,000 Independent Offices Appropriation Bill passed by the Senate.

Red Cross Radio Kit

A nine-page radio kit containing facts and highlights on the Red Cross 1946 Fund, has been sent to stations and commentators in the New York area by Riki Englander, radio director for the New York chapter. Spot announcements and bulletins will be sent periodically throughout the month-long campaign which begins March 1.

Stork News

Latest announcement from the headquarters of Ralph Edwards—he of "Truth Or Consequences"—tells of the birth last Saturday, of Lauren Avery Edwards, who, scaling eight pounds, five ounces, made her debut at the Good Samaritan Hospital, Los Angeles. It is the Edwards' third child.

ABC Tele Schedule Changed February 18

The American Broadcasting Company's schedule of television attractions originating from WRGB, Schenectady, was changed to include Mondays, instead Fridays, beginning Monday, Feb. 18.

Henceforth, ABC video shows will originate from Schenectady on Mondays and Wednesdays, instead of Wednesdays and Fridays, all broadcasts to be aired from 7:30 to 8 p.m., EST. The new plan was inaugurated on Feb. 18 with the first of a series of four telecasts featuring Ted Malone, whose ABC program is heard Mondays through Fridays at 11:45 a.m., EST. Malone's broadcasts via sight and sound will be based on pictures taken during his round-the-world flight on the Army Air Transport Command's "Globester."

The sports feature, "I Saw It Happen," will continue on Wednesday nights, through February 27, from WRGB.

Schedule House Debate On Anti-Petrillo Bill

Washington Bureau, RADIO DAILY

Washington—House debate on the Lea bill to curb the alleged "coercive" practices of the AFM and its president, James C. Petrillo, is due for Thursday or Friday of this week, it was announced yesterday by House Democratic whip John Sparkman. The bill, H.R. 5117, provides fines up to \$1,000 and imprisonment up to one year for violation of its prohibitions against pressure on broadcasters to hire more musicians than they need, hire double staffs for AM-FM operation if they are not needed, ban foreign-origin musical broadcasts, keep amateur musicians off the air.

House sentiment appears to indicate that the bill will pass with a substantial majority, although Labor members are determined to fight it on the grounds that it opens the way for additional legislation or court interpretation impinging upon Labor's legal rights.

Your SALES DOLLARS TRAVEL FAR ••

Ben Ludy, GEN'L. MGR. .. when you use them on

WIBW

The Voice of Kansas TOPEKA

COME AND GET IT says MR. REDDY GASH

"Cash returns" await your message in the heart of the world's largest oil field.

—KFRO influences buying habits of 500,000 people.

- American
- Mutual

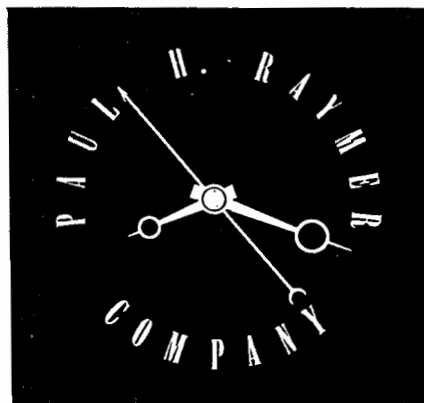
KFRO
LONGVIEW, TEX.
VOICE OF THE OIL FIELD



It's not **WHAT** he sings it's **HOW** he sings it

Whether it be Bach or "boogie" or a corny cadenza, it's not what he sings, it's how he sings it. The perfection found in an operatic great is the result of years of painstaking study, practice and experience.

We look with pride over our many years of experience in the business of radio advertising—at the proficiency and knowledge men of our organization have acquired. Like the virtuoso, we, too, know our business.



PAUL H. RAYMER COMPANY • RADIO ADVERTISING
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO





LOS ANGELES

By RALPH WILK

JOSEPH BLOOM, head of Forjoe & Co., station representatives, and Jimmy Brown, manager of KONO, San Antonio, in town for confab with Larry Krasner, local Forjoe manager.

Peter Lorre will appear as the star of Arch Oboler's special play, "Bed-time Story . . . Adults Only," presented in observance of National Brotherhood Week, on behalf of the National Conference of Christians and Jews February 22, over KHJ—Mutual Don Lee.

Barbara Holt of the KECA publicity department is recuperating in the California hospital, following a major surgical operation.

Haven MacQuarrie, emcee of NBC's "Noah Webster Says," has recovered from an attack of flu and was back on his program this week. MacQuarrie is proudly displaying a letter from the President of the United Grocers in San Francisco, asking if Haven can tell him how to obtain 29,000 cases of Snowdrift and Wesson Oil, the products that MacQuarrie plugs on his show!

The "KFI Scout Jamboree" took a trip to Santa Barbara to transcribe the program of Saturday (16th), heard over KFI. Saluting the Mission Council of the Boy Scouts of America, the program was broadcast from the Santa Barbara High School and featured questions on the history and background of Santa Barbara, a skit starring Clarence and Godfrey and Bob Mitchell and his famous Mitchell Boychoir singing "Rancho Grande" and "The Bells of St. Mary's."

Jack Haley's increasing popularity as a result of his Sealtest Village Store on NBC and his successful film vehicles continues to keep him in great demand for personal appearances and guest shots. His last guest appearance was on the Andrews Sisters' CBS show, February 6th.

Mr. and Mrs. Jim Jordan (Fibber McGee and Molly) are in Palm Springs for a few days rest at the desert resort.

Bud Abbott and Lou Costello have signed radio's longest-term contract without options as a renewal pact with the Thursday NBC sponsor. Deal ties them on the air for the next three years.

WANTED IN NEW YORK

Seasoned time salesman with experience as radio station sales or commercial manager. Write Box 130, Radio Daily, stating full details, salary, availability.

ART RAYMOND'S

Popular

"TICO-TICO TIME"

Is now available for immediate sponsorship. WBYN (1430) 10:30 a.m. to 11:00 a.m. Monday through Saturday



Manhattan Memoranda. . . !

● ● ● Add GI influence: Juke box mfrs expect England to become their biggest customer this year. . . . P & G auditioned Lanny Ross and "Hercule Poirot" as a "Mommy and the Boys" replacement. . . . \$7,500 is Clark Gable's asking price for a guest shot on the air. . . . ABC has the inside track on an Ickes commentary show. . . . Roger White signing Jane Froman for a big show. . . . The Joan Davis show will launch the fall season from N. Y. for ballyhoo purposes. . . . Recommended: The consistent laughs Fanny Brice gets as Baby Snooks. . . . Rensie Watches dropping Dave Elman's Auction show after current option. Sponsor will probably stay off the air until the fall, coming back then with a different type of airer. . . . Kellogg's mulling over a five-time-a-weeker with Burl Ives. . . . Alan Courtney writing a weekly col'm for the Amsterdam News. . . . Stan Kenton doing terrific biz at the Meadowbrook. . . . Newbold Morris' charge d'affaire in radio is none other than John Irving Fields. . . . Radio, press and movie execs huddling with the Treas. Dep't next month to map a plan for a permanent bond sales campaign. . . . Herb Shriner swears he saw Sen. Claghorn taking a YANK at his necktie. . . . Gypsy Rose Lee reported dabbling in real estate. How much land she's bought is not known, but it's Lew Parker's guess that it's just a strip.

★ ★ ★

● ● ● Blaine-Thompson have sewed up the radio rights to the two-time Pulitzer Prize winner, "Craig's Wife" and are readying it for a transcribed series. Walter Lurie set the deal and will start cutting in a few weeks. . . . Nice job Bob Shanley did subbing for Nelson Eddy Sunday with Jeannette MacDonald. His first job since getting out of the Army. . . . Earl Wilson and his B. W. will do an "Ed & Pegeen" over WLIB starting March 2nd. . . . Ed (Mr. D. A.) Byron ailing with pneumonia. His show, incidentally, copped the Nat'l Brotherhood award for promoting tolerance. . . . Bob Johnston out of the Army and into D'Jais nitery—his first date outside of radio. . . . "Adventures of The Red Feather Man"—third annual transcription series for Community Chests, now being produced by Robert Lewis Shayon with Nick Keesely again supervising the campaign. . . . Selma Lee, who heads television at Wm. Morris, recently guested with Capt. & Mrs. Tim Healy on WMCA. Gal's voice and personality registered so well that the looker booker was offered a commentary job on the spot. . . . Jackie Eigen doing a col'm for Mayfair mag. . . . Ella Fitzgerald being readied for a variety air show.

★ ★ ★

● ● ● Thoughts While Strolling: Like Lou Levy's description of radio. He calls it "Hooper's Bazaar." . . . Bill Von Zehle would rather talk about his 73-foot schooner, Tondeleyo, than about his new air show, "Poppa Loves Momma." . . . Gil Lamb, who practically stole the film, "Practically Yours," a solid click on the Hildegarde airer. . . . At the Singapore the other midnite, Pete Donald said he knows a fellow who owns a piece of a package show—the string. . . . Cute little dance ace Murray Dale has for his planned television series in which he'll teach name performers how to rumba, etc. He'll dub it "Questions And Dancers." . . . One of the breeziest of the news periods: Alan Scott's Mutual "Once Over Lightly." . . . Jack Newsome's good will campaign for WQAM, Miami Beach, Fla., could be a text book for a radio promotion man. . . . Harry Hershfield says the reason so many actors look healthy these days is because of all the exercise they got walking out on "Nellie Bly" and "Duchess Misbehaves." . . . "Assignment Home" the other p.m. packed a hefty wallop on the housing shortage situation. GI's wanting to know if they have to go back to living in fox-holes again. . . . "The Magnificent Yankee" could easily be called The Magnificent Calhern. . . . Our microphone-weaned wits should be forced to watch Bobby Clark in "Would-Be Gentleman." He got his experience in burleycue—while the radio lads got theirs in Berle-cues.

CHICAGO

By BILL IRVIN

MONTGOMERY WARD & CO. Company has signed a 13-week contract to sponsor "Songs To Remember" program featuring Grace Williams and the WLS orchestra Monday through Friday 2:00 to 2:15 p.m., on WLS, as of Feb. 18. Business was placed through Foote, Cone & Belding.

Mike McGee, radio editor of the Memphis Commercial Appeal, arrives in Chicago Feb. 24 for a three-day looksee. He'll be at the Stevens Hotel.

First demonstration of the new post-war Scott Radio was held this week in the offices of Hal S. Darr, president of Scott Radio Laboratories, Inc. One of the features of the Scott is a dial, designed by Walter Darwin Teague, prominent New York industrial designer. The dial rests inside the cabinet when not in use, and rises out on a roller track for easy accessibility when needed. Seven control dials enable the user of the set to obtain tuning of unusual fidelity, a tone which may be easily adapted to the listener's personal taste. The new Scott has 24 tubes, covers the full broadcast band, the new FM band from 88 to 108 megacycles and in addition the band on which the principal short-wave stations of the world would operate. A phonograph and unusual record-changer of English origin is another feature of the Scott. The changer is designed to play an assortment of ten-inch or twelve-inch records in any sequence.

Ben Green, former radio director of H. W. Kastor & Sons Advertising Agency, Chicago, who was recently discharged after two years service with the Marine Corps, one year of which he spent on Guam, joined the production staff of ABC's Central division on Feb. 15.

Radio circles were saddened Thursday by news of the death of Frank Morgan of the Chicago office of "Variety." Morgan had been ill for several weeks of a heart ailment.

'Word-for-Word' TYPEWRITTEN TRANSCRIPT

RADIO COPY

12-hour Delivery in N. Y.
Round-the-Clock Service
ALSO

Electrical Transcriptions converted to
typewritten scripts
162-25 Depot Road
Flushing, N. Y. FL. 9-77

One World Award" To Norman Corwin

(Continued from Page 1)

as broadcast over CBS at 10:30 a. m. (EST). The "One World Award"—first of its kind to be presented—is in the form of a globe-circling trip by air with the transportation guaranteed by the efforts of Wendell Willkie in the aviation industry. It is sponsored by the Common Council for American Unity and the Willkie Memorial Freedom House. The award is patterned after the late Mr. Willkie's globe-circling trip as a dramatic reminder of his dream mankind. The presentation to Mr. Corwin was made by Fiorello H. LaGuardia, former Mayor of New York City, who presided over the ceremonies. In accepting the award, Mr. Corwin declared: "By the instrument of a high honor and responsibility which you entrust to me and to those who will succeed me, you are seeing that Wendell Willkie's concept circles the earth in a kind of annual bit." Corwin hit a new peak during 1945 when he wrote and produced two of the most memorable broadcasts in radio history—"Word From The People," on the eve of the San Francisco conference, and "On A Note Of Triumph," broadcast V-E Day. Other speakers at the dinner whose words were broadcast over the Columbia network, included Mrs. Ogden Reid, vice-president of the "New York Herald-Tribune," and Walter Lippmann, noted editor and author.

Briton Suggests Stations For United Nations In US

Britain's Attorney General, Sir Hartley Shawcross told the United Nations Assembly that the UNO should have their own radio stations in America, it was reported this week. Arthur Feldman, ABC correspondent in London. While not specifying, it is believed that Shawcross undoubtedly referred to stations which could compete with existing American commercial stations, according to Feldman. The press and radio of the UNO, whether state controlled or free, tended inevitably to discuss questions from a national viewpoint, thus endangering the opinion of each country being formed on a national basis. Shawcross, according to the ABC correspondent, advocated the establishment of short wave stations at the UNO's permanent home to tell the world that it is being accomplished, as well as medium wave stations in America.

For a campaign in your city
Sensational new production
"VETERANS OF VICTORY"
Write or wire direct to
NATIONAL RADIO FEATURES
100 State Street, Albany 7, N. Y.
Allen I. Stock, General Manager
— Coast-to-Coast —

★ AGENCY NEWSCAST ★

COL. LEONARD H. NASON, author and lecturer, will be guest-speaker at the Celebrity-Luncheon of the Advertising Club of New York, Wednesday, Feb. 20. The subject of his talk will be "The Un-military Discovery of an Atom Bomb." It will be recorded and broadcast over WINS from 8:30 to 9 p.m., the same evening.

DON L. BAXTER, Dallas advertising man and civic leader, has been appointed manager of the Dallas, Tex. division of Wilkelm, Laughlin, Wilson and Associates, advertising agency which has opened a branch office in Dallas.

LT. FREDERIC W. WILE, JR., USNR, now on terminal leave, has rejoined Young and Rubicam, Inc., in the radio division.

LT. COMDR. NORMAN R. PROUTY, USNR, formerly with Edward Petry & Co., has been elected a director and vice-president in charge of sales of E. Pritchard, Inc., in Bridgeport, N. J.

SHEILA RYAN, formerly a publicist in the press division of the National War Labor Board, and more recently traffic manager of WINX, Washington, D. C., has joined the staff of the newly formed Robert J. Enders Advertising Agency of that city. She will handle radio copy for the Enders Agency.

JOHN W. McGUIRE has joined the New York office of Ruthrauff & Ryan as an account executive. A colonel with the Army Air Forces, McGuire, before the war, had been advertising manager of the Atlantic Coast Fisheries, and marketing executive with Benton and Bowles.

G.E. Will Manufacture Line Of Table Model Sets

Bridgeport, Conn. — Table model radios will be manufactured by the receiver division of the General Electric Company's Electronics department at Utica, N. Y., it was announced by I. J. Karr, manager of the receiver division of the department. Manufacturing operations are expected to start about April 1st. N. J. Curlee, formerly of Bridgeport, will be manager of the new factory which will be known as the Utica Receiver Works. G.E. will continue to make radio receivers at its Bridgeport plant until completion of the receiver manufacturing facilities at Electronics Park, Syracuse.

Cay Forester Cast By Cunning

West Coast Bureau, RADIO DAILY

Los Angeles—Patrick Michael Cunniff has set Cay Forester for the top feminine role in "Glamour From Hollywood," television subject he will produce and direct at his studio known as Stage 8. Miss Forester will be presented in a Carole Lombard type of role.

JACK PEGLER, former vice-president of Lord & Thomas, and of Foote, Cone and Belding, New York advertising agencies, is now Eastern Representative for Jerry Fairbanks, Inc., Hollywood producer of advertising and television films, and also of three motion picture short subjects, "Speaking of Animals," "Unusual Occupations," and "Popular Science Reel," released through Paramount Pictures, Inc. Pegler will devote his major efforts to further development of Fairbanks' 16 mm. film activities in the advertising and television fields.

THE HOWARD TULLIS CO., Los Angeles, is taking over the Bible Institute of Los Angeles account, effective March 1. The organization sponsors "The Bible Institute Of The Air," which has been broadcast for several years and which is aired three times weekly over 42 stations, including some Middle-Western points.

BOB HOWARD, former Federal Housing Administration publicist, has been added to the radio staff of the newly organized Robert J. Enders Advertising Agency in Washington, D. C. A recent Coast Guard dischargee, Howard served overseas as a combat correspondent and in special morale work. Bob will handle radio copy and package shows for the Enders Agency.

LEONARD NEIVERT, formerly art director of Wildrick and Miller Advertising Agency, and Henry A. Miller, recently discharged from the Army Air Forces, have opened the Neivert and Miller Advertising Art Studio at 151 East 50th Street. Prior to his military service, Lieutenant Miller was associated with Guide Group Publications.

Brundige Joining WOL As Sports Dept. Head

Washington—Bill Brundige, who headed the sports section of the Armed Forces Radio Service with headquarters in San Francisco, has been chosen by Merle Jones, general manager of WOL, to head the sports department of the Washington station. Brundige will replace Russ Hodges, who leaves for New York on March 1.

TIME BUYER WANTED

by progressive radio department in growing New York agency where there is splendid opportunity for personal advancement. Describe experience, qualifications, age and salary desired in first letter to secure interview.

Write **RADIO DAILY**
Box No. 131

1501 Broadway New York 18, N. Y.

New Frequency Setup On Microwave Range

(Continued from Page 1)

ard frequencies as high as desired by a process of frequency multiplication, frequency conversion and harmonic selection.

According to the Bureau, the length range of microwaves has not been specifically defined, but is understood to be ten centimeters or less. The millimeter region also is being studied.

The new standards are designed to bring order to the "mushroom-like war-time developments that are revolutionizing the whole field of radio" and are of "vital importance to the expansion of industry into the microwave part of the radio spectrum, to television, to future radar development, to research and to global aviation."

CBB Buys Alvin Theater; To Lease Until December

CBS announced over the weekend that its subsidiary, the Two-Forty-Four West Fifty-Second Street Corp., has purchased the "Alvin Theater," 250 W. 52nd St., for \$825,000. James D. Landaur, vice-president of Webb and Knapp, handled negotiations on behalf of CBS with Alexander H. Pincus, president of the Alvin Theater Corporation.

The playhouse has been leased by the new owners to the Alvin Theater Corp. until December 1, 1946. Under this arrangement, it was explained, sale of the theater will not disturb the present run of the musical comedy "Billion Dollar Baby," now playing at the Alvin.

Named To RCA Post

Edwin Norman Clark, former Deputy Assistant Chief of Staff for Supply, SHAEF, has been named managing director of the RCA International Division, it was announced by Brig. Gen. Sarnoff, president of RCA.

WANTED

First class engineer immediately. Convenient small Southern town. Good working conditions. WFEB, Sylacauga, Ala. If interested, Phone 160 Sylacauga, collect.

EQUIPMENT

Leases Chicago Plant

RCA-Victor has leased a plant in the southwest section of Chicago which will be devoted solely to the fabrication and assembly of auto radios, with full operation slated for June 1. The auto radio operation at the firm's Indianapolis plant will be transferred to Chicago, with the manufacture of home receivers slated for the Indiana factory.

Gets Westinghouse Appointment

Earl E. Morton has been named northwestern district appliance manager for Westinghouse Electric Supply Co. in Chicago, and Ray B. Mowe has been appointed manager of the WESCO branch at Ft. Wayne, succeeding Morton. Both have been with the firm for more than ten years.

Will Represent IGE

Kenneth K. Boynton has been elected vice-president of International General Electric Co., in charge of relationships with associated countries in Europe, and will be senior representative for IGE's business there. He will establish temporary headquarters at Crown House in London.

First Deliveries

Delivery of the first post-war Scott receivers to franchised dealers is slated for completion momentarily, according to E. J. Halter, vice-president of Scott Radio Laboratories. The first model will be the 24-tube "Scott 800" selling in the neighborhood of \$900.

General Instrument Expanding

General Instrument Corporation, Elizabeth, N. J., is installing a mile-and-half conveyor system, and in connection with the expansion of facilities and is conducting the biggest labor recruitment drive in the company's 23-year history, the company announced last week.

Head Boston Branch

L. F. Simcock, F. V. Cunningham and D. L. Morse have been named managers of GE's Boston appliance distributing branch. Simcock will serve as sales manager of the merchandising dealer division; Cunningham as sales manager of the central station division, and Morse as advertising and sales promotion manager.

Send Birthday Greetings To

February 19

Lucille Browning	Tom Dawson
Connie Gates	Ken Robinson
John W. Swallow	Frank Wilson
Eddie Peabody	Stan Kenton
Margaret Morris	Sandy Becker
Don Inset	

COAST-TO-COAST

— CANADA —

ONTARIO—W. J. Woodill, recently released from overseas duty with the OWI and the USIS, has been appointed general manager of CKSO in Sudbury, and will be in complete charge of all operations, including administration, direction, staff and engineering. Don McGill remains with the outlet assuming the post of program director. . . . W. E. Mason, owner of the outlet, in addition to announcing the appointment, stated that no changes in station policy are contemplated, but in the near future, with the completion of the new 5,000-watt transmitter and the installation of the newest recording and studio equipment, special attention will be given to development of production of Northern Ontario special events and local features.

— IOWA —

WATERLOO — New traffic manager of KXEL is Florence Pieres who replaced Ruby Burton who has left the outlet to make her home in California. . . . DES MOINES — Virginia Lyon, formerly of KUJ, Walla Walla, Washington, has been named hostess for KRNT replacing Patricia Coffey, who resigned to join her husband, recently released from the service. . . . Joe Ryan, news editor at KRNT, has been transferred to the promotion department of the Des Moines Register and Tribune.

— MISSOURI —

KANSAS CITY—Bob Riley, veteran KCKN announcer, has returned to the outlet after three years service as chief radio operator in the Maritime Service. . . . Elizabeth Ketcham, former lieutenant in the Waves, has joined the KCKN staff as continuity writer. . . . Mary Ruth Hanna, new KCKN staffer, has assumed the duties of the log and traffic department. . . . ST. LOUIS—Vernon Fish, discharged from the Armed Services, has returned to the KXOK control room. . . . Charley Stookey, farm editor for KXOK, has presented medals to three Randolph County, Mo., farmers who were winners in the 1945 Pasture Improvement Contest, sponsored jointly by the Chambers of Commerce of St. Louis and Kansas City and the Agricultural Extension Service of the Missouri College of Agriculture.

— CONNECTICUT —

HARTFORD — Commercial Manager William F. Malo of WDRS, has been elected a member of the board of directors of the First Federal Savings and Loan Association of Madison, Conn., his home town. . . . WDRS has been awarded an extra State and local news broadcast from the Hartford Courant each weekday night, Maurice Sherman, publisher and editor of the Courant, and Franklin M. Doolittle, president of WDRS announced recently. The Courant's news, formerly heard once in the p.m. spot is now aired twice nightly. . . . Bob DeFour, former Lieutenant in the Navy, has returned to his announcing duties at WTIC.

— CALIFORNIA —

SAN FRANCISCO—"Playhouse of Favorites," a new dramatic series sponsored by the First Federal Sav-

ings & Loan Association, is scheduled to be aired over KPO beginning Feb. 26. . . . HOLLYWOOD—KECA's public service feature, "Design for Death" moved to a new time Feb. 16. . . . The popular series, presented in co-operation with the educational division of the Los Angeles Police Department, Traffic Division, is now heard on Saturday nights at 7:45.

— NORTH CAROLINA —

CHARLOTTE—WAYS, at present operating on 1,000 watts, has made application to the FCC for an increase in power to 5,000 watts with no change in its 610 kc dial setting. Application was effected on Feb. 11 by, the general manager, Walter Goan, who made the trip to Washington to consult with the station's attorneys. . . . GREENSBORO—Carl Thompson is expected to leave the news staff of WBIG to join the Washington bureau of the Wall Street Journal. . . . With more than two and a half years service in the Waves to her credit, Nancy Hudson has returned to her civilian duties as news and continuity editor with WBIG.

— NEW YORK STATE —

SCHENECTADY—WGY marks its twenty-fourth anniversary Feb. 20, with a special half-hour presentation featuring Donald Dame, Metropolitan Opera tenor; Frances Lehnerts, mezzo-contralto; orchestra conducted by Edward A. Rice, who took part in the station's initial broadcast, and Kolin Hager, station manager of the outlet, who was the first announcer of the G. E. station. WGFM will also carry the program and several hundred feet of film will be made of sports events for showing on G. E.'s television outlet WRGB. As a feature of its 24th anniversary week program WGY will initiate a series of remotes from Lake Placid, the "Adirondack Winter Playground" and broadcasting Feb. 23 and 24 will include four and two-man bobsled races on Mt. Van Hoevenberg and the annual Sno-Birds ski-jumping tournament.

— TEXAS —

DALLAS—A new series of programs titled "Your Hour of Worship" is being aired over WFAA featuring songs and hymns by Gordon Suits with Hugh Waddill at the organ. . . . A new series of public service programs is the "Texas Farm and School Parade" aired each Friday evening over WFAA. . . . Tee Casper has returned from the Armed Forces to his sports berth at the outlet. . . . SAN ANTONIO—Bob Jenkins has joined the KABC continuity department. . . . Joe Allison has joined the announcing staff of KTSB, with Mary Jane Walton on the secretarial staff.

— NEW YORK —

NEW YORK—WOV has announced the establishment of the WOV Jazz Piano Scholarship, the first of an annual series, which will be open to all high school students in the New York Metropolitan area, promoting the serious study of jazz by young people gifted in that direction. The entire contest is scheduled to last from Feb. 11 to May 1 of this year, during which time all information is being announced on the WOV "1280 Club" and the "Wake Up, New York" programs.

PROMOTION

Aiding Scholastic Sports

WWDC has introduced a new wrinkle in radio sports coverage with organization of reporters from Washington's high and prep schools who report by telephone twice during games played by each of their schools, the result broadcast by sportscaster Tony Wakeman. With such up-to-the-minute coverage of the Washington scholastic sports picture, WWDC has increased its afternoon audience. The kid reporters receive name credit each time Wakeman mentions the score. According to Ira Walsa, program director, the reporter system will be extended through the basketball, baseball and the outdoor track season.

In Praise Of Mildred Bailey

Attractive counter cards advertising the Mildred Bailey "Food Is Fun" program, will be installed in Boston food stores by WCOP's merchandising department. The cards, which feature a large photograph of Mildred Bailey, are used with displays of products advertised on the Monday through Friday 1:00 to 1:15 p.m. and Saturday 10:00 to 10:15 a.m. spots. Carrying the "Food Is Fun" story, all retailers in the area. WCOP has contracted for monthly ads in the New England and Grocery Market magazine.


Laundry Tieup

Another in WHN's promotional shirtbands has been prepared for distribution among Chinese laundries in the New York area. Plugging Brown's morning show, the piece features a gag photo of Brown and overall design on a yellow and brown strip.

Premium Deal Via Radio


Grocery Store Products Sales Co. has launched a new premium deal via radio, in the form of a "Good Neighbor Coin Bracelet," available for a box top of "Cream of Rice" and 2¢. Offer is being made on WOR, New York; WBZ, Boston; WBZA, Springfield; WITH, Baltimore; KGO, San Francisco; KMPC, Los Angeles; KCP, Seattle; KFPY, Spokane. Duane Johnson Co. is the agency placing the account of the sponsor.

Exclusive
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
YEARLY MARKET
MUTUAL DON LEE KXO EL CENTRO CALIFORNIA
SEE RAYMER



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 34, NO. 35

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 20, 1946

TEN CENTS

Cuba Claims Cause Delay

CBS Buys More Bldgs.; May Be Used For Tele

Another major step in expansion of its radio and television activities was indicated yesterday in the report of completion of a deal by CBS involving acquisition of some five or six apartment buildings, running from Nos. 48 to 58 East 53rd Street, and estimated at a total value of over \$250,000. Deal was handled by James D. Landauer, vice-president of Webb & Knapp, who recently conducted

(Continued on Page 5)

Brooklyn Club House May Become Tele Center

A deal was consummated this week whereby the six-story former Elks clubhouse at Lafayette and Oxford streets, Brooklyn, will be converted into the largest motion picture and television studios in the East. The building was acquired by the Lafayette Television and Motion Picture Studios, Inc., and when conversion is completed, it will represent a cash outlay said to exceed \$500,000.

Officers of the corporation are listed—

(Continued on Page 2)

Don Lee Web Summoned To Give FCC Accounting

Washington Bureau, RADIO DAILY
Washington—Don Lee Broadcasting System was called to task yesterday by the FCC for allegedly "concealing" its affiliate stations to use an illegal amount of network programs. Stating that the California net apparently was "indulging in practices" in violation of Commission rules and regulations, the FCC designated for

(Continued on Page 5)

Jobs

Civilian jobs overseas for communications and electrical workers over 21 are now available for qualified applicants at pay scales up to \$1.66 per hour for a 40-hour week. The Signal Corps Photographic Center in Long Island City has been designated as the New York agency for the hiring of workers in various important overseas areas.

Anniversary

Montreal—The first anniversary of the formal opening of the Canadian short-wave service is to be marked next week by a special broadcast "Voice of Canada" on the CBC Trans-Canada network Sunday, February 24 at 7:00 p.m., EST, 8:00 p.m., AST. The program will include a salute from Prime Minister MacKenzie King and highlights from a variety of outstanding international programs broadcast during the past year.

Four FM Stations Granted Baltimore

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted five additional FM stations for the State of Maryland, four in Baltimore and one in Annapolis, bringing the total FM conditional grants to 328.

At the same time, FCC noted that its FM allocation plan is "working"

(Continued on Page 3)

Pix 'Academy' And Squibb In Pact For Radio Series

West Coast Bureau, RADIO DAILY
Hollywood—The Academy of Motion Picture Arts and Sciences, sponsors of "The Academy Awards," has signed with E. R. Squibb & Sons giving that company use of the Academy name for a series of weekly radio programs to be known as "Academy Award Theater" on CBS starting Mar. 30. Contract is for 15 years.

Radio And Press Combine To Aid Red Cross In Phila.

Philadelphia — Marking the first time that newspapers and radio have teamed up in a promotion here, the two media forgot their differences yesterday in the interests of the Red Cross, with the result scoring high in public service.

Credit for the armistice goes to Howard Browning, Red Cross publicist, who evolved the idea of a radio show to reach the entire population instead of the mass meeting for

NARBC Sessions Bog Down In Wash. As Cuban Delegation Continues Its Allocation Requests

Television On Agenda Of CBS Affiliates Group

Television planning, including costs and methods of operating video discussions, will be an important part of the agenda during the two-day meeting of the CBS' Affiliates Advisory Board in New York, on Thursday and Friday.

The board is scheduled to attend a demonstration of the network's ultra-high frequency color television invented by Dr. Peter C. Goldmark

(Continued on Page 5)

"Try 'N Find Me" Bought By Southern Cotton Oil Co.

Southern Cotton Oil Co., for Wesson Oil and Snowdrift shortening, will sponsor "Try 'N Find Me," a new audience participation show, on ABC beginning next month. The series is

(Continued on Page 5)

Labor Seeks 17 FM Outlets In Applications With FCC

Washington Bureau, RADIO DAILY
Washington—Labor's plans to enter radio in a big way, were announced after the FCC granted CP's

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—With Cuba still bucking almost the entire rest of the delegation, the North American Regional Broadcasting Conference developed yesterday into a series of "informal" sessions designated to swing Cuba into line.

Regular committee meetings were postponed as the delegations from the United States and Canada sought to convince the Cubans that their demands were excessive.

E. K. Jett, FCC Commissioner and

(Continued on Page 3)

Radar Aspect Studied In Espionage Case

Montreal—In connection with the atomic espionage which is thought to extend to radar, it is disclosed that Canada operates in the Sub-Arctic. A number of atmosphere recorder stations conduct research on the effect of the Aurora Borealis on the atmosphere's ionospheric layers, which may lead to improvement in commercial radio transmissions. One pos-

(Continued on Page 5)

"Stradivari" Orchestra Back On ABC March 3

The return of the "Stradivari" Orchestra to the airwaves via the ABC network, originally scheduled for Sunday, Feb. 24, has been postponed

(Continued on Page 5)

Covers Disaster

New Orleans—WWL scored a beat yesterday morning with the first broadcast from the scene of the St. Bernard Housing project disaster. Bill Brengel, WWL special events man, described rescue work at the 14-family unit which was torn open by a violent explosion. The Loyola University station continued descriptions of the disaster throughout the day.



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

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

FINANCIAL

(Feb. 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Raytheon To Manufacture Broadcasting Equipment

Raytheon Manufacturing Co., of Waltham, Mass., has announced the organization of a broadcast equipment division for the manufacture of AM and FM transmitters, studio equipment and remote pickup amplifiers.

W. A. Gray is manager of the new division, which has offices and factory located in Chicago. W. E. Phillips is plant manager, S. G. Jones, chief engineer, and Ben Farmer, sales manager.

Initial model is a 250-watt AM transmitter with many new features including a video type amplifier, triode type tubes, convection cooling, and two tuned stages.

Coming and Going

GEORGE TRENDLE, president of WXYZ, Detroit, is in New York on a short business trip. He conferred yesterday with officials of the American Broadcasting Co.

GEORGE A. PUTNAM, who has announced "Portia Faces Life" for more than five years, is taking his first vacation in two years. He and his wife, who is the songstress Ruth Carhart, are sojourning at Sarasota, Fla., where they plan to stay until Mar. 15.

WILLIAM A. RIPLE, manager of WTRY, Troy, N. Y., an affiliate of ABC, arrived yesterday on another of his frequent but brief visits.

JACK T. SWERINGTON, manager of WPIC, Sharon, Pa., is spending a few days in New York to work with his national representatives.

JOHN REED KING and NICK KEESLEY leave by plane today for Cleveland, where they will do a special performance of "Give and Take," CBS program sponsored by Chef-Boyar-Dee spaghetti.

MR. AND MRS. MAX STUART are returning Friday from a four-week vacation in Palm Beach, Fla.

MURRAY DALE, dancer, returned from Chicago in time to appear as guest on Adrienne Ames' WHN feature.

S. BERNARD BERK, president and general manager of WAKR, Akron, Ohio, paid a call yesterday at the headquarters of the American network, with which the station is affiliated.

Brooklyn Club House May Become Tele Center

(Continued from Page 1)

ed as Harry Pedersen, of Westport, Conn., president; Philip Konof, vice-president and secretary, and Hyman Goldman, treasurer.

When completed the building will have three sound stages. The largest will be 90 by 100 feet with a height of 40 feet. The others are 75 by 100 by 20, and 75 by 100 by 30. Work is expected to be completed within 90 days.

The facilities are to be made available to production units for the shooting of films for all uses. The company has an application pending for a video channel, and has contracted Jamaica Radio and Television Co. for tele equipment in the amount of \$25,200, it was stated.

Also included in the conversion plans are additional elevators, dressing rooms on each floor, projection and dubbing rooms and electrical property, scenic and carpenter shops.

Hartley Script On WOV

Arnold Hartley, program director of WOV, and producer-director of several prize winning radio scripts, one of which is currently under consideration by the George Foster Peabody Awards Committee, has completed production on "The Bulge," a 45-minute drama depicting problems of racial intolerance.

"The Bulge" made its debut over WOV last night, and is scheduled for later presentations.

Labor Seeks 17 FM Outlets In Applications With FCC

(Continued from Page 1)

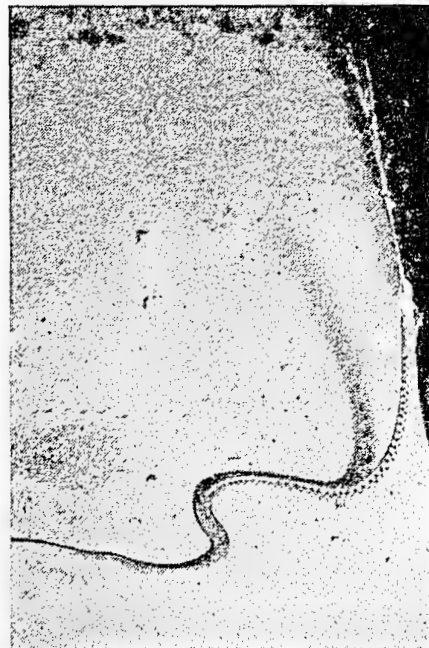
to three unions, two of them CIO, for new FM stations.

Len De Caux, publicity director of the CIO, said labor's entrance into radio broadcasting would be on the back of FM—the "working man's media."

Affiliates of both the CIO and the AFL have 17 FM applications now on file with the FCC, with many more to come, union spokesmen said. Of these, CIO unions are seeking a total of 12 FM stations, to be located in New York, Los Angeles, Chicago, Detroit, Flint, Newark, Philadelphia, Rochester and Cleveland. AFL unions have staked their claims in five of the country's key cities: Boston, Philadelphia, New York, Chicago and Chattanooga.

Real opportunity for NEWS EDITOR with fast growing station on Coast. Must be successful newscaster, reporter, supervise other newsmen. Progressive but with sound American ideals. Between age of 30 and 45. Good Income. Do not apply unless you have fine executive news editor background.

Write or Wire Box 129 RADIO DAILY 6425 Hollywood Boulevard Hollywood 28, Calif.



Spider kills snake with web!

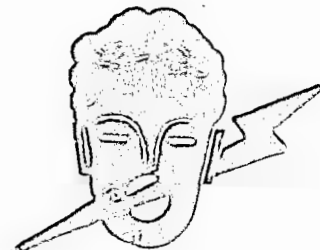
That was a whale of a news story a couple of years ago.

It seems the snake made a pass at its natural prey in the web . . . got caught in the silky mesh and couldn't get out. Then the spider went to work on him . . . and really tied up the snake.

That's another example of the way that many times the little guy hangs one on a big fellow.

We've got a little radio station down here in Baltimore. It's the successful independent, W-I-T-H. But did you know that this station delivers more listeners-per-dollar-spent than any other outfit in this big five-station town?

It's a fact . . . and there are facts that prove it. Glad to show them to you.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

Advertisement for WDAS Philadelphia, featuring a cityscape illustration and text: 'Within Your Reach Philadelphia's WDAS covering the largest cross-section of the buying public in the Philadelphia area at lowest cost.'

Advertisement for Jules Hamburg Insurance, featuring a stylized logo and text: 'Jules Hamburg INSURANCE 80 JOHN STREET NEW YORK CITY BOWLING GREEN 9-0284 PHONES WHITEHALL 3-6767'

Cuban Demands Delay Progress of NARBC

(Continued from Page 1)

chairman of conference, bluntly told the Cuban delegation that if their demands were granted, a whopping number of United States listeners would be deprived of proper service.

Cuba's original demand for 20 1-A clear channels has been pared to six—a further drop from the 12 channels demanded last week.

In line with some criticism that Cuba has not made proper use of its existing allocations, resulting in interference with other countries, the United States delegation submitted a proposal for the establishment of a permanent engineering committee.

This committee, composed of four experts, one each from Canada, Cuba, Mexico and the United States, would act as a group of hemispheric trouble shooters, cleaning up engineering difficulties as they arise in the various countries.

Now well into its third week, the conference is expected to end by Thursday, unless Cuba refuses to back up salient duties which the permanent engineering committee would have under the United States proposal, which include:

1. Inspect new installations or changes in existing facilities prior to regular operation to insure that adequate provision is made to prevent radiation toward other countries in excess of the acceptable maximum.
2. Investigate whenever observed interference indicates the possibility of maladjustments of radio transmitting equipment, and recommend adjustments or modifications to insure that the specified radiation in pertinent directions is not exceeded.
3. Investigate whenever observed interference indicates the possibility of other maladjustments of transmitting equipment resulting in objectionable interference from causes such as excessive frequency deviation, excessive modulation, spurious emissions, or other causes and to recommend all necessary adjustments or modifications to eliminate such interference.

Borden Renews 'County Fair'

The Borden Company, through its agency, Kenyon & Eckhardt, Inc., has renewed "County Fair" on a CBS network of 147 stations, effective Saturday, March 9th, 1:30-2:00 p.m. (EST). Program plugs Borden's Instant Coffee.

TECHNICAL WRITER

Radio-electronics field. Able to prepare technical and semi-technical articles for trade and general press. Publicity experience. Philadelphia area. Excellent opportunity. Write Radio Daily, Box 132, 1501 Broadway, New York, 18, N. Y.

Four FM Stations Granted Baltimore

(Continued from Page 1)

out satisfactorily." Grants were:

The FM grants include the Monumental Radio Company, Baltimore Broadcasting Corporation, Maryland Broadcasting Corporation and the Belvedere Broadcasting Corporation, all for Metropolitan stations in Baltimore, and Capital Broadcasting Co. for Metropolitan station in Annapolis.

In commenting on the "three months of experience in making assignments of FM channels," the FCC said, "the tentative allocation plan being followed provides the necessary degree of flexibility and is working out satisfactorily."

"In issuing the plan December 19, 1945," FCC said, "the Commission pointed out that the plan was being published as a guide. The Commission wishes to emphasize that this allocation pattern, tentative only, that the channels listed for particular cities (and their areas), will not be followed in a hard and fast manner and that departures will be made from the plan wherever it is found desirable or necessary to do so," the allocation announcement stated.

As examples of the manner in which this arrangement is enabling the Commission to assign channels according to the special needs of various areas, the Commission cited the following instances:

"One of the 12 Metropolitan channels tentatively allocated to Washington, D. C., area has been assigned to an applicant in Winchester, Va., leaving 11 channels in Washington for 14 applicants. A hearing is scheduled for these applications on March 11.

"One of the 15 Metropolitan channels tentatively allocated to the Philadelphia area has been assigned to an applicant in Atlantic City, N. J.

"Seven applications are pending in this Philadelphia area.

"One of the five Metropolitan channels tentatively allocated to the York, Pennsylvania area, has been assigned to an applicant in Hagerstown, Maryland. Two applications have been granted in York and one is pending."

FOR THE ANSWER TO ALL YOUR RECORDING PROBLEMS



U.S. RECORDING CO
1121 VERMONT AVE. WASH. 5-D. C.

Complete Recording Supplies

YOUR KEY...



—TO ONE OF THE COUNTRY'S RICHEST RETAIL MARKETS!

KGNC's a "open sesame" to one of the nation's richest retail markets . . . a market where the \$900 per capita income from wheat, oil, cattle, and many industries is constantly circulated . . . making above-the-average prospects for your products. Unlock the door to this market through KGNC . . . the family station in the great Panhandle!

THE FAMILY STATION IN THE GREAT PANHANDLE

KGNC
A MARILLO
T E X A S

1440 KC
5000 WATTS DAY
1000 WATTS NIGHT



AFFILIATED WITH TAYLOR-HOWE-SNOWDEN Radio Sales

SOUTHWEST

DOROTHY KALIFF, better known as the "Louise" of the Phil Spitalny Hour of Charm All Girl Orchestra has joined WOAI, San Antonio as staff organist.

Melba Welch, WFAA, Dallas, soloist left town Sunday for New York to continue her studies in music. She was frequently heard also on KGKO, Fort Worth. Miss Welch was the Dallas winner in the Hour of Charm contest in 1944, and was heard on many varied musical programs on both stations.

The Bexar County Tuberculosis Association is airing a special series of transcribed programs for a quarter hour each Saturday evening at 10:30 p.m., titled "The Constant Invader," over KTSA, San Antonio. Series was written especially for the National Tuberculosis Association under the direction of Hu Chain. Ben Ludlow was in charge of the music for the series while Dr. A. J. Cronin, well known author, is narrator.

Truet Kimzey has been given permit to operate a new station at Greenville, Texas. Station call letters will be KGVL. Kimzey is a well known radio engineer throughout the southwest and is chief engineer for the Texas State Network and KFJZ, Fort Worth.

Hal Thompson, a former Major in the Army Air Forces and veteran of 40 months service in Britain has returned to his home in Dallas and will rejoin the staff of WFAA, Dallas. Thompson was well known throughout the Southwest as a football and sports announcer.

Chief Warrant Officer Charles W. Cook and his 27 soldier musicians left Dallas last week for their new assignment in San Francisco. Band was well known throughout the Southwest due to their weekly series of airings over WFAA, Dallas and member stations of the Texas Quality Network, as part of the 8th Service Command radio series.

A new breakfast quiz program "I'll Pay Your Check" has made its debut over KTSA, San Antonio. Programs originate each morning from the Gunter Hotel Coffee Shop with Larry Richards and Joe Allison asking the diners questions. If questions are correctly answered the announcers pay for the breakfast.



Notes From An Aisle Seat . . . !

• • • Fred Allen's sponsor was willing to put up 20 G's for a guest appearance by Winston Churchill. . . . Robert Sherwood, the author, may script "Cavalcade of America" next fall, if the price is right. . . . "Tune In" and Editor Paul Gardner have parted company. . . . Don't be surprised if Johnny Mercer inherits the Jack Benny air spot for the summer. . . . Over 27,000 requests for tickets to the Kate Smith aircer since it was announced Van Johnson was ticketed in for March 1st. . . . Oddity: Elliott Roosevelt, who married Faye Emerson, was formerly sponsored by Emerson Radios and will very likely return to the air as commentator. . . . Paul (N. Y. Post) Denis has settled his suit against Loew's, Inc., out of court. He had charged Metro's "Maisie" series had rendered his own Maisie stories unacceptable for radio and mag outlets. . . . A group of movie stars are organizing to buy one of the country's largest circuses—which will give Ringling Bros. a headache. . . . Laugh from a B'way show: "A New England conscience doesn't keep you from doing anything. It merely keeps you from enjoying it." . . . Radio Row saddened by the death of Ed Wolf's father.

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• • • Our Hat's Off Dept: Robert Merrill's Sunday noontime baritoneing. . . . Joe Bostic's "Negro Sings" stanzas via WLIB. . . . Irene Beasley's arrangements of pop tunes and her smooth delivery. . . . Geo. A. Putnam's Paramount newsreeling. . . . The Judy Canovariety show Sat-ha-day nites. . . . Herb Shriner's homespun wit on the Philip Morris aircer. . . . Lloyd Shaffer's conducting of the Chesterfield Supper Club. . . . Robert Q. Lewis' lively disc chatter via WHN. . . . Cyril Armbrister, director of "Real Stories," for using from 15 to 30 different performers each week. . . . Stan Kenton's Capitol disc of "Shoo Fly Pie." . . . Louie Prima's personality bandstand manner at the 400 Club.

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• • • Ruth Brigham, of the Miami Herald, points out that you don't have to be a millionaire to spend the winter in Fla. You can do it for half that amount. . . . Len Carleton now head of radio promotion at the N. Y. Post. . . . Len Stern, Milton Berle's writer, out of the army and resuming his partnership with Marty Ragaway. Agency execs tag this as one of the hottest writing teams in the east. . . . Jo Lyons, writer and casting director at BBD&O, conducting a course in television at NYU. . . . Ron Rawson insists he saw this sign at an army camp: "I can't wait 'til I get out of the army and back on strike!" . . . Stork set for a May visit at the Bob Shepards. . . . One of the soap operas is having a private little off-mike feud of its own. . . . Dick Pack out of the army and due to return to WOR in April. . . . James Melton may head a syndicate to purchase the Paris Opera Co., defunct since the war. . . . Russ Hill, one of the pre-war leaders in the folk field, back at his desk again ready to ride the range again for his firm, Country Music. . . . Bill Slater is merely wonderful on his Sat. p.m. Mutual quizzer. . . . If nothing else, Joy Hodges got a couple of movie offers out of "Nellie Bly."

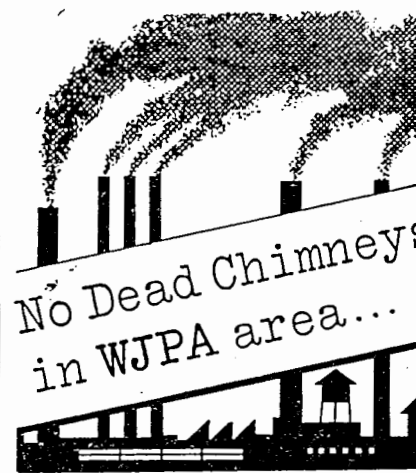
☆ ☆ ☆

• • • Lester Lewis, who gets out of the army next month, has a client interested in his new package, "Ladies of the Press," a daily 15-minute stanza offering five of the town's best-known newspaper gals—Harriet Van Horne, Jean Meegan, Radie Harris, Robin Chandler and Charlotte Adams—covering radio, theater, movies, fashions and food, respectively. Andre Baruch will be editor-in-chief. . . . Doris Sharp's Radio Registry landed in two nat'l mags this month—Tune In and True Detective. . . . Eddie Cantor penning his autobio and bringing his first yarn, "My Life Is In Your Hands," up to date for possible movie sale.

CHICAGO

By BILL IRVIN

RENEWAL of the Chicago and Northwestern railway's 400 Hour programs and the Bond Clothes 15 minute news program, both for 5 weeks, and the placement of an order for 30 transcribed station breaks were included in the new business announced last week for Station WMAQ by Oliver Morton, manager of the NBC Central division, National Sales Department. The 400 Hour featuring Norman Ross as M.C., with recorded classical music, chatter, time and temperature was renewed through the Caples Company for 52-week period, beginning March 18. Program is heard Monday's through Saturdays, 7:00 to 7:55 a.m. (CST) over WMAQ. Bond Stores, Inc. through Neff-Rogow (New York) renewed their 15-minute news period featuring Don Elder, also for 5 weeks. It started Feb. 10. Program is aired Sunday through Saturday 11:00 to 11:15 p.m. (CST). The Cleveland Cleaner and Paste Company (Walvet Wallpaper Cleaner) placed an order for 30 transcribe station breaks through Bayless-Ker Company (Cleveland). The station breaks will be heard five a week for six weeks, and are scheduled to start March 1.



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

MUTUAL NETWORK

For further details on Friendly Group Stations, write Joseph Hershey McGillera, Los Angeles, San Francisco, New York.

JOHN LAUX
Managing Director

WSTV - Steubenville, O.
WFPG - Atlantic City, N. J.
WJPA - Washington, Pa.
WKNY - Kingston, N. Y.



"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

Television On Agenda Of CBS Affiliates Group

(Continued from Page 1)

to inspect the web's television laboratories and transmitters. Board members who are to attend: R. Lounsberry, WKBW, Buffalo, N. Y., chairman; E. E. Hill, WTAG, Worcester, Mass., secretary; Clyde Combs, KARM, Fresno, Calif.; F. C. Ahmeyer, KGLO, Mason City, La.; T. Lucy, WRVA, Richmond, Va.; Clyde Rembert, KRLD, Dallas, Texas; Tom Rivers, WCSC, Charleston, S. C.; Al W. H. Summerville, WWL, New Orleans. George J. Higgins, of KSO, Des Moines, Ia., will attend in place of Arthur Church, KMBC, Kansas City, Mo., who is unable to be present. Columbia executives attending are: William S. Paley, Chairman of the Board; Frank Stanton, President; Joseph H. Ream, Vice-President and Secretary; Frank K. White, Vice-President and Treasurer; Adrian Murphy, Vice-President; Herbert V. Berberg, Vice-President in Charge of Station Relations; William C. Gitinger, Vice-President in Charge of Sales, and Davidson Taylor, Vice-President and Director of Programs. Other CBS officials scheduled to meet with the board are: Earl H. Immons, Director of CBS' Washington Office; William B. Lodge, Director of General Engineering; J. Kelly Smith, Director of Station Relations; Edwin Buckalew, Western Division Manager of Station Relations; Ralph Hetcher, Central Division Manager of Station Relations; and William A. Shudt, Jr., Eastern Division Manager of Station Relations.

New KBS Outlets

Keystone Broadcasting System has announced the addition of the following affiliates: WATT, Cadillac, Mich.; WOCB, Cape Cod, Mass.; WOR, Worland, Wyo., and WMOX, Meridian, Miss. The addition of these four markets brings the number of KBS affiliates to 204.

'Word-for-Word'
TYPEWRITTEN
TRANSCRIPTS

RADIO COPY

12-hour Delivery in N. Y.
Round-the-Clock Service
ALSO

Electrical Transcriptions converted to
typewritten scripts
162-25 Depot Road
Flushing, N. Y. FL. 9-7779

Don Lee Web Summoned To Give FCC Accounting

(Continued from Page 1)

hearing pending application for renewal of licenses of KGB, San Diego, and KDB, Santa Barbara.

In addition, the FCC directed the company to file within 30 days, applications for renewal of licenses for operation of KFRC, San Francisco, and KHJ and KHJ-FM, in Los Angeles.

Letter from T. J. Slowic, FCC secretary to the company follows:

"It appears upon examination of the files of several of your affiliated stations that you have been indulging in practices which may be in violation of the provisions of the Commission's Regulation 3.104, relative to network option time, both in failing to give your affiliates the 56 days' notice of the exercise of your option which is required by the said regulation, and in compelling your affiliates to option to you more than the permissible maximum number of hours in each segment of the broadcast day.

"Accordingly, the Commission has today designated for hearing upon issues to be specified, the pending applications for renewal of your licenses for the operation of KGB at San Diego, and station KDB at Santa Barbara. You are directed also, pursuant to the provisions of Sections 1.362 and 3.220 of the Commission's Rules and Regulations, to file within 30 days from the date of this letter application for renewal of your present licenses for the operation of station KFRC at San Francisco and stations KHJ and KHJ-FM at Los Angeles."

Commission rules prohibit the net from forcing an affiliate to use more than 3 hours network time during each of the four segments of the broadcasting day.

"Stradivari" Orchestra Back On ABC March 3

(Continued from Page 1)

one week. Orchestra will be heard in its initial broadcast on March 3, with Paul Lavalle conducting, from 12:30 to 1 p.m. (EST).

Sponsored by Prince Matchabelli Perfumery, Inc., the orchestra first bowed on the air Oct. 17, 1943, and except for a brief interlude, has been heard regularly since that time.

Radar Aspect Studied In Espionage Case

(Continued from Page 1)

sible application of such data, on which officials declined comment, was in relation to radio-controlled, long-range rockets and other missiles, such as the V2, which reach great heights above the earth. Original ionospheric studies in Britain led to the development of the whole related field of radar.

In Canada, the Navy had two stations in operation by 1944, one at Chelsea, Que., not far from Ottawa, and the other on the outskirts of Churchill, Man. The results proved of such value that the other services, the National Research Council and the Transport Department, joined to form the Canadian Wave Propagation Committee. The Army established a station at Prince Rupert, B. C., the RCAF another at St. John's, NFLD, and the Transport Department took over a station on the Arctic's bleak Ballin Island, previously operated by the Carnegie Institution of Washington. Co-ordinating their work, an extensive study was made of the effects on radio of the aurora—peculiar to Canada among the inhabitable portions of the earth's surface. The recorder stations were strategically located to study the 'auroral belt.'

CBS Buys More Bldgs.; May Be Used For Tele

(Continued from Page 1)

negotiations for the CBS' purchase of the Alvin Theater for \$825,000. Neither Landauer nor CBS officials were available yesterday for direct confirmation, but knowledge of the transaction was indicated at network offices.

Tenants of the buildings, which presently house a number of small apartments and restaurants on the street floor, have been notified to vacate the premises by May 1, 1946, at which time it is understood CBS will immediately begin demolition of the property for a modern office-type studio building.

Although it was not officially stated that the CBS television department will be included in present expansion plans attendant to construction of the new building, possibility of the transfer is indicated by lack of sufficient space at the present location at 15 Vanderbilt Ave.

Radio And Press Aid For Phila. Red Cross

(Continued from Page 1)

the area to listen to the program. The newspapers printed a questionnaire which the doorbell-ringers are required to answer—and to get the right answers, they had to listen to the show carefully.

The event also marked the first time in many years that the major portion of Philly radio has been hooked up for a local show.

"Try 'N Find Me" Bought By Southern Cotton Oil Co.

(Continued from Page 1)

being handled by Kenyon & Eckhardt. Andy Andrews is producer for the agency. Program will be heard across-the-board, 4:15-4:30 p.m., EST.

For 52 weeks beginning April 7, William S. Scull Co. will sponsor "A Present From Hollywood," on ABC Sundays, 2-2:15 p. m., EST. Commercials will be for Boscul Tea. Heard on the program are the Three Suns and Artie Dunn. Dan Russell produces, with Ira Marion scripting. Agency is M. H. Hackett Co.

BALTIMORE'S
Listening Habit

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MUTUAL BROADCASTING SYSTEM

JOHN ELMER **GEORGE H. ROEDER**
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

WANTED IN NEW YORK

Seasoned time salesman with experience as radio station sales or commercial manager. Write Box 130, RADIO DAILY, stating full details, salary, availability.

AGENCIES

TOM B. LEWIS, vice-president of Young & Rubicam in charge of radio, announces that Glenhall Taylor, an associate director, has been elected a vice-president of the agency. Taylor will continue to supervise West Coast activities of Y. & R.

McCANN-ERICKSON's office in San Juan, Puerto Rico, has been appointed by Pan American Industries of New York, Puerto Rico and the Dominican Republic to handle its advertising of Presidente Beer and Coca-Cola in the Dominican Republic, effective immediately.

JO LYONS, of B. B. D. & O., is conducting the course in Television Programming at New York University. It began on Wednesday, Feb. 6, and will continue for 12 weeks. Among the guest speakers in the course will be Gene Kuhne, of J. Walter Thompson, and Ted Frenier, of Metropolitan Television. Writing and production will be stressed.

SCHWIMMER & SCOTT, Chicago advertising agency, announce the appointment of Charles H. Lilienfeld as account executive. Recently discharged from the United States Marine Corps, he was stationed at Washington, D. C., where he served on the staff of "The Leatherneck" and the "Marine Corps Gazette" in charge of promotion and public relations. Prior to his service with the Marine Corps, Mr. Lilienfeld was in charge of Sales Promotion and Advertising for the National Tea Company for 13 years.

SAM BLAKE has been appointed director of radio public relations for the Laymen's National Committee, it has been announced by Howard Kiroack, executive director of the Committee. Mr. Blake was recently director of special events for the Greater New York Chapter of the National Foundation for Infantile Paralysis and, before that, director of overseas publicity, Office of War Information. The Laymen's National Committee is launching the first of its 1946 projects on April 8th with National Sunday School Week, which continues through April 14th.

LIEUT. COMDR. A. W. FARGO, JR., has rejoined the staff of Charles W. Hoyt Company, Inc., after an absence of five years. He has been appointed to the position of assistant to the president—Everett W. Hoyt.

KFBI Gets Power Increase

KFBI, Wichita, Kansas, ABC affiliate, has received a construction permit from the FCC granting an increase in its daytime power to 10,000 watts from the current 5,000 watts, on its present frequency of 1070 kc.

Expectations are that the station will be operating with the new power about April 1, 1946. In the meanwhile, KFBI's nighttime power of 1,000 watts remains unchanged.

WORDS AND MUSIC

By HERMAN PINCUS

Success Story!

ONE NIGHT not so long ago, Sidney Flamm, owner of station WPAT and Judge Milton Schmach of Paterson, New Jersey, attended a local musicale and were thrilled by the voice of a petite 21-year-old singer named Mary Kennedy. It seemed incredible that so rich a voice could stem from so small a person. Yet there it was and when Flamm and His Honor made inquiries, they learned that Mary, orphaned at an early age, was working her way through college. Deciding that such talent rated a break, the radio exec interested a group of local business men to sponsor the little singer and a fund was established enabling Mary to engage the services of the voice teacher who had coached among others, Conrad Thibault. Flamm also interested the famous beauty expert Helena Rubenstein who personally took charge of the singer's beauty treatments and diet designed to fill out the thin frame and remold same into a beautiful figure. The American counterpart of George Bernard Shaw's "Pygmalion," will make her New York debut at the Town Hall and April 28 might well be 'the night a star is born.' . . .

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RADIOLOGY:—Andy Russell, singing star of the "Joan Davis Show," will do a four-week stint at the New York Paramount in June . . . ● Announcer John Tillman, in the Army for three years, will be in civvies within a month and will return to Gotham's Radio Row . . . ● Johnny Olsen, star of "Rumpus Room" and "Ladies Be Seated," waxed his initial platter for Victor . . . the novelty ditty, penned by Lee Crane, is titled "I Yi Yimminy Yi." . . . ● This is the season of Radio Polls . . . hence an air mail letter from Sgt. Walter Kaner, famed as "Tokyo Mose," of the AFRStation WVTR, Tokyo, which informs us that a Poll of GI's in that region, brought the following results. Most Popular Orchestra, WOODY HERMAN; Most Popular Girl Vocalist, JO STAFFORD; M. P. Instrumental Group, KING COLE TRIO; M. P. Male Vocalist, BING CROSBY; M. P. female vocal group, ANDREWS SISTERS; M. P. male vocal group, THE INK SPOTS. . . . Dick Brown, heard recently on the RCA Victor NBC commercial, has been booked into the Roxy in Gotham, starting Feb. 28. . . . ● Joy Hodges' trilling on the "Honeymoon, New York," mornings via NBC is a musical pepper-upper . . . After two years of special service for Uncle Sam, Radiolite Jimmy Tansey is back on the networks . . . ● Announcer Bob Shepard copped the assignment to make a series of transcribed institutional spots for Paramount Pictures . . . ● Mac Ceppos' five-men ABSwingtette is a natural for recordings . . . give a listen and thank us . . . ● Scriptor J. Franklin Jones and the "Edelbrew Beer" show, part company after 13 weeks . . . ● Comes May and Kate CBSmith will observe a double celebration; tenth year on the air for General Foods and 15th year on the ether . . . guess the "Songbird of the South," may include the North, East and West as her domain . . . ● NBConductor of the "Atlantic Spotlight" program has resigned to free-lance.

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TIN PAN ALLEY-OOPS:—Leeds Music Corp. is the publisher of the season's hill-billy sensation "Silver Dew On The Blue Grass." . . . we predict it reaches the half-million mark in sales by Spring. . . . Johnny Thompson, "Song Salesman," featured ABC Coast-to-Coast, has written a ditty with Ruth Frank and Johnny Polce titled, "Will You Swoon If I Croon?" . . . (honest, we saw the copy.) . . . Hal Dickenson of the Modernaires is the composer of the hit "Coffee Five—Doughnuts Five." . . . BUT he doesn't care for doughnuts and NEVER drinks coffee . . . Mills music has a hit parade contender in the Jack Shaindlin-Perry Miller ditty titled, "When Your Head's In the Clouds." . . . Perry NBC's Victor platter of "A Hubba-Hubba-Hubba," which is also featured in his forthcoming Fox flicker, "Doll Face," has already hit the million mark in sales. . . . Buddy Rich and his orchestra will be seen in Republic's "Earl Carroll's Sketch Book." . . . Keep your eyes on the ballad "Seven Days A Week." . . . Top singers are re-programming the ditty which seems headed for the Hit Parade. . . . We caught Robert Q. Lewis' "Disc Digest," via WHN . . . this breezy-voiced disc jockey's style is a catch to make friends with tuner-inners.



GEORGE R. TORGE, who served three years in the ETO with the Army under General Patton and later studied music and speech at the College in London prior to his discharge from the Armed Forces, has resumed former duties as program director of WBEN, Buffalo, N. Y.

BRONSON TWEEDY, after three years in the Navy, has joined the medical department on the Procter & Gamble's count at Benton & Bowles. **JOHN E. ERTY** has joined the radio department after four years in the Army Signal Corps.

JIMMY VANDIVEER has returned to Radio Station KFI, Los Angeles, as director of Special Features; the post includes the handling of Special Events and work with Frequency Modulation. For the past three years Vandiveer has been in the service of the United States Navy, the first two years of which were spent as Officer in charge of Special Events for the Eleventh Naval District and the last year on the Public Relations staff of Admiral Nimitz.

M/SGT. N. FREDERICK WEIHER, Rockville Center, L. I., veteran NBC director, has received his honorable discharge from the Army via the Foreign Separation Center. Before entering the Army, Weiher spent eight years in directing such daytime serials as "The Lone Journey," "The Open Door" and "The Right to Happiness."

GORDON LLOYD and **LUFER STEARNS**, both recently returned from military service, have joined the ABC sales department, it was announced yesterday. Lloyd and Stearns were in the WJZ sales staff prior to entering the Armed Forces.

Three AM, 3 FM Stations Requested Of Commission

Washington Bureau, RADIO DAILY

Washington—Three applications for CP's for new standard stations, in a like number for FM stations, have been announced by the FCC. Applications included Twin Broadcasting Co., Augusta, Me., to be operated on 1340 kc, 250 watts, power limited; Oneida Broadcasting Co., Rhineland, Wis., to be operated on 1240 kc, 250 watts, unlimited; Idaho Television Corp., Medford, Oregon, to be operated on 1270 kc, 250 watts, power limited.

FM filings include Lewis Broadcasting Co., Lewistown, Pa.; Charleston Broadcasting Co., Charlottesville, W. Va., and Eastern Carolina Broadcasting Co., Goldsboro, N. C.

In addition, FCC announced application for a developmental broadcasting station by Federal Telecommunications Lab., New York City. The station would operate on 930 mc, 30 cycles, 30 watts, unlimited.

This is

NEW YORK



Build Today

**Tomorrow's
Leadership!**

— through your support of the

**Greater New York Councils
BOY SCOUTS of AMERICA**

Bronx - Brooklyn - Manhattan - Queens - Staten Island

**THE RADIO INDUSTRY IS LENDING ITS WHOLE-HEARTED
SUPPORT TO SCOUTING'S CAMPAIGN TO RAISE \$300,000.00
FOR ITS 1946 NEEDS IN GREATER NEW YORK**

★ ★ COAST-TO-COAST ★ ★

— GEORGIA —

AUGUSTA — WGAC in connection with its present expansion program, announces the appointment of David K. Fulton as director of special events. Fulton, prior to being employed by the West Virginia Network, was with WPIC, Sharon, Pa., and WJW when the station was located in Akron, Ohio. In addition to handling a comprehensive program of special events, he will be master of ceremonies on WGAC's 1240 Club, afternoon record show. . . . **ATLANTA**—Hugh Ivey, recently discharged from the Navy, where he served as an Aviation Radio Technician 2/c, has joined the announcing staff of WAGA. . . . Arry L. Brown, having served as a lieutenant colonel in the Signal Corps for five and a half years, has joined the staff of WAGA as chief engineer.

— MINNESOTA —

MINNEAPOLIS—In a move to expand its activities for rural listeners, WCCO will present a new series of programs featuring farm service director, Larry Haeg, who will interview important agricultural leaders, Monday through Friday at 5:45 a.m. . . . The Chicago, Milwaukee and St. Paul R. R. is sponsoring a new 15-minute news roundup each Sunday, with Doug Melges at the mike. . . . **DULUTH**—Back behind microphones after service in World War II are Rolf Erickson, a navigator in the Army Air Corps, and De Alton Neher, who served as a lieutenant in the Navy.

— NEW YORK —

NEW YORK—WNEW will present a special drama today, Feb. 20, in observance of Brotherhood Week, which is under the leadership of President Truman and sponsored by the National Conference of Christians and Jews. Adapted for radio by Hedda Rosten, the drama, entitled "One God," is from the book by Florence Mary Fitch, and calls for all citizens to enroll in a campaign against bigotry, prejudice and hatred. . . . **BROOKLYN**—Oscar Brand, WLIB folk song singer, will present a special Washington's Birthday program on Feb. 22, featuring songs that were popular in the George Washington era. . . . **WOODSIDE**—Barney Sedran, who has coached basketball for 35 years and is currently tutoring the N. Y. Gothams of the American Basketball League, will be the guest of honor of Jocko Maxwell, sportscaster over WWRL, Thursday night, Feb. 21.

Send Birthday Greetings To

February 20

Jane Colbert	Judy Frost
Curtis Roberts	Bruce Wendell
Dick Past	Burt McMurtrie

— TEXAS —

SAN ANTONIO—The Lone Star Ice Stations will sponsor a three-quarter hour weekly series of airings titled "The Voice Of The Veteran" over WOAI. All veterans and servicemen are to be invited to make known their views and to take up matters which affect veterans and their welfare. . . . Frances Jervis, has joined the program department of KMAC, as assistant to program director, Tony Bessan. . . . **EL PASO**—Hamilton C. Watson of Chicago, recently released from the Army as a captain, now is KROD auditor.

— CONNECTICUT —

HARTFORD—Laura Gaudet, WTIC concert artist, is featured in a new series of programs "Piano Moods," broadcast Tuesday and Thursday afternoons. . . . **NEW HAVEN**—Al Bennett, Michigan war ace, will speak over WNHC, Feb. 21, on "The Future of Private Flying" at the annual dinner of the Connecticut Pilots Association. Broadcast will originate in the Chi Psi Fraternity house from 8:30 to 9:00 p.m. . . . **WATERBURY**—In co-operation with the Waterbury Council of Churches, a new early morning religious program has been inaugurated over WBRY entitled "Faith of the Living Church." The program is divided into three day portions, each planned and narrated by a local minister.

— TENNESSEE —

KNOXVILLE—WBIR has begun its sixth year of broadcasting from the modern two-story structure, the Radio Building, which houses both offices and studios, in the downtown district of Knoxville. Known as "The Voice of Knoxville," the station marked its fifth year by initiating the news bureau, giving complete, five-times-a-day coverage of the local scene. The station, which was purchased in 1944, is one of the Nunn system, which includes WLAP in Lexington, Ky.; WCMI in Ashland, Ky., and Huntington, W. Va., and KFDA in Amarillo, Tex. . . . **GREENEVILLE**—With Clyde B. Austin as president, the Greeneville Broadcasting Company has been authorized by the FCC to operate a radio station on 1340 kilocycles, 250 watts, unlimited time.

— DISTRICT OF COLUMBIA —

WASHINGTON—Friday, Feb. 22, WOL will present a new series of programs to be heard each Friday thereafter in the 8:30 to 9:00 p.m. period. Show is entitled "National Quiz" and each week will pit three men and three women from various government agencies in questions directed toward acquainting radio audiences with the different functions of each government agency. The new program will be headed by Jack and Frances Paige with quiz expected to develop into the battle of the sexes. . . . On March 6, WOL will begin a new series of broadcasts entitled "This Is Your Country" and will feature the Army Air Force Band with 102 men under the direction of Capt. George S. Howard and a full cast of actors and singers. Each week's program will be dedicated to a definite state and will have a specially written score and narration.

— SOUTH CAROLINA —

COLUMBIA—Nearly seventy orchid corsages have been presented to female motorists since the inaugural program of "Orchids for Safety" over WIS in October, 1944, it was announced by Ray A. Furr, program director of the local outlet. Originated by State Highway Patrolman Billy Fallaw, a woman driver is selected each week to appear on the WIS Saturday morning sustainer, and is awarded an orchid for her ability and good judgment on the road. The orchids are presented by the Columbia Jaycees for the program which is presented jointly by WIS and the South Carolina State Highway Dept.

— NEW YORK STATE —

BUFFALO—Bill McBurnie, is back in the transportation department at WBEN after three years of Army service. . . . Woody Magnuson, program director of WBEN, was emcee at the formal opening of Shea's Teck Theater, the first downtown movie built in Buffalo in 18 years. . . . **SYRACUSE**—A recent addition to the music staff of WOLF, is Norm Meservey, veteran pianist, who is now appearing on "Notes with Norm" and "Model-T Melodies," both aired in the A.M. spot.

— PENNSYLVANIA —

PHILADELPHIA—Co-ordinated by special events director Sam Serota, traffic problems and messages on changes in parking and traveling regulations resulting from the strike were broadcast regularly. WIP listeners received all available information on the opening and closing of schools and other public institutions, and the changes in shopping hours of department stores in the mid-town area. . . . New employees added to the KYW staff are, Margaret Maguire who replaces Mary Gallen in the general service department and Dorothy Bertulis, formerly of the Catholic Standard and Times, who joins the music department.

— MASSACHUSETTS —

HOLYOKE—In co-operation with the Holyoke Office of USES, WHYN is presenting a program designed to benefit the job-seeking veteran. The broadcast, which is presented each morning, informs vets of available jobs in the Holyoke area, and also in foreign countries. . . . **WORCESTER**—James G. Little, recently discharged from service with the Navy, has returned to WTAG as night editor.

TIME BUYER WANTED

by progressive radio department in growing New York agency where there is splendid opportunity for personal advancement. Describe experience, qualifications, age and salary desired in first letter to secure interview.

Write RADIO DAILY
Box No. 131
1501 Broadway New York 18, N. Y.

...take a tip from Miss KAY G W



"New construction incident to industrial expansion and new enterprises will bring \$32 1/2 million to the Portland area this year.

"Additional millions earmarked by the state and federal governments for highways, hydroelectric development and port and river control facilities will make 1946 the KGW Market Area's biggest year."

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



Vol. 34, No. 36 Thurs., Feb. 21, 1946 Price 10 Cts.

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

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

FINANCIAL

(Feb. 20)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio.

OVER THE COUNTER

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

Opening At Strand

Jack Carson, Arthur Treacher and Tugwell, the principals on CBS' "Jack Carson Show," sponsored by Campbell Soups, move into the New York Strand Theater tomorrow for a three-week engagement, with Art Mooney's band. Format of the act will be similar to that used on their air show.

Cromer To Direct Package Show

Charles Cromer has resigned as writer of the WJZ "Fish and Hunt" program, to write and direct the new radio show "Outdoor Lifetime," featuring Ray Brown, editor of "Outdoor Magazine." Bill Richman, of the Richman-Sandford Productions, is producing the package, which will be available either live or transcribed.



L. S. TOOGOOD RECORDING CO. 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

Coming and Going

BARTON PITTS, president of KFEQ, American network affiliate in St. Joseph, Mo., arrived in town this week for conferences with officials of the web.

ART MOORE, producer of the "County Fair" program, WIN ELLIOT and other members of the cast and personnel of Kenyon & Eckhardt production staff, are back in New York following two broadcasts from the Florida State Fair in Tampa.

FULTON LEWIS, JR., Mutual network commentator, is en route to Indianapolis, where tomorrow he will deliver the first in a series of lectures extending from that point to the West Coast.

JERRY SIEGEL, creator of the "Superman" character heard each day on Mutual, is out of the Army sporting an honorable discharge and has returned to his home town of Cleveland.

TOM SLATER, Mutual's manager of special events, yesterday sandwiched in a trip to Washington, D. C., in addition to five speaking engagements this week. Today he returns to Gotham to talk at the meeting of the Radio Executives Club.

BUDDY LESTER off for Detroit, where he is booked for a week at the Downtown Theater. He is accompanied by MRS. LESTER.

JOHN MAYO, currently on an extended jaunt through the middle west for the Lang-Worth Library, is being greeted by radio luminaries of the Hoosier State.

FRED HEIDER, writer on American network programs, is back in New York after four weeks on the road with "So You Want to Lead a Band," Sammy Kaye show in which the maestro is seeking the nation's best "volunteer" orchestra leader.

Tele Course At CCNY Gets Underway Tonight

(Continued from Page 1)

Advertising and Merchandising" tonight, at the City College of New York. The course will provide students with an intensive study of the problems to be faced by the prospective video advertiser, visual demonstration and application of proper television technique.

Actual participation in writing, directing and production will be provided, as well as a tour of DuMont's station WABD, with the co-operation of Samuel Cuff, general manager. Programming and production demonstrations will also be provided under arrangements by Nelson and Bud Gamble, of Loew-Gamble, at the Yorkville Public Library.

Included in the course will be guest-experts, such as Ben Feiner, Jr., assistant director of television at CBS, and Charles J. Durban, assistant advertising director of the U. S. Rubber Co. Students will also be provided with access to the agency executive's commercial file of television scripts that have actually been on the air, and will be permitted to write and act out their own commercials. Nelson, who is chairman of a laboratory group of the American Television Society, has produced several programs on DuMont's WABD, among them "The Storm Television University," an educational series dramatized to maintain interest in the medium.

BMB Group Reaffirms Decision On Audiences

(Continued from Page 1)

station audiences to those counties and measured cities in which a station's audience representation is at least 10 per cent of the total radio families in that city. On two other occasions the committee defended the issue under protests from BMB members.

BMB also announced the addition of six new stations to its membership, bringing the total to 636 outlets throughout the country. New stations are: KDNT, Denton, Texas; KROD, El Paso, Texas; WSYB, Rutland, Vt.; WJHL, Johnson City, Tenn.; KTMC, McAllister, Oklahoma; WBRW, Welch, West Virginia.

New Business Man for Net or Large Station

Extensive radio sales, promotion and 4A agency account exec. experience. Lots of sales, radio and advertising know-how. Want position requiring inventiveness, wits and aggressiveness. New York or west coast. Ex-officer, employed. Describe position, salary and I will supply details.

Box 133 — RADIO DAILY 1501 Broadway, New York 18, N. Y.



Ever see a Tiglon?

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

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

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

Facts to prove it are available



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RED

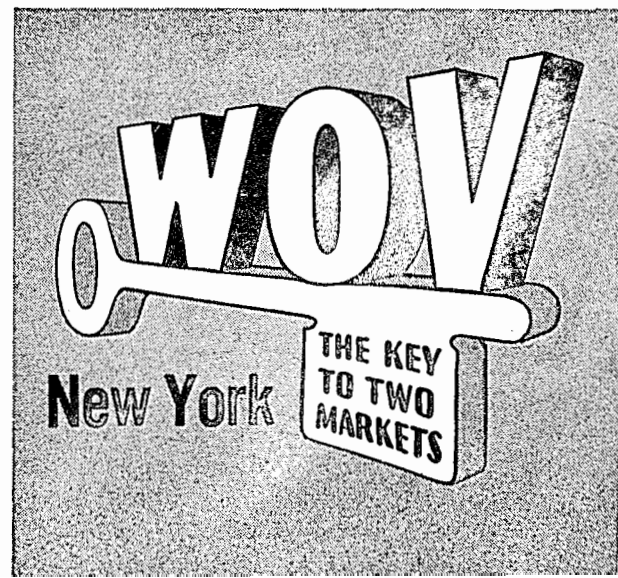
MUSIC has power
WDAS is the only Philadelphia radio station featuring three hours of classical music daily
No wonder WDAS audiences say "Thank You!"



TAKES BOTH TO DO THE JOB.....

Teamwork gets things done. In the case of WOV, two great listening audiences team up and complement each other to give this important New York station a constant selling power . . . night and day. In the daytime, WOV overwhelmingly dominates New York's Italian speaking audience of 520,000 radio homes. And, in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station . . . *at less than half the cost of the next ranking station.*

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.





Executives in advertising agencies and stations from coast-to-coast will be using their letter opener on a large envelope that will arrive on their desks next week. Inside will be the complete story of a new NBC Syndicated show that is destined to make programming history.

* * * *

It's called *Mercer McLeod . . . The Man With The Story*. Perhaps you have already read about it on page 49 in last Monday's issue of *Broadcasting*. Perhaps you have been fortunate enough to hear an audition record of this unique program.

* * * *

Have you ever awakened from a frightening dream in the still hours of early morning? Afraid to move, you lie there . . . still suspended between grotesque, frenzied imagination and the logical warmth of reality. Eerie figures which haunted your dream seem still to be in the room with you. And you question . . . where does fantasy end . . . and life begin?

* * * *

Such is the dreamy, vaporous mood of *Mercer McLeod . . . The Man With The Story*.

* * * *

Mercer McLeod has every qualification for being a great storyteller. He has traveled from the sophisticated streets of Paris to the dark jungles of exotic roles with some of the world's greatest theatrical companies . . . has had a solid radio background . . . all of which has fitted him for this program assignment. His great acting skill and experience come to play in every thrilling program, for he enacts the parts of all male characters in his stories with astounding voice changes and differences of pacing.

* * * *

The unique appeal of this NBC Recorded program . . . its hard-driving dramatic style that keeps listener interest . . . the unusual talent of *Mercer McLeod*, plus the assurance of audience acceptance, proven on the CBC coast-to-coast network . . . combine to make it one of the most commercially desirable syndicated features available to advertisers.

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 !!!

● ● ● When Ole Olsen, the Olsen and Johnson zany, starts getting up at 6 a.m. next Monday to emcee the Breakfast Club in the absence of vacationing Don McNeill, he plans to keep a trailer parked near the

Chicago

ABC studios. Equipped with a kitchen, electricity, water and other facilities, the trailer will serve as a "breakfast room" for guests chosen from the studio audience. *Chic Johnson* said he would be glad to help out his partner on the Breakfast Club if the program was moved up to noon. . . . *Capt. Bill Eddy*, director of television and FM for Balaban and Katz (WBKB), and in charge of the Navy's radar training school in Chicago during the war, is instructing a group of 15 members of the local Radio Writer's Guild on how to write for television. Eddy and his proteges agree that no real television writing has been done. What passes for tele scripting is either a re-hash radio job, or a transposed drama or scenario. . . . *Tommy Dorsey* opens at Rainbow Gardens here March 12. . . . *Jack Owens*, the Breakfast Club's Cruising Crooner, has penned the lyrics for a new tune, "Cynthia's in Love." Other tunes from Owens' pen are "Hut Sut Song," "Hi! Neighbor" and "Louisiana Lullaby." . . . *Dan Thompson*, director of radio for the National Safety Council, which crusades against accidents in the home, is nursing a fractured rib, incurred while sparring with his nine-year-old son. . . . *Mary Hartline*, beauteous orchestra conductor of ABC's Teen Town, has been named the "most promising girl band leader of 1945" by *Jess Carlin*, managing ed of the *Orchestra World*. Carlin will present the award to Mary on the March 2 broadcast.

★ ★ ★

● ● ● *Beatrice Kay* opens at the New Frolics here Feb. 28. . . . *Paul Brines*, assistant manager of WGN, received a phone call from an irate woman listener the other day. The woman accused WGN in particular and radio in general of cornering the market on nylon hose. "All the radio shows are giving nylons away, and I can't buy any," she wailed. "I have a baby and can't get away to attend 'Date for Daddy' or 'Mr. and Mrs.'" Brines consoled her with the thought that she is not alone in her plight—Mrs. B. hasn't a pair of nylon's, either . . . *Singer Skip Farrell*, currently appearing at the Chicago Theater, may get the featured vocal spot on the Kaiser-Frazer network show. . . . *Frankie Masters* and his vocalovely *Phyllis Myles* will say their "I do's" March 15 at the Little Church Around the Corner in New Y'awk. . . . *NBC Commentator Alex Dreier* conducted an OPA poll among his listeners recently and found that 85 per cent of those voting favored retention of the Office of Price Administration and price controls for at least one more year. Three per cent favored price controls with some modifications, and 12 per cent were opposed to OPA. . . . After hearing Senator Claghorn's assertion that he could never look a compass in the needle because it always pointed North, that's a joke, son, *A. Kip Livingston*, one of the owners of the DuPage Plastics Company of Chicago, promptly dispatched an "unprejudiced" compass to the Yankee hater. It is a direct reading compass, made by DuPage, which always points the way the user is facing, whether it be North, South, East or West.

★ ★ ★

● ● ● *Tom Breneman*, appearing both on the screen and on the stage with his "Breakfast in Hollywood" broadcast, came within \$1,700 of cracking the Oriental's all-time box-office record during his week's engagement. Rain and snow on Feb. 14 upset what would have been the record business week since the Oriental opened. The movie, based on the radio show and starring Breneman, has been held over for another week. . . . When *Ann Sothern* was here for her "Maisie" broadcast last week she was cornered by autograph-hunting bobby soxers at the Pump Room. While she was signing one book a slip of paper fell out. Snatching up the paper the bobby soxer said loftily, "Miss Sothern, look what you're doing to Van Johnson!"

LOS ANGELES

By RALPH WILK

PRODUCER ED CASHMAN, of Andrews Sisters "N-K Musical Show room," is thinking of establishing hospital right in the radio studio to take care of the cast's epidemic ailments and mishaps. This week *Maxene Andrews* and *Singer Cui Massey* turned up with severe cold. *Maestro Vic Schoen* hobbled in with a wrenched back and *LaVerne Andrews* sandwiched the show between visits to the dentist.

Unusual display in Los Angeles February 16 will find photos of *NBC Dinah Shore* spread throughout group of department stores, marking Dinah's new singing affiliation with Columbia Records.

Rockefeller Lauds Radio For Clothing Drive Support

(Continued from Page 1)

for Overseas Relief, *Nelson A. Rockefeller*, New York chairman, yesterday reported that almost three million pounds of clothing was donated. Heading up radio for the Rockefeller clothing committee was *Harry Levin*, former OWI regional chief, assisted by *Gladys Bashkin*, former of WNYC.

FOR SPECIALIZED
DELIVERY

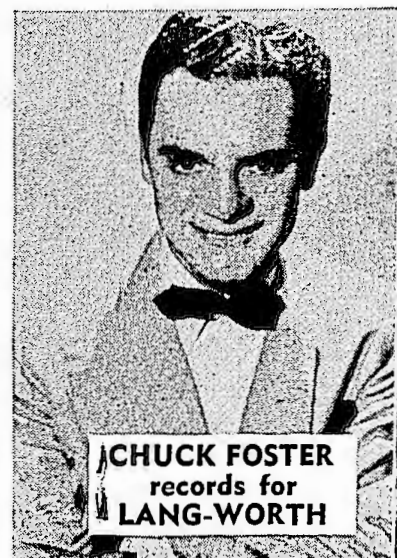
Call

HOLLYWOOD
MESSENGER & EXPRESS

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: GLADSTONE 224



CHUCK FOSTER
records for
LANG-WORTH

★ **AGENCY NEWSCAST** ★

GENE DAVIS, who served as a Marine Corps captain during the war, has been elected vice-president and art director of LaRoch & Ellis, Inc. Davis was formerly art director of "Good Housekeeping."

ROGER BOWER, program director of WOR, today, Feb. 21, will discuss "Production in the Radio Studio" at the Advertising and Selling Course conducted by the Advertising Club of New York.

ROBERT HOLLEY & CO. has been engaged to prepare the advertising of National Records Company, manufacturers of phonograph recordings, and The Song of the Month Club.

ARTHUR POPPENBERG has been named eastern sales manager of the Arthur B. Church Productions, New York. Offices are located at 475 Fifth Avenue.

LIEUT. COMMDR. RICHARD L. SCHEIDKER, now on terminal leave from the U. S. Navy, and **LEE MORSE RICH**, recently released from the Coast Guard, have joined the staff at executive headquarters of the American Association of Advertising Agencies in New York. Commander Scheidker will be in charge of creative and promotional activities for A. A. A. Rich joins the media and research department as assistant to Gerald Beckjorden, Assistant Executive Secretary.

MARTIN P. VORBERG, recently released from the Army, has joined Compton Advertising, Inc. Lt. Col. Vorberg joined the Army Ordnance Department early in 1942. He served in several staff capacities in this country before going to the Southwest Pacific. Prior to joining the Army, Colonel Vorberg was account executive on the DeSoto account for J. Stirling Getchell, Inc. He is presently assigned to the New York office of Compton Advertising, Inc.

FASHION FROCKS, INC., Cincinnati, manufacturers of ladies' dresses, has appointed Franklin Bruck Advertising Corp. to handle its advertising account, effective April 1st, 1946. The company distributes its line through house-to-house representatives. Radio, national magazines and newspapers will be used.

DR. LEON ARONS has been appointed director of research at William H. Weintraub & Company. During the war he was commissioned a lieutenant commander in the U. S. Navy in which he served as a psychologist.

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

ART RAYMOND'S
 Popular
"TICO-TICO TIME"
 Is now available for immediate sponsorship.
 WBYN (1430) 10:30 a.m. to 11:00 a.m.
 Monday through Saturday

SKY HIGH ON MIAMI BEACH



OCEAN FRONT, 40th TO 41st STREETS
 WALTER JACOBS

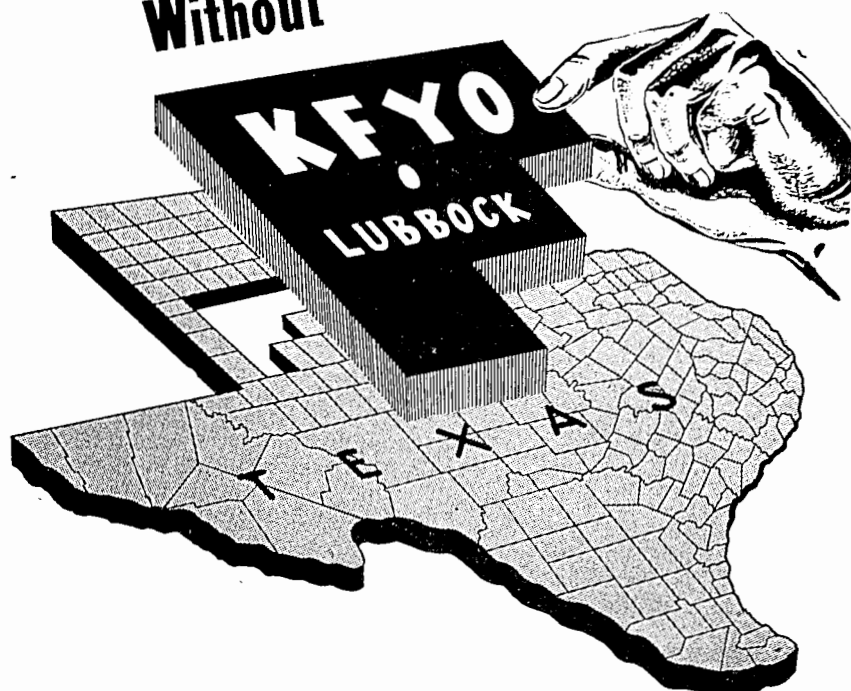


follow through

is vital in high goal polo. Just as vital in the selling of radio time is the "follow through" after the initial sales impact. When it comes to servicing clients' accounts, Weed and Company follows through consistently all year long.

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

You Can't Complete This Picture Without



IT'S A CHOICE 168 MILLION DOLLAR MARKET

As the geographical, trading, financial, industrial, commercial, and educational center, Lubbock is the hub of a vast territory comprising sixteen West Texas Counties, known as the South Plains of Texas Area. To reach this great area, use the station that has a corner on this market—KFYO—the only station dominating this area with a consistent clear signal!

VOICE OF THE
 SOUTH PLAINS OF TEXAS
 1340 ON THE DIAL

KFYO
 LUBBOCK, TEXAS



AFFILIATED WITH
 AMERICAN BROADCASTING CO., INC.
 AND

TAYLOR-HOWE-SNOWDEN
Radio Sales



Oklahoma Meeting Will Award Plaque

(Continued from Page 1)

man P. Lawton, local AER member and co-ordinator of radio at the University, said the plaque is to commemorate Walker's "outstanding contribution to radio communications and the honor he has brought to the State during his distinguished career as a public servant."

Executives from many phases of radio are expected to attend the conference, which will include clinics on management problems; sales and promotion; operation of school stations; serving the client from both agency and station viewpoints; audience measurement; community responsibility; television and FM.

Special news sessions are scheduled for the 8th and 9th. Top executives of newspaper-owned stations, radio editors and columnists will discuss "Radio and the Press," at a dinner meeting on Friday. Cy Wagner, of The Billboard, will preside. A session entitled "The New Era in News," will be held the following day, featuring wire service representatives including Tom O'Neil of PA, and Robert W. Brown, of INS.

The national committee for the conference includes: M. H. Bonebrake, KOCY, Oklahoma City; Para Lee Brock, WATL, Atlanta; Kenyon Brown, KOMA, Oklahoma City; Martin Campbell, WFAA, Dallas; Arthur Casey, WOL, Washington, D. C.; Peggy Cave, KSD, St. Louis.

W. W. Charters, Stephens College, Columbia, Missouri; Charles F. Church, KMBC, Kansas City; Jean Clos, WHAS, Louisville; Bob Compton, WCAZ, Carthage; Vernon G. Dameron, National Education Association, Washington, D. C.; Willard D. Egoft, National Association of Broadcasters, Washington, D. C.; Robert Enoch, KTOK, Oklahoma City.

Jerry Hoekstra, KMOX, St. Louis, Missouri; Robert B. Hudson, Columbia Broadcasting System, New York; Grace Johnsen, American Broadcasting Company, New York; Kenneth K. Kellam, KTHS, Hot Springs, Arkansas.

Col. Harold Kent, U. S. Office of Education, Washington, D. C.; Dorothy Lewis, National Association of Broadcasters, New York; Ben Ludy, WIBW, Topeka, Kansas.

Ken Miller, KVOO, Tulsa; Tom Slater, Mutual Broadcasting System, New York; P. A. Sugg, WKY, Oklahoma City; Keith Tyler, Association for Education by Radio, Columbus; Judith Waller, National Broadcasting Company, Chicago; Earl Williams, KFAB, Lincoln, Nebraska; William O. Wiseman, WOW, Omaha.

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The Toscanini's

The daughter and grand-daughter of Arturo Toscanini will be interviewed by Alma Dettlinger on her "Other People's Business," broadcast at 11:05 a.m. today over WQXR. Countess Wally Toscanini Castelbarco and her daughter, Emanuela, will recount tales of Rome as it was during the height of the war in addition to discussing their famous forebear.

Final Vatican Ceremonies On Four Networks Today

(Continued from Page 1)

Rome, aired the activities on WEAJ from 6 to 7 this morning by shortwave. Yesterday WEAJ carried a transcription of the address by Pope Pius XII from 12:30 to 1 p.m.

Mutual will air the public Consistory proceedings from 1:15 to 1:30 with Seymour Korman at the microphone. Plans are to air the voices of the four American Cardinals, live or transcribed, for a later broadcast.

The historic ceremonies and official awards of the famous "Red Hat" to the 32 Princes of the College of Cardinals were broadcast by Winston Burdett, CBS correspondent in Rome, and aired by the shortwave from 6 to 7 a.m., EST, over WABC-CBS.

WNYC made special arrangements to air the occasion by carrying the broadcast by shortwave from 6 to 7 this morning.

Chinese Present Mutual With Token Of Gratitude

Robert D. Swezey, vice-president and general manager of the Mutual Broadcasting System, was presented this week with a "token of appreciation" by representatives of the International Society of Chinese Engineers of Chungking for Mutual's aid to radio in that area.

The token, an inscribed needlepoint luncheon cloth, was presented to Swezey by Messrs. Yueh Yu-Yu and Wang Chang Wi of station XGOY, Chungking.

Durante On Philco Show

Jimmy Durante will be guest star when the Philco "Radio Hall of Fame," broadcasts at the War Memorial Opera House in San Francisco, Calif., next Sunday, February 24, over the ABC network from 6 to 6:30 p.m.

Radio Red Cross Drive Will Start March 1

(Continued from Page 1)

this week to confer with network officials on coverage plans. Highlight of radio participation will be the opening day, when it is expected that every program on the air will stump for the drive.

Although no big productions are planned, the national Red Cross is lining up a list of prominent speakers to broadcast, and is also working on transcriptions, spots and other features. Radio people attached to local Red Cross chapters are planning complete participation from the community angle. In addition, the drive has been given priority by the Advertising Council.

ET Series Planned

A series of transcriptions consisting of four and a half minute dramatizations, and 55 and 20 second appeals have been prepared by the national group and are being sent to every outlet in the country. Among the stars participating in the series are Ella Raines, Claudette Colbert, Jack Benny, Jimmy Durante, Garry Moore, Herbert Marshall, Lionel Barrymore, Bette Davis, Jack Carson and Glenn Ford.

Virtually all of the radio personnel attached to national Red Cross headquarters served overseas with the organization during the war. Julie Dickenson is head of the section, which includes Burt McMurtrie, Harris Kirk, Lorette Larson and Hilda Reis. Riki Englander is radio director for the greater New York area.

CBS' "People's Platform" To Air Argentine Policy

The U. S. foreign policy in regard to Argentina will be discussed on CBS' "People's Platform" next Saturday night (6:15 to 6:45), under the title, "Is Our Argentine Policy Sound?"

Participants on the broadcast, which will occur on the eve of the Presidential election in the Argentine, will include Dana G. Munroe of Princeton University; Christopher T. Emmet, Jr., writer and commentator; Ray Josephs, lecturer and former correspondent in Buenos Aires, and Samuel Guy Inman, member of the U. S. delegation to the Buenos Aires Conference.

Night Surveys Differ On Top Radio Show

(Continued from Page 1)

which is third on the CAB list is fifth in the rival survey.

The published ranking of the show follows:

— CAB —

1. Fibber McGee and Molly.
2. Bob Hope.
3. Charlie McCarthy Show.
4. Lux Radio Theater.
5. Red Skelton Show.
6. Fred Allen.
7. Walter Winchell.
8. Jack Benny.
9. Screen Guild Players.
10. Kraft Music Hall.
11. Mr. District Attorney.
12. Eddie Cantor Show.
13. Amos 'n' Andy.
14. Sealtest Village Store
15. Abbot and Costello.
16. Aldrich Family.
17. Truth Or Consequences.
18. Joan Davis Show.
19. Dr. Christian.
20. Big Town.
21. Kay Kyser.

— Hooper —
(First Fifteen)

- Bob Hope.
Fibber McGee and Molly.
Fred Allen.
Jack Benny.
Charlie McCarthy.
Bing Crosby.
Red Skelton
Radio Theater.
Walter Winchell.
Jack Haley Show.
Screen Guild Players.
Mr. District Attorney.
Truth Or Consequences.
Amos 'n' Andy.
Abbott and Costello.

In reporting "Average Evening Set in Use," Hooper reports 32.6 or less than the last report, down from a year ago. The CAB poll reveals "The average percent of set in-use from 6 to 10:30 p.m., was 28 up 0.5 from the last report but down 0.2 from a year ago."

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Gov't Radio Surplus Of Little Com. Value

(Continued from Page 1)

tion of commercially salable material, since it includes not only many special types of radio transmitters, receivers, tubes and parts, but also radar and other related devices for which no large peacetime use has yet been developed."

The report stated that the Government bought approximately 19 billion dollars worth of radio and electrical equipment for war purposes. Of this amount, about 10.7 billion was for radio, electronic and communications equipment, and 8.3 billion for electrical machinery and equipment.

Disposal Methods Discussed

Discussing disposal methods, the report said: "in the case of radio and electronic equipment, a system of central evaluation panels is used to aid in the preliminary determination of feasibility, whereas for electrical machinery and equipment, there are salvage and inspection committees located in the regional offices of the disposal agency."

"The long deferred demand for civilian type radio and electrical products," the report said, "a high post-war level, general industrial activity and the development of new applications for electronic and electrical equipment will play a part in providing a market for salable surplus radio and electrical equipment."

Reynolds Starting Sunday Sponsored By Pepsi-Cola

Dramatic presentations of important issues confronting the nation, will be heard as Quentin Reynolds, noted war correspondent and author, begins his weekly program, "Let's Talk It Over With Quentin Reynolds," sponsored by the Pepsi-Cola Company and presented over the Mutual network Sunday, Feb. 24, from 6:45 to 7:00 p.m. Reynolds, in addition to being the author of seven books, his eighth to be published this spring, has made extensive lecture tours and has narrated for two motion pictures "Christmas Under Fire," and "London Can Take It."

Nunn Stations Hold Meet

Lexington, Ky.—Managers of the four Nunn stations will meet through February 24-27 with the general office personnel in Lexington. It was announced this week. Stations represented at the meetings will be: WLAP, Lexington; WBIR, Knoxville, Tenn.; WCMJ, Ashland, Ky.-Harrington, W. Va., and KFDD, Amarillo, Tex.

A Voice
In Your Future



John Tillman
CBS Announcer
Serving in the Army

Three Station-Sales, Six CPs Given Commission Approval

(Continued from Page 1)

WRLD, owned by Valley Broadcasting Company will be sold to the latter group for \$6,400.

The FCC also approved transfer of control of KMTR, Los Angeles, from Marilynne Dalton Alcorn, Reed E. Callister, Gloria Dalton, J. F. T. O'Connor, Edward J. O'Connor and William V. O'Connor to Mrs. Dorothy Thackrey for a consideration of \$280,312 for 74¾ per cent or 747½ shares.

CPs Granted

CP's granted include the following: The Kentucky Broadcasting Company, Lexington, Ky., to operate on 1300 kc, one kilowatt, unlimited; Carter C. Peterson, Savannah Ga., 1450 kc, 250 watts, unlimited; Harrison Broadcasting Corporation, Harrison, Ark., to operate on 1240 kc, 250 watts, unlimited; Walter W. Bankhead, Jasper, Ala., to operate on 1240 kc, 250 watts, unlimited; Rio Grande Broadcasting Co., Albuquerque, N. M., to operate on 1450 kc, 250 watts, unlimited.

Four requests for power increases and other changes were also approved by the FCC: Asheville Citizens-Times Company, WUNC, Asheville, N. C., to change operation from 570 kc, one kilowatt, unlimited, to 570 kc, five kilowatts, unlimited; C. H. Hoiles, et al, doing business as Radio Station KPND, Pampa, Tex., to increase power from 100 to 250 watts; Independent Merchants Broadcasting Co., Minneapolis, Minn., WLWL, to change operation from 1330 kc, one kilowatt, unlimited, to 1330 kc, five kilowatts, unlimited; Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex., to increase power from 100 to 250 watts.

Experimental Video Approved

The Times Mirror Company, was granted a CP for a new experimental television broadcast station in Pasadena, Calif., and the Oakland Agricultural and Mechanical College, Stillwater, Okla., was granted a CP for a new non-commercial educational broadcast station.

Two additional FM stations for the city of Baltimore, Md., were granted yesterday by the FCC. This brings the total conditional grants to 330. The Baltimore grants were made to the Baltimore Radio Show, Inc., and the A. S. Abell Company. In addition, the FCC designated for hearing ap-

plications for four stations in other areas.

Six applications for CP's for new standard stations and four FM filings were announced yesterday by the FCC. Standard applications include Community Broadcasting Service, Vineland, N. J., to be operated on 1360 kc., 1 kilowatt, daytime; Capital Broadcasting Co., Lewistown, Mont., to be operated on 1230 kc., 250 watts, unlimited; Joseph M. Viana, Woonsocket, Rhode Island, to be operated on 1240 kc., 250 watts, unlimited; Altus Broadcasting Co., Altus, Okla., to be operated on 1230 kc., 250 watts, unlimited; Walter L. Edwards, Porterville, Calif., to be operated on 1590 kc., 1 kilowatt, unlimited; Maui Publishing Co., Wailuku, T. H., to be operated on 500 kc., 1 kilowatt, unlimited.

FM applications include Roy Hofheinz and W. N. Hooper, doing business as Texas Star Broadcasting Co., Houston, Texas; John D. Gold, Daisy H. Gold and Elizabeth G. Swindell, doing business as P. D. Gold Publishing, Wilson, N. C.; Clarence H. Frey and Robert O. Greever, Logan, W. Va., and Enterprise Publishing Co., Brockton, Mass.

Revival Of ABS Web Now Believed Unlikely

(Continued from Page 1)

ciated arrangements are being made for the disposal of furniture and fixtures. Their Chanin Building lease expires on March 15. In addition, it was learned three salesmen employed by the web severed connections on Monday, February 11, the date the network suspended operations.

Henderson Back In Michigan

William Henderson, who headed the eastern operations of ABS, is back in Grand Rapids, Mich., headquarters of Leonard A. Versluis, president of Associated. Henderson when he left New York, was hopeful of working out a plan to refinance the operation of the network.

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North Dakota

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John Dunkel

February 22
E. D. Bedel Gene Hamilton
Bess Johnson Phil Lord
John McGovern Kenneth Roberts
Robert Weede Clifford Luhkert
Grace Johnson Mort Brown
Gertrude Virginia Richmond
Nan Lupo

February 23
Don Kerr Thomas L. Thomas

February 24
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Bert Lytell John Neff
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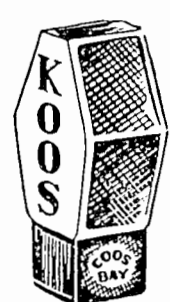
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— CALIFORNIA —

SAN FRANCISCO—"Playhouse of Favorites," a new dramatic series sponsored by the First Federal Savings & Loan Association, is scheduled for its first airing over KPO, Feb. 26. A half-hour transcribed dramatization of a literary classic will be broadcast every Tuesday, presenting the works of Charles Dickens, Jane Austen and Henry Wadsworth Longfellow. . . . Another new show, "Let's Laugh Ladies" bowed over KPO recently emanating from the Lido Room of the Hollywood Knickerbocker Hotel and featuring three "wise young owls" selected from the guests, who will judge the laugh producing contests. New program is written by Harlan Dunning with Archie Presby emceeing.

— NEW YORK —

NEW YORK—Bessie Beatty will feature on her program today Feb. 21 over WOR, Doree Smedley with a tip to housewives on "How to Buy Your Husbands Clothes" and Jackie Coogan with his own special recipe on "How to Cook Wild Game." . . . The life of Edward William Bok will be dramatized on the WHOM "Americans by Choice" program, Sunday, Feb. 24, with Eugene O'Neill, Jr., playing the part of Edward Bok. Show is produced by Maurice Barrett, who once played the part "Virginius" with Eugene O'Neill's grandfather, James O'Neill. . . . WINS is airing record condensations of musical scores from famous operettas by Gilbert and Sullivan on the outlet's newly inaugurated Sunday show presented from 9:30 to 10:00 p.m. The station has also set aside a weekly slot for recorded folk music to be heard Monday and Wednesdays from 7:45 to 8:00 p.m., "The Best from America's Composers," Tuesdays, Thursdays and Saturdays. Show will be given to our neighbors below the border in "Rhythm in Rhumba."

— NORTH CAROLINA —

CHARLOTTE—Application to the FCC to increase operating power to 5,000 watts was made by attorneys for WAYS, it was announced recently by W. H. Goan, general manager of the Inter-City Advertising Company, operators of WAYS. Under the proposed increase in power, the station's daytime service will reach approximately 557,000 population and will cover an area of 6,670 square miles. In addition to WAYS the Inter-City Advertising Company with headquarters in Charlotte, also operates WKIX in Columbia, S. C.

— CALIFORNIA —

OAKLAND—Scott Weekley, special events man who conducts the daily "Man on the Street" interview show on KROW, is now conducting a 17-week course in radio voice and workshop at Oakland Technical Adult Evening School. . . . **LOS ANGELES**—Jimmy Vandiveer, recently released from the Navy, has returned to KFI as director of special features. The position will include the handling of special events and work with FM. . . . On Feb. 18, Earle C. Anthony, Inc., completed the first of three building units comprising its FM station on Mt. Wilson. This first unit provides temporary housing for the FM transmitter and living quarters for the station's engineers.

— SOUTH CAROLINA —

COLUMBIA—Jack Downs, son of Leo Downs, salesman at WIS, has returned from the Navy after several months sea duty. . . . Clair Shadwell, WIS announcer, was chosen by the Charlotte Jaycees as interlocutor for the "Jaycees Follies" held last week in that city. . . . Charlotte Lide, music director of WIS, has returned to her desk after a month's illness. . . . WIS is scheduling "The Art Van Damme Quintet, with Louise Carlyle" for a Sunday p.m. presentation. . . . Mary Anne Rhame, joins WIS program dept., replacing Joe McGinley.

— OHIO —

CLEVELAND—"Minority Opinion," the Urban League program which has been well received in Cleveland since its first airing over WJW in October, will relinquish its 9:30 to 9:45 spot Monday night, Feb. 18, for the observance of National Brotherhood Week which will be celebrated all over the country from the 17th to the 24th of this month. For this special broadcast, James D. Noble, Cleveland regional director of the National Conference of Christians and Jews, has written a script entitled "A Living Newspaper," which dramatizes the progress already made in furthering the brotherhood of all men. A select group from the Cleveland playhouse will enact the drama which will be narrated by Ethan Allen Nevin.

— GEORGIA —

ATLANTA—The Georgia Power Company is sponsoring a new program on WGST called "The Man on the Street Car" aired Monday through Friday at 6:30 p.m. Interviews are wire recorded on local street cars by Francis Harden and Jimmy Kirby of the announcing staff and later played over the air. . . . Charles Edwards, who left the announcing staff of WGST to enter the armed services,

where he did extensive work with the Army's radio broadcasts in the U. S. is back at the outlet in his former capacity. . . . Dick Warner has been added to the production staff of WGST. . . . **LaGRANGE**—John Boggin, after serving three years in the Navy, has returned to WLAG as program manager. . . . Herb Wells, chief announcer, and Harry Martin, engineer, have returned to WLAG after having been released from the Armed Forces.

— MASSACHUSETTS —

BOSTON—Trudy Richmond, WCOP girl about-town, was among those Bostonians honored by the USO in ceremonies held in Gov. Maurice J. Tobin's office for her efforts in supplying entertainment for servicemen in Army and Navy camps. . . . Veterans who have returned to the WCOP announcing staff are Irwin Wierdorff, Jr., a captain in the combat engineers and Paul H. Keefe, a lieutenant in the Navy. . . . **SPRINGFIELD**—Earl Maiman, discharged Army Air Force sergeant and concert pianist, is being featured by WSPR as a weekly sustaining program. . . . William R. Burleigh, WSPR salesman, has been appointed to the newly-created post of sales manager for the outlet.

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800 kc. • MUTUAL SYSTEM**



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

OL. 34, NO. 37

NEW YORK, N. Y., MONDAY, FEBRUARY 25, 1946

TEN CENTS

House Passes Lea's Bill

NBC Station Meetings Planned For March

Plans for the 1946 NBC station meetings which will take network representatives to five key centers during the months of March and April, were announced Thursday by Niles Trammell, president of the network.

The meetings which will replace the annual NBC War Clinics are being staged for the network affiliated, managed and owned stations and the topics to be discussed will include all

(Continued on Page 8)

Daytime Listening Up According To CAB Report

Calculations based on nationwide surveys in 81 cities reveal that the volume of afternoon radio listening has surpassed the record set during the "V-E Day" period while morning listening has climbed to the highest point since that time, CAB announced Thursday.

The CAB report of Feb. 19, showed the week-day average per cent of radio-in-use was 15.8, an increase of 0.5 from the "V-E Day" record of 15.3.

(Continued on Page 6)

New Post-war AFRS Staff Takes Over L.A. Operations

Los Angeles—A post-war staff takes over the Armed Forces Radio Service today.

Col. Robert E. Kearney succeeds Major Martin H. Works as Commandant AFRS, following notification of Kearney's appointment today by Brigadier General Charles T. Lanham, Director of the Information and Education Division.

(Continued on Page 4)

Atomic Seminars

Hollywood radio and screen writers, directors and producers have begun a series of seminars with leading nuclear physicists to provide authentic background for dramas dealing with the release of atomic power. First results of the meetings will be a series of broadcasts showing the basic implications of the atom bomb, prepared by the Hollywood Writers Mobilization in cooperation with the Pasadena Association of Scientists.

N. Y. Stations Plan Churchill Coverage

Radio plans for coverage of Winston Churchill's visit to New York, March 15, were formulated Thursday at a meeting between Morris Novik and web and indie newsmen at ABC headquarters. The former director of WNYC was asked by the Mayor's reception committee to co-ordinate broadcast coverage of the day's events.

First broadcast of the day will be at 10:30 a. m.

(Continued on Page 2)

Manning Announces Office To Produce Radio Shows

Paul Manning, associated with the Sperry Corporation and their affiliates as radio consultant and commentator, Friday announced the incorporation of Paul Manning and Company with offices in New York City. The company consists of Manning, president; and

(Continued on Page 2)

NARBC To Conclude Today; Cuba Threatens To Resign

Washington Bureau, *RADIO DAILY*
 Washington—Windup session of the explosive North American Regional Broadcasting Conference was postponed until today following a rapid series of meetings last week, during which the entire Cuban delegation threatened to call it quits.

Although the session last week ended on an optimistic note, with FCC Commissioner E. K. Jett predicting a peaceful settlement, the chairman

Votes 222-43 For Anti-Petrillo Measure With Only One Amendment; Senate 'Burial' Likely

G.E. To Distribute Line Of Recordings

General Electric entered the recording field last week with the announcement that the G.E. Supply Corporation will become the exclusive distributors of Signature Records through their 15,000 dealers throughout the nation.

The announcement was made at a luncheon Thursday at the Hotel New Yorker, at which L. G. Moore, manager of the Radio and Electronic Sales

(Continued on Page 8)

Stern Sees Problem For Radio Sportscasters

The radio sportscaster is faced with a major problem when airing sports events that have sponsorship, and there is a definite need for better understanding and a clearer definition of his responsibilities, Bill Stern

(Continued on Page 2)

LaGuardia Champions Radio In News Editorial

The United States "is better informed today because radio is not permitted to censor or refuse to sell time on the sole ground that it does not

(Continued on Page 7)

Washington Bureau, *RADIO DAILY*
 Washington—After four hours of acrimonious debate, the House of Representatives last Thursday evening, by a vote of 222-43, passed Rep. Clarence F. Lea's bill designed to outlaw "certain coercive practices affecting radio broadcasters." The bill provides jail sentences up to one year and/or fines up to \$1,000 for coercion designed to force broadcasters to employ any persons beyond the number "needed by such licensee

(Continued on Page 6)

New Video Camera Developed By Philco

A new 35-pound tele camera and lightweight control equipment, designed for quick operation on remote pickups, has been developed by Philco Television Engineering Laboratories, it was announced Thursday by Frank J. Bingley, the firm's chief video engineer.

Improved picture quality is claimed for the new camera, which is constructed to utilize the latest types of

(Continued on Page 6)

Press Survey On Tele Reveals Tele Thinking

Although several equipment manufacturers are avid proponents of the "color-now" line of thinking in television, a majority are planning to concentrate production on mono-

(Continued on Page 2)

FM For Canada

Winnipeg—Canadian Broadcasting Corporation would set up a frequency modulation transmitter in Winnipeg as part of its program to test FM possibilities. A. D. Dunton, chairman of the CBC's board of governors declared at a Canadian Club luncheon. He expressed the hope that the Winnipeg transmitter would be ready about the time FM receiving sets would be available.

Audience Assured

Something new in networks—a portable table web—was given to the world Thursday night by John Perona, well-known boniface of El Dorado, who was interviewed by Shirley Wolff, cafe society commentator, on WJZ. Perona collected a mountain of portable sets and placed one on each table of his astro in order that his patrons might be sure to catch the show.



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Press Survey On Tele Reveals Tele Thinking

(Continued from Page 1)

chrome "in the belief that color video is still too far away to be commercially practical," according to a survey printed in the "New York Herald Tribune" Thursday, under the by-line of Joseph Kaselow.

Listed on the side of RCA, leader in the fight for black-and-white, are Majestic, Crosley, DuMont, Emerson and Philco, with Stromberg-Carlson "not so strongly opposed" to color.

The outstanding proponent of CBS' color system is Zenith, with GE and Westinghouse associated with the web on an experimental basis, and Farnsworth "not voting."

The major objections to color were given as (1) "the fact that most of the major radio manufacturers have been working on black-and-white for a long time, have a large investment tied up in it, and are ready to go ahead as soon as materials are available," and

(2) "The fact that it (CBS' color), uses a mechanical system . . . while the black-and-white side is holding out for an electronics solution to the problem. CBS, for its part, says that even an electronics system uses wheels to perform vital functions."

Another factor cited was the added cost of color, with estimates by manufacturers ranging from 10 to 80 per cent over monochrome.

The article quoted Allen B. DuMont as holding the success of tele dependent on nationwide network operation. "Networks are now being put in for black-and-white television and the country should be pretty well covered

Stern Sees Problem For Radio Sportscasters

(Continued from Page 1)

Stern, NBC's director of sports, declared Thursday, before the Radio Executives Club at the Hotel Roosevelt, which played host to the Sportscasters Association.

While the sportscaster must rely on his own judgment, and report incidents as he sees them, "he is denied the editorial judgment available to newspaper sportswriters," Stern said, and at the same time is charged with the responsibility of making the broadcast lively and entertaining. Stern asserted that sports broadcasters are not "reporters" but "entertainers," and maintained this fact should be fully understood by radio executives, agency people and clients.

Joe Hasel, ABC sportscaster, related some of the experiences he had as a member of the AFRS, and pointed out the value to troops overseas of such events as the World Series and major football games. Importantly included in AFRS broadcasts, he pointed out, were recorded broadcasts by sports stars such as Babe Ruth and others.

Bill Slater, president of the Sportscasters Association, acted as master-of-ceremonies. Also seated at the speakers table were Murray Grabhorn, president of the REC; Tom Slater, Clem McCarthy and Ted Hus-ing.

Manning Announces Office To Produce Radio Shows

(Continued from Page 1)

John Babb, formerly of NBC, vice-president and general manager; John Babb, Jr., secretary; J. E. Sherrard, press information and research counsel.

In announcing the new organization Manning said: "The primary purpose of the new firm is the scientific production of radio programs, consumer tested and designed to meet the needs, preferences, and demands for a new and potentially larger audience and render the most effective marketing service to corporations and business sponsors."

Manning has been heard on Mutual and CBS the past six years as an analyst of domestic and international problems.

in several years," DuMont said. "No provision is being made to widen these coaxial cables for color and it will probably be at least ten years before they could be made available."

DuMont also scored the lack of standards for color video and the "very serious" loss in the color filters between transmitter and receiver.

E. F. McDonald, Jr., president of Zenith, which intends to produce color sets, said it would be unfair to sell receivers for the present low-frequency band which, he said, the FCC considers a temporary assignment.

"No television receivers should be sold to the public for operation in the 50 mc. band without putting the public on notice that their 50 mc. receiver will shortly be obsolete," he said.

N. Y. Stations Plan Churchill Coverage

(Continued from Page 1)

originate at City Hall where the former Prime Minister will be officially welcomed to Gotham. All stations are planning to pick up the ceremonies from 12:30 to 1 p.m. to air Mayor O'Dwyer's speech of introduction and a brief talk by Churchill.

Speeches by Churchill and Secretary of State Byrnes at a dinner at the Waldorf-Astoria that night probably will be aired by most web and indie outlets. Air time, still indefinite, will be 30 minutes, beginning at 9:30 or 10 p.m. (EST).

A luncheon at the Metropolitan Club will not be broadcast domestically, although BBC may pick up a portion of the ceremonies.

Present at the meeting were: Dolph Schneider, NBC; Rita Hurwick, WOV; Stephen Fry, BBC; Jerry Bowman, ABC; Seymour Siegal, WNYC; Helen Sioussat, CBS; John Aaron, WQXR; Tommy Velotta, ABC; Paul Killiam, WOR; Leon Goldstein, WMCA; Bill Berns, WNEW; Lou Carino, WHN; Charles Baltin, WHOM.

Missouri Pickup

Churchill and President Truman will be heard on all webs March 5, 4:30 p.m. (EST), when they will be given honorary degrees of Doctors of Law by Westminster College in Fulton, Mo. Dr. Franc L. McCluer, president of the college, will introduce the President who, in turn, will present Churchill.

The Chief Executive will be heard again on March 6, 12:30 p.m. (EST), when he addresses a special convention of the Federal Churches of Christ in America at Columbus, Ohio.

Nat Green Substituting

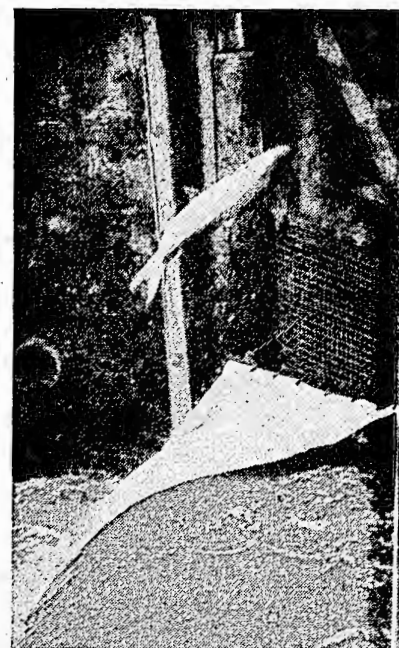
Chicago—Nat Green, Chicago newspaperman and publicist who recently opened offices in the Garrick Theater Building, will substitute for Bill Irvin, Chicago correspondent for RADIO DAILY, who will vacation in Mexico during the next four weeks. Irvin leaves for Mexico City today.

Majestic Records Inc.

James J. Walker President

... offers the facilities of its fully-equipped Majestic Studios to advertisers, agencies, and others.

Ben Selvin, Director of Recording Harry Smith, Chief Engineer



Upstream

That Chinook salmon final jumped five feet to get over the counting board at Bonneville Dam

That's a fightin' species for you

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

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

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

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

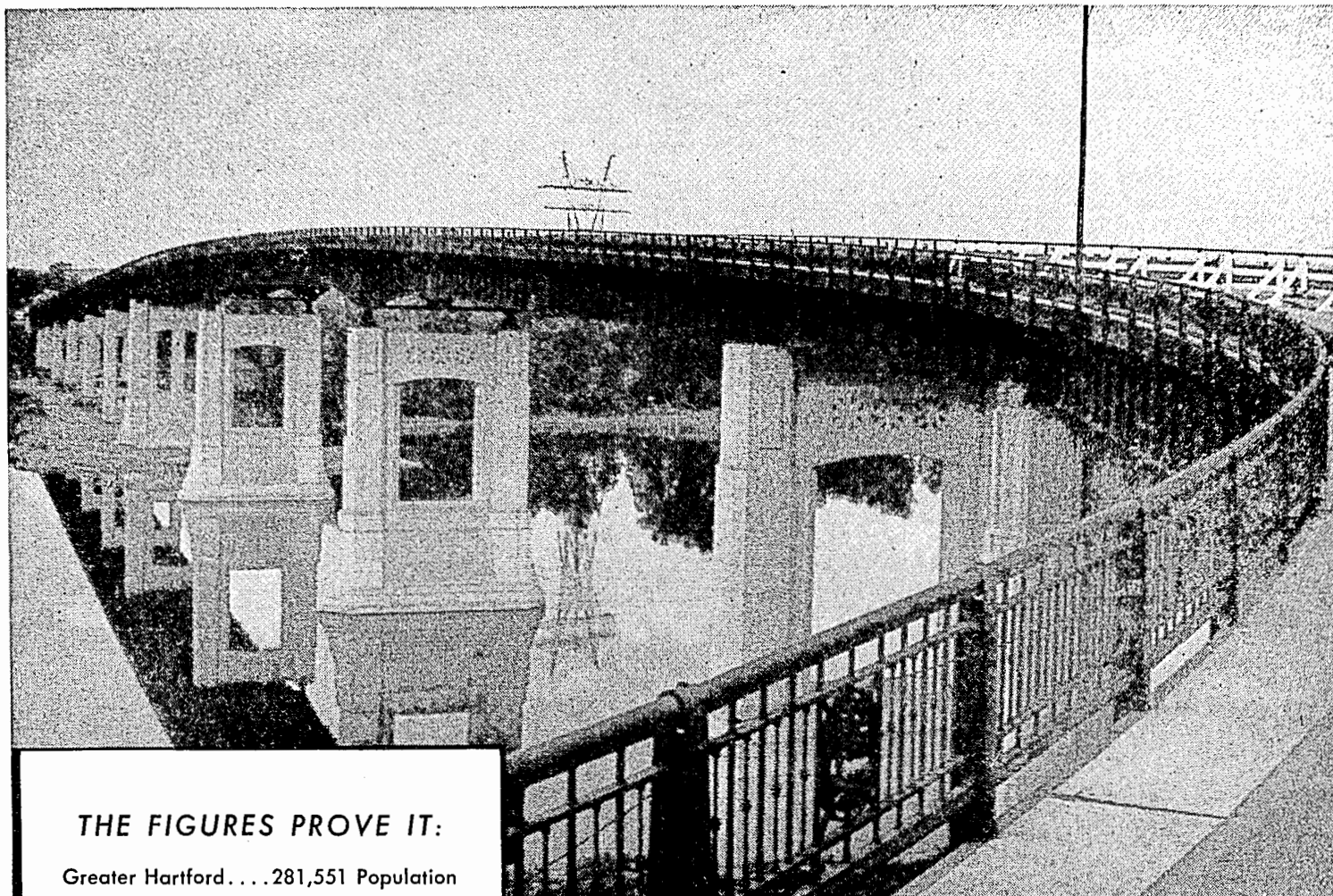


W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY

World's Foremost Tobacco Center KINSTON, N. C. Mr. Advertiser cash in by using WFTC, Eastern Carolina's Most Progressive Station. The ideal outlet for your test campaign. Represented by BURN-SMITH Jonas Welland Owner Bob Bingham Gen. Mgr.

CROSS THIS BRIDGE AND DOUBLE YOUR SALES



THE FIGURES PROVE IT:

Greater Hartford . . . 281,551 Population

Hartford-New Britain

Metropolitan District . 535,680 Population

WDR Primary 982,642 Population

Families within WDR's Primary Area
(excluding Massachusetts) have:

163,751 Electric Meters

170,200 Telephones

97% HAVE RADIOS!

In 1944 (latest figure available as we go to press) Connecticut led all 48 states with \$5,920 per family in Effective Buying Income.

Use radio to sell the entire Hartford Trading Area and you can more than double the business you do in Hartford. The city of Hartford is one of the richest in the world, but it accounts for less than half the retail sales in its Metropolitan District.

WDR b-r-i-d-g-e-s the ENTIRE market for you.

WDR's Primary Signal goes pounding into the 26 cities and towns which comprise the Hartford Metropolitan District.

WDR is the Basic Columbia Station for almost a million people nestled in the Connecticut River Valley.

Connect in Connecticut by using WDR. It's your bridge to greater sales, in a great market. Write William F. Malo, Commercial Manager, WDR, for Market Study, Rate Card, Program Information.

Photo Above: Hartford's new Charter Oak Bridge over the Connecticut River, symbol of the growth of the city and its trading area.



WDR
HARTFORD 4 CONNECTICUT
WDR - FM

Represented by Paul H. Roymer Co.

SOUTHWEST

A stirring story of Texas will be presented by Cavalcade of America on its NBC nation-wide program today, February 25. The story honors Texas statehood and was written by Bernard Reines.

Marvin Broyles has been named program director of KCOR, San Antonio, which is expected to take to the air within the next few weeks.

KWTX are the call letters of the new station to take to the air soon in Austin, Texas, which is to be operated with a power of 1,000 watts full time on 1300 kilocycles. Station is operated by the Veterans Broadcasting Co.

James G. Ulmer, president of station KGKB, Tyler has applied to the FCC for an FM station to be operated there.

Application has been submitted to the FCC by the Nueces Broadcasting Co., for permission to shift from its present frequency of 1490 kilocycles to 1440 kilocycles and increase its power from 250 watts to 5,000 watts day and 1,000 watts night.

New Post-war AFRS Staff Takes Over L.A. Operations

(Continued from Page 1)

Education Division, War Department, in Washington.

Ex-Commandant Work returns to civilian status March 1.

Kearney, a member of AFRA and SAG, recently returned from 22 months overseas duty in the European theater of operations where he served initially as camouflage officer for the First Army, and later as public relations officer for the I and E Division throughout ETO.

Also being relieved for discharge by the post-war staff, which will continue AFRS as a combined military operation of the War and Navy Departments, are: Captain Fordyce V. Cowing, executive officer, by Major Edgar Tidwell; Courtenay Savage, chief of program section, by Major Robert Light; Lt. Emil Frank, USNR, public relations, by Major Jack Connell, and Captain William Bakewell.

Captain Richard D. Zern, USN, remains as Assistant Commandant. Major Frank Tourtelotte becomes chief of overseas liaison; Capt. Burton Boatright becomes chief of technical production.

COMMERCIAL MANAGER

who believes in aggressive programming and local production. Prolific in ideas and showmanship, with excellent record of results and earnings. Interested in percentage or bonus proposition or will purchase working interest. Reply in confidence to, Box 134, Radio Daily, 1501 Broadway, New York 18, N. Y.



California Commentary . . . !

● ● ● Harry Witt, assistant general manager of the Columbia Pacific net; Charles E. Morin, the web's sales manager, and Arch Morton, sales manager, competed for prizes in the annual Los Angeles Golf Club tournament Feb. 15. Morton shot a hole-in-one earlier in the month at the Lakeside course. H. Perry Driggs, erstwhile station promotion manager at KSL,

Los Angeles

Salt Lake City, and now manager of the J. Walter Thompson office in the Mormon City, conferred with Thompson officials here and also found time to hold a reunion with old friends at Columbia Square. Meredith Willson's single playing of his song, "Iowa," on the Burns and Allen aircer a few weeks ago, has brought such a volume of fan mail from listeners that the tune will probably be repeated soon. Many transplanted Iowans wrote asking for copies. Dinah Shore's first record release for her new company, Columbia, will be a swiny number in the old Shore style, "Shoo-Fly Pie" and "Apple Pan Dowdy," which she introduced recently on her program.



● ● ● This is not a press agent yarn: Alan Young was not recognized by the doorman at the artists entrance at NBC and had to establish his identity before he was permitted to do his ABC show, which emanates from the NBC studios in Hollywood. That slow-talking, bungling lawyer character, "Laguardia Stonewall," heard frequently on the "Amos 'n Andy" show, is portrayed by Eddie Green. Frank DeVol, Ginny Simms maestro, has finished writing the music for his projected stage musical, on which he's collaborating with Ted Grouya and Don Kahn, and will go into huddles with his associates on casting the show, as yet untitled. Lillian (Birdie) Randolph, of "The Great Gildersleeve" cast, will trek east when the Hal Peary starrer takes its vacation in June. Miss Randolph will fill a series of singing dates in Harlem night clubs and return to Hollywood late in August. "Date With Judy" scripter Aleen Leslie has found a gory mystery yarn, written by another scribe, which Aleen is eager to adapt for the movies.



● ● ● C. P. MacGregor and his production manager, Paul Quan, are in Washington, D. C., conferring with MacGregor's Eastern representative, Edward I. Kirby. Before returning to Hollywood they will visit Boston, Philadelphia, New York, Chicago and Providence. Ira Cook, heard on KFAC, is the most sought-after young announcer in Hollywood today. He won 50 pairs of nylons simply by guessing how many degrees in a circle on Wes Batterssey's "30 Seconds To Go," the KHJ telephone-quiz show. Parkyakarkus, star of "Meet Me At Parky's," is providing financial backing for a chemist who has developed a cream which, applied to the masculine face, does away with the necessity of shaving. Parky confesses his interest is not entirely altruistic. If the stuff works he'll use it to take the whiskers off some of his oldest jokes!



● ● ● Jimmy Wallington is one of the original "old-timers" of radio. He was the first announcer to act as a "straight man" to a comic—and he's now doing it every day on the "Jack Kirkwood Show," besides his very first audience-participation stunt on "Hope Chest." Bob Hope and Carl Haymond, Northwest broadcaster, are among the most enthusiastic golfers vacationing in Palm Springs. Bob Mohr, heard on KXLA, Pasadena, has formed a jive combo within his big band called the "Slick Licks Six." George Fisher, Hollywood Spotlight radio columnist heard over KECA, has received word from a fan, Nick Katelnikoff, in Ouzinkie, Alaska, that his program is heard there. Fisher believes this constitutes a distance record for programs beamed by regular long wave broadcast.

AGENCIES

SEIDEL Advertising Agency, New York City, has been appointed the agency to handle the advertising for Talisman Mfg. Co., manufacturer of blouses and sportswear. A national trade and consumer campaign of advertising is under way. Edwin Pease is the account executive.

LILLER, NEAL & BATTLE, Atlanta, Ga., has been elected to membership in the American Association of Advertising Agencies.

JACK RENNIE, for five years director of the British Information Services, has been appointed director of the press and radio division in succession to Rene MacColl, a well-known British newspaperman who is now returning to journalism. Before entering Government services Mr. Rennie was for five years with the advertising firm, Kenyon & Eckhardt of New York.

WILLIAM S. SCULL CO., Camden, N. J., has appointed The M. H. Hallett Company to handle all advertising for Boscul Tea.

New Business, Renewals Reported By WABC-NY

Emerson Drug Co., for Brad Seltzer, has signed for a year-long campaign of Wednesday and Friday participations in WABC's Phil Cook show, 8:15-8:30 a.m., effective Feb. 27 through BBD&O. Other new business announced last week by Arthur Hayes, general manager, includes:

Smith Brothers, for Smith Brothers Cough Drops, renewal of Tuesday, Thursday and Saturday participations in the early morning Arthur Cook program, which started February 27 through J. D. Tarcher & Co.

The Musterole Co., for "Musterole" renewal of Monday and Saturday participations in the Phil Cook program, effective March 2, through F. W. Wasey, Inc.

'Off-the-Air' TYPEWRITTEN TRANSCRIPT



12-hour Delivery in N. Round-the-Clock Service ALSO

Electrical Transcriptions converted to typewritten scripts
162-25 Depot Road
Flushing, N. Y. FL 9-79

★ THE WEEK IN RADIO ★

Set Plans For NAB-Petrillo Meet

By JIM OWENS

THE long-awaited meeting between radio men and James C. Petrillo, AFM head, will take place April 8 in New York. NAB president Justin Miller and the musicians' leader met in Chicago and formulated plans for what should be the beginning of better relations between both segments of the radio industry...

quency standards covering the microwave range up to 33,000 mc per second. . . . An intensive radio campaign for the Red Cross will officially open March 1. President Truman will sound the opening gun with a plea for continued financial aid. . . . Philadelphia stations and newspapers teamed up to provide a huge Red Cross promotion job in that area.

Chicago will have two color television stations in operation by next spring or summer, according to plans of CBS and Zenith Radio Corp. . . . Zenith also plans to manufacture color video sets in preference to black-and-white. . . . Meanwhile CBS acquired more lands and buildings in New York, in line with present expansion activities. The network acquired the Alvin Theater in addition to several apartment buildings. . . . Radar was believed importantly included in that Canadian spy plot uncovered last week.

Oklahoma meeting of the Association for Education by Radio will award a plaque to Paul Walker of the FCC, for "distinguished service to radio." . . . FCC granted four FM stations to Baltimore and one to Annapolis, bringing the total of FM conditional grants to 328. . . . WDAK, Columbus, Ga., will be sold to Radio Columbus for \$200,000. . . . Government surplus in radio and equipment is expected to exceed three billion dollars, but "much of this property" will not be salable, except for salvage or scrap.

Prospects of reviving the Associated network dimmed last week, with reports of failure of web executives to raise new cash. ABS affiliates have already dropped network identification in announcements and ads. . . . Paul Porter declared he won't hold two government jobs, and will relinquish chairmanship of FCC as soon as approval for OPA post is at hand. . . . Morris Novik, former WNYC director, announced his entrance into the radio consultant field. . . . Cuba's demand for 1-A station allocations bogged down NARBC sessions in Washington. The Cuban delegation's request for 20 stations has been pared to six.

Thomas P. Gale, former chief of BBC operations in Mexico, predicted a "great market" for American radio, as well as equipment. . . . Difference in ratings by Hooper and CAB, as surveyed by Hooper and CAB, was topic of discussion among networks and agencies. . . . Norman Corwin received the Wendell Willkie "One World Award." . . . Sale of WFIL, Philadelphia, for a record figure of \$1,900,000, to the Inquirer was okayed by FCC. . . . The Vatican consistory ceremonies were aired from Rome by the four networks, including the world-wide broadcast of Pope Pius XII.

Assistant Secretary of State William Benton's plan for establishment of an International Information Service seemed doomed as a result of denial of new hearings voted by House Foreign Affairs Committee. . . . The senate voted a cut of another \$200,000 off the appropriation for FCC. Bill is now up before the House for approval. . . . The Bureau of Standards announced establishment of fre-

TAXES
CERTIFIED PUBLIC ACCOUNTANT
SPECIALIZING IN TAX RETURNS
Will oblige at your convenience
S. COHEN
1441 Broadway
WI-7-4056
19th Fl.

BALTIMORE'S GREAT FOOD SALESMAN



HE SELLS THRU THE AIR with THE GREATEST of EASE

EDWARD PETRY & CO., National Representatives

The sure way to More Sales!

- ... THE RIGHT PROGRAM
... THE RIGHT PLACE
... THE RIGHT TIME



Fulton Lewis, Jr.

America's No. 1 Cooperative Program

Here's the perfect formula for radio sales success. Let Fulton Lewis, Jr., sell your product at lower cost to one of America's largest and most enthusiastic audiences. A few choice availabilities in important markets are now open. Wire, phone or write at once.



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N.Y.

Lea Anti-Petrillo Bill Passes House; Vote 222-43; Senate 'Burial' Likely

(Continued from Page 1)

to perform actual services," to pay more than once for services performed in connection with broadcasting, to pay for services not performed, or to refuse to air non-commercial or cultural programs free of charge for which the performers are not paid, or to refuse to broadcast programs originating outside the United States.

The only amendment agreed to, other than committee amendments, was that by Rep. Chet Holifield, Los Angeles Democrat, altering the language of the sections detailing the offense of coercing a licensee to employ any person or persons in excess of the number of employees wanted by such licensee. The word "wanted" was changed to "needed," with the words "to perform actual services" added.

Now Goes To Senate

The bill will now go to the Senate, where observers believe it will gather dust in the files of the Senate Interstate Commerce Committee. There is some assurance, however, of a drive by Republican members to force committee action on the bill.

That the bill was clearly designed at the AFM czar, James Caesar Petrillo, was freely admitted by all those who spoke on it. Labor members, with almost no exception, did not attempt to defend Petrillo, but insisted that the bill represents a threat to Labor's legal right to strike. From the beginning, Rep. Clarence Brown, Ohio Republican and most effective spokesman for the bill, argued against this interpretation. No dangerous precedent is set, he insisted, since the penalties are to be invoked only when strikes or other collective actions are invoked in order to gain an objective termed illegal by the bill.

"Caesar" Stressed

Petrillo, Brown said, constantly stressing the AFM head's middle name "Caesar," is "the greatest enemy organized labor has in America." He pointed out that no labor leaders appeared before the committee to defend Petrillo.

"The time has come," Brown shouted, "for us to stand up and decide for ourselves whether the air of America that we control through Congress, is to be free for school children, for Army bands, the Navy band, the Marine band, religious services, for the boys who wore the Blue or the Grey (referring to a memorial service of Civil War vets, broadcast of which Petrillo has balked), or whether tribute has to be paid to a man named James Caesar Petrillo, who sets himself up against the nation."

Marcantonio Objects

When Rep. Vito Marcantonio, of New York, objected to Brown's stress of the name "Caesar," Brown replied that there is no place in America for Caesars.

Others speaking in support of the

bill included Representatives E. E. Cox of Georgia; Lea, the author; Albert Engel, of Michigan; Carroll Reece, of Tennessee; Oren Harris, of Arkansas; Leonard Hall, of New York; Harris Ellsworth, of Oregon; Alfred Bulwinkle, of North Carolina; Howard Smith, of Virginia, and several others in both parties.

Engel declared that "Petrilloism has no place in America; Petrilloism has no place in organized labor."

Halleck Dislikes Penalties

Rep. Charles Halleck of Indiana, a House leader, declared his agreement with the general condemnation of Petrillo, but said the penalties provided in the bill were unconstitutional. Pointing to his own conservative labor record, Halleck pleaded with his colleagues to "legislate as we think, not as we feel." He agreed with the labor members that the bill provides a "criminal penalty" against the "right to strike." The practices the bill is designed to curb have never been declared "criminal," he maintained, and are not so declared by the bill. Halleck offered an amendment which would have removed the criminal penalties and substituted instead a provision that protection of the Federal laws—such as the Norris-LaGuardia Anti-Injunction Act, the Wagner Act and the anti-trust laws—be accorded workers convicted of violation. Decisions in such cases would be left to the NLRB.

Halleck's amendment was defeated. Major speakers against the bill were New Yorkers: Benjamin Rabin, and Marcantonio.

Rabin Waxes Shakespearean

"I did not come here to praise Caesar," Rabin declared, "but neither did I come here to bury the hard-won rights of organized labor."

Marcantonio insisted that Petrillo was not the issue—the bill itself was the issue. Brown, he charged, threw in "religion, the Army and Navy, the Shriners, education, sale of war bonds, the Confederate Army and Union Army, and then talked about Caesar."

"The fact is," he said, "is that this bill is mainly designed to increase the profits of the monopolies in control of broadcasting. Freedom of the air—how much freedom of the air is there? Just as much as radio monopolies will permit. This legislation is insisted upon not by American publishers or school children, but by broadcasting monopolies who will not permit the average musician any fair share of profits."

Suggests Restraint of Trade

Republican Carl Hinshaw of Los Angeles, insisted that musicians should have the right to say how the music they make should be used. He objected to the bill, but proposed instead, that Petrillo has used his organization in restraint of trade.

It was notable throughout the debate that Marcantonio frequently got into the record statements by pro-

ponents of the bill that striking for the objectives specified in the bill is "illegal." It was believed here that he was seeking this constant reiteration of the fact that the bill is designed to deprive workers of their right to strike, even for these causes, in the belief that Federal courts will be unable to hold the bill Constitutional. Force and violence is illegal in every State, he declared, and so no bill such as this is needed.

Hits 'Any Other Means'

"But," he said, "the bill goes further and prohibits the use of 'any other means.' This could include, for example, the making of a speech, the issuance of a pamphlet, or the use of 'any other means,' to publicize a dispute or disagreement with a broadcaster. It could include the threat of an individual to quit his job. It could include the threat of anything which would displease the station owner, and therefore might lead him to make a different decision. So sweeping a provision is a clear infringement of the Constitutional rights of speech and press and a substantial impairment of the freedom of action of individuals.

'Not Immoral'

"Nor are the objectives prohibited by this act immoral or of such a motive as to be characterized as criminal, or to merit punishment of a \$1,000 fine or imprisonment up to a year. For example, the bill would make it unlawful to seek by any means to compel the station owner to hire more employees than are 'wanted' (the bill later was changed to read 'needed') by the station owner. Thus, if the owner insists on piling great burdens of work on one or a small number of its technical or maintenance or other category of employees, the employees involved would be prohibited from seeking to induce the owner to lighten their burden of work by increasing the size of their crew. Where it is the contention of any group of employees that health and safety conditions are such as to require additional employees, they could be forbidden to press the issue with the employing radio station. This result is an outrageous restriction on the inalienable rights of radio employees."

Majority Dissents

On the other hand, the majority held—and its view prevailed, that "this bill provides no unjust limitation on the right to strike. The law recognizes the right to strike for lawful purposes and in a lawful manner. The right to strike should be exercised as other rights of the citizen. We have the right of free speech, but that is not a justification for slander. We have the right to bear arms but that is not a justification of murder. Any persons may properly organize for lawful purposes, but criminal purposes are beyond their legitimate function."

New Video Camera Developed By Philco

(Continued from Page 1)

pickup tubes, the image orthicon presumably included. Both camera and auxiliary units contain entirely new electronic circuits, it was stated.

"A unique feature of this new equipment," Bingley said, "is that several television cameras can be operated from a single portable master control unit." At sporting events, he continued, it is possible to "quickly set up three television cameras to cover the action from various angles and control all three cameras from single lightweight master unit operated by the program director. This director's unit may be 500 feet away from the cameras."

Claiming that the new camera was "proved" during commercial telecast of football games last autumn, Bingley said "with a total of only 14 portable units—including three television cameras—none larger than a good sized suitcase, it is possible to televise outdoor or indoor scenes with excellent results."

The new camera, he went on, outperformed pre-war models by a wide margin. "It gave us brilliant television pictures, with better definition and detail," he said, adding that the new equipment proved particularly useful for close-ups of fast football action.

Daytime Listening Up According To CAB Report

(Continued from Page 1)

15.5. The average sets-in-use for December-January was 15.6 and for January was 15.7, both ratings above the victory period.

Morning listening was three points below the 18.2 record of "V-E Day" but was the highest figure since then. The latest CAB report showed an average per cent of sets-in-use of 15.2, an increase of one full point since the previous report.

NBC Man Joins Cons. Edison

Tom De Huff, formerly with NBC advertising and promotion division prior to serving with Army Military Intelligence, was recently discharged and has joined the Consolidated Edison advertising department as copywriter. De Huff served two years with the Army Signal Corps public relations bureau as feature writer and producer of the "Music From Mouth" weekly broadcasts.

Send Birthday
Greetings To

February 25

Ellis Andres
Jack McNally

Victor Bay
Ronny Weeks



NARBC To Conclude Today; Cuba Threatens To Resign

(Continued from Page 1)

Thursday, the Cuban delegation threatened to walk out without signing the agreement.

Announcing that "we still may be able" to reach a common agreement, Jett, as chairman of the conference, postponed the final plenary session until today "to give the delegates an opportunity to study the problem."

The problem was the same three-pronged affair that has plagued the conference since it opened three weeks ago, except that Cuba has whittled down some of its detailed demands under pressure from other delegations.

These problems, as listed by Jett, were:

1. The use of 640 kc. by Cuba in which a satisfactory substitute frequency would be available for the Bahamas.
2. Discussions with regard to the use by Cuba of certain channels assigned to class 1-A stations of the United States.
3. Studies to reach an accord on protection for United States and

Cuban stations on certain regional channels.

Jett expressed some optimism that the much-discussed NARBA would be signed by all the nations. "We shall be guided," he commented, "in the words of the chairman of the Cuban delegation, by the American methods of international co-operation without which there can be no permanent and fair solution to human problems."

In the language of diplomacy, the Cuban chairman expressed hope that an agreement might be reached, but said "I exceedingly regret the outcome so far."

Nearest thing to a concession that Cuba has wrung out of the conference is the strong possibility she will be handed the 640 kc. channel. This, however, still is contingent on the agreement of the Bahamas, who now use 640.

During the many sessions, the Bahamas expressed firm opposition to presenting 640 to Cuba. Cuba last week was still demanding a half dozen 1-A clear channels now used by the United States, but the United States was turning a deaf ear. Cuba originally asked for twenty clear channels.

Wire-Delivery Practices Subject Of FCC Probe

Washington Bureau, RADIO DAILY

Washington—A probe into the telegraph delivery practices of all major telegraph, cable and wireless companies was ordered Thursday by the FCC. The investigation into alleged violations of the Communications Act will embrace activities of Western Union, Press Wireless, Commercial Cables, Globe Wireless, All-America Cable, Mackay and RCA.

The industry-wide investigation grew out of complaints of the ACA-CIO that W. U. was using the mails and telephone in violation of the Communications Act.

Although the strike of ACA against W. U. has ended, the FCC expanded its announced probe in Western Union to include all other major companies.

FCC invited the ACA and the Commercial Telegraphers Union (AFL) to "intervene and participate" in the hearing scheduled for April 8. The inquiry into W. U. had originally been set for February 18.

LaGuardia Champions Radio In News Editorial

(Continued from Page 1)

not agree with the views expressed by the commentator." F. H. LaGuardia stated Thursday in his column, "Under The Hat," inserted in most of New York's dailies as part of a paid ad by Sachs Quality Stores.

Contrasting the editorial functions of radio and the press, the ABC commentator said he leans toward broadcasting because "I have as much right to express my views on any particular subject as the owners and publishers of the newspapers."

Scoring what he termed the "arbitrary" editorial practices of many newspapers, LaGuardia said, "the trouble is that the newspapers have had it all their own way up to the advent of the radio. They have become accustomed to practice criticism, opposition, even personal abuse. They really enjoy it. They can dish it out, but they can't take it."

"We must have newspapers. We must have reliable, honest newspapers. The radio and the newspapers must supplement each other. Radio will not, today or tomorrow, though I do not know what may happen the day after tomorrow, supplant newspapers."

"So, without waiting for legislation, newspapers should adjust themselves to the age in which we are living first by recognizing the other fellow's viewpoint and second, on equal terms, without expense to themselves, by granting an opportunity to the other side in the same manner as radio has done and that is compelled to do."

EQUIPMENT

Takes Canadian Post

Frank H. R. Pounsett has been named chief engineer of the Stromberg-Carlson Company Limited, of Toronto, Ontario, it was announced by Ralph A. Hackbusch, vice-president and managing director. Mr. Pounsett was formerly chief engineer of the radio division of Research Enterprises Limited, the crown company which made the radar apparatus in Canada for use by the armed forces. Prior to this connection Mr. Pounsett was chief engineer of the radio division of the Stewart-Warner-Alemite Corporation, Belleville, Ont., and before that was employed by the DeForest Crosley Radio Company.

Staff Changes

Karl Mautz, purchasing agent for the Universal Microphone Co., Inglewood, Calif., since 1942, has resigned to return to his own business in the insurance field which he left to enter war production work. Ken Nevens, for several years with Gilfillan Bros. and more recently released from the Army Air Forces, has been appointed purchasing agent. Rex Bowen, long time a Los Angeles warehouse manager and for many years with Western Gear Works at Lynwood, has been appointed stores manager at Universal's twin plants in Inglewood.

MICHAEL ROSHKIND, who has been in the Navy for the past year and a half, has returned to his pre-war job as news editor in the ABC newsroom in New York. Roshkind taught radar for 13 months in Washington and Florida, and also served in the Pacific theater where he made a special radar tour.

MAJOR W. KENNETH MATTHEWS, Air Corps Reserve, formerly of Johnson City, Tenn., has just assumed his duties as Chief of Radio Section, Public Relations Division, Branch No. 5, Veterans Administration with headquarters in Atlanta, Ga. Before entry into the service, Major Matthews was identified in the Radio Field as Assistant and Business Manager of Radio Station WJHL in Johnson City, Tenn., having started with WJHL from the opening of the station in 1938.

LT. COMDR. JAMES C. SHATTUCK has been released from active duty with the Navy and has rejoined the CBS editing department. During the war he served as radio officer with Adm. Stark in the ETO and with Adm. Nimitz in the Pacific. He has been with the web since 1936.

PVT. BRUCE ELIOT, radio announcer, who worked with Gabriel Heatter, Martha Deane, and "It Pays to be Ignorant," over the Mutual network, has been discharged at the Fort Dix Separation Center.

Named Facsimile Engineer

Captain W. G. H. Finch, USNR, pioneer facsimile inventor and owner of the new FM-FAX broadcasting station WGHF located in New York City, has appointed Herbert C. Florence as Chief Engineer of the station. Florence comes to WGHF, from the Bureau of Ships, Electronics Division, counter measures section, U. S. Navy where he was on active duty as a Warrant Officer.

Pickard WOR News Editor

Lawrence Pickard, recently released from his army duties as a 1st Lieut. with the famous 82nd Airborne Division, has joined the staff of WOR as news editor. Before entering the service, Pickard was on the staff of the *Yonker Herald-State* man.

DIRECTOR -- RADIO and TELEVISION

12 years radio—local network—3 years television—pioneer commercial station. Write Radio Daily, Box 135, 1501 Broadway, New York 18, N. Y.



Always welcome in Stark County homes, WHBC has built a reputation for good neighborliness by good service.

In October-November '45 Conlan survey^{*}, this fact was proved—that WHBC gives local listeners the friendliness and warmth that only "next-door living" can bring.

Give your sales story the advantage of WHBC's good neighbor reception in Canton, Ohio, the city that's always busy!

* COMPLETE DETAILS AVAILABLE UPON REQUEST

1000 WATTS FULL TIME

CANTON - OHIO

whbc

THE LARGEST SINGLE STATION MARKET IN THE 48 STATES!

RADIO STATION MUTUAL NETWORK

Represented by BURN-SMITH CO.

NBC Station Meetings Planned For March

(Continued from Page 1)

problems of AM radio as well as tomorrow's television. First meeting will be held in New York at the Waldorf Astoria Hotel on March 4-5-6. Others to follow are the Biltmore Hotel, Atlanta, March 13-14-15; the Worth in Fort Worth, March 19-20-21; the Drake in Chicago, March 25-26-27, and the Ambassador in Los Angeles on April 1-2-3.

Executives making the trip are: Niles Trammell, president; C. L. Menser, vice-president in charge of programs; Easton C. Woolley, director, stations departments; Sheldon B. Hickox, Jr., manager, stations relations department; Charles P. Hammond, director, advertising and promotion department; Noran E. Kersta, manager, television department, and Robert E. Shelby, director of technical developments, television department.

Roy C. Witmer, vice-president, will address the New York, Chicago and Los Angeles meetings. Frank E. Mullen, vice-president and general manager, will appear in New York and Chicago, as will William S. Hedges, vice-president in charge of the planning and development department.

Appearing in New York only will be Frank M. Russell, vice-president in charge of the Washington office; Dwight B. Herrick, manager, Public Service Department; William F. Brooks, director of News and International relations; Hugh M. Beville, Jr., director, Research Department, and Sydney H. Eiges, manager, Press Department.

Gets VFW Award

The National Citizenship Award Medal for 1945 of the Veterans of Foreign Wars of the United States was presented to Ian Ross MacFarlane, noted news analyst for Radio Station WTHH, by the Commander-in-Chief of the VFW, Joseph M. Stack of Pittsburgh, Pa. The presentation was made during the annual banquet for the VFW, Department of Maryland, at the Emerson Hotel, Feb. 18.



"I don't go to church, Reverend, 'cause your sermons on WFDF Flint make me feel like a sinner."

COAST-TO-COAST

— CALIFORNIA —

SANTA ROSA—KSRO has recently opened another branch broadcasting studio in Petaluma, completely equipped with studio located in the former Lanai Room cocktail lounge in the new Petaluma Hotel. A special feature is a glass soundproof front facing the hotel dining room through which diners may watch programs being broadcast and engineers and staffmen working in the master control room. In addition to the main studio in Santa Rosa, another is maintained in the Casa de Vallejo Hotel in Vallejo. The three will form what will be known as the Northbay Network, and programs will originate in all three of them daily. Neil C. McIntyre, who has recently returned from the overseas service with the OWI, will be in complete charge of the Petaluma studio.

— MASSACHUSETTS —

BOSTON—Concluding a sixteen-week course of Wednesday night lectures and demonstrations, WBZA Radio Workshop, conducted under the auspices of the Massachusetts Department of Education, University Extension, graduated thirteen persons from the Springfield area Commerce High School. Diplomas were presented by Harold Randol of WBZA. . . .

LAWRENCE—Irving E. Rogers, publisher of the Eagle-Tribune and general manager of WLAW, was elected president and treasurer of the Eagle-Tribune Publishing Company, Hildreth and Rogers Company, owners and operators of WLAW and the Eagle-Tribune Realty Company. . . . Rogers became treasurer as a result of the death of George A. Mellen, who fulfilled that post in the three corporations since 1942.

— ILLINOIS —

CHICAGO—A special five-week series of informative discussions for America's taxpayers, "Your Income Tax," is being presented over WBBM with Vergil Clary, special deputy collector of the offices of the Collector of Internal Revenue conducting the series. Series is presented as a public service by the WBBM education department. . . . **ROCK ISLAND**—"G.I. News," a daily 15-minute presentation giving vital GI news, arrival of ships, units, redeployment schedule, names of returning servicemen, interviews, housing data, and vets administration, is the new show conducted over WHBF by Bill Selah.

— OHIO —

PORTSMOUTH—Richard L. Pyles, former newspaper and advertising man who for four years was manager of the Greyhound Bus Terminals in Ironton, Ohio, prior to joining the Army, has joined the sales staff of WPAY. . . . **DAYTON**—Lou Tschudi, former head basketball and track coach at the University of Dayton, has been named sports consultant of WING, and will be heard over the outlet in a 15-minute sports variety program covering all phases of local and world sports. . . . **TOLEDO**—Charles M. Baxter is back announcing at WTOL after two and a half years in the Navy. . . . Jim Barnhart is a new member of the WTOL engineering staff.

— MISSOURI —

KANSAS CITY—The Infantile Paralysis Campaign netted \$3,500 from the KCKN "March of Dimes" broadcasts conducted among Kansas City school children. The program which has been scheduled each year, has become a traditional broadcast with both station personnel and school youngsters of the city, with George Stump, production manager for the outlet in charge for the third year. . . . **ST. LOUIS**—Nick Zehr, chief engineer, returned to KWK after visiting the FCC in Washington, D. C. . . . Rich Hayes, returned to his organ program at KWK after spending over two years in the Navy. . . . James E. Goldsmith, A. U. S., formerly with KMOX has joined the Olian Advertising Co., in St. Louis.

— LOUISIANA —

NEW ORLEANS—"Linger Awhile" the new 15-minute program of "friendship and inspiration" broadcast over WWL featuring Deane Long, is now under the sponsorship of McCann's religious articles' store. . . . The news department of WWL has added John O'Connell, recently discharged army veteran, as police reporter. O'Connell will cover the scene from the criminal court press room for the local news programs broadcast over WWL. . . . **DALLAS**—A new half-hour daytime show titled "Candy Kids" is being aired Saturdays over KRLD sponsored by the Joe Franklin Meyer Candy Company. . . .

— NEW YORK STATE —

WESTCHESTER—Application by WFAS for a construction permit to erect an FM station to serve Westchester listeners has been granted by the FCC. Some time ago WFAS purchased a site of more than seven acres at one of the highest points in central Westchester, in anticipation of its post-war activities. Engineering surveys show that from this new transmitter site, WFAS and its FM adjunct will enjoy the benefits of location within 2,000 yards of Westchester's center of population. . . . Genung's Department Stores have renewed for their third consecutive year, a 52-week schedule calling for 2,080 spots on WFAS.

— NEW YORK —

NEW YORK—Dee Finch, of the WNEW announcing staff, returned to his post after serving three years with the U. S. Army Signal Corps. . . . **BROOKLYN**—"The Speechmaster," an audience participation show, consisting of participants being called to the mike by a number method and given an opportunity to take part in various contests which are judged by authoritative guests, bowed over WBYN under the direction of Maurice Dreicer, the idea counselor. Program is heard Monday through Friday dealing with selling, dramatics, pronunciation, oratory and other subjects of general interest.

Preparing Drama Series

John H. Clarke, former director of "Blind Date," for the William Esty Agency, has completed preparation of the first two programs of a series of 15 dramas on juvenile delinquency for N. Y. State Youth Commission.

G.E. To Distribute Line Of Recordings

(Continued from Page 1)

for the G.E. Supply Corporation, Robert Thiele, president of Signature Recording Corporation and George Jaycox, vice-president of Signature, spoke.

"We have been studying the record business for some time, because we are convinced that wholesale distribution of records by our company is a natural, not only for us but for our retail dealers," Moore said. "We have elected to distribute Signature records because it is a young, aggressive company with a high quality product."

Thiele envisions the G.E. distribution setup as one of the best record merchandising organizations in the country. He said that as a sequel to the G.E. deal, Signature would be able to attract name personalities and bands to their recording organization.

Nat. Elec. Prod. Shifts Offices

The general offices of National Electric Products Corporation, Pittsburgh, will occupy the entire 13th floor of the Chamber of Commerce Building, on and after May 1.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER **GEORGE H. ROEDER**
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Cuba Granted 9 Channels

Broadcasting Boom Forecast For South

Washington Bureau, RADIO DAILY
Washington—A boom in broadcasting which will double the number of existing radio stations is destined for the South, a survey by RADIO DAILY revealed last week.

Improved and augmented service will result from both increased power, improved transmitting facilities of existing stations and the addition of approximately 230 new standard and FM stations which will be constructed in the area.

Realizing the prospect of more extensive radio service for the South, (Continued on Page 7)

CBS Network Programs Set For N. O. Mardi Gras

New Orleans—With New Orleans preparing for its first Mardi Gras celebration in five years, March 5, it has been announced by Ed Hoerner, program director of WWL, CBS' outlet here, that Parks Johnson and Warren H. Brown, with Bromo-Seltzer's "Vox Pop," will originate in the Crescent City, March 3. In addition, Columbia will send Larry Lesueur, Bill Downs and Bill Slocum, Jr. to cover the Mardi Gras.

Hoerner also said that with Maison (Continued from Page 2)

Lockheed Buys Half-Hour Television Show On ABC

The sale to Lockheed Aircraft Corporation, Los Angeles, of a half-hour television program by the American Broadcasting Company, was announced yesterday by Paul Mowrey, (Continued from Page 2)

Exaggerated

The whereabouts of Joe Kelly, "Quiz Kids" emcee, caused no small concern to execs of ABC and WENR, Chicago, Sunday night, when a rumor spread of his sudden death. The ABC newsroom in New York checked WGBS, Miami, without success and finally, Walter Winchell aired two separate messages. Fifteen minutes after WW signed off, Kelly phoned N. Y.—very much alive.

Name New Officers At BBD&O Meeting

Three new officers have been elected by the board of directors of Batten, Barton, Durstine and Osborn at the annual stockholders meeting, it was announced yesterday.

Bernard C. Duffy, vice-president and general manager, was elected president of the agency to succeed Bruce Barton, who was named board chairman, a post he filled prior to (Continued from Page 2)

BMB To Hold Meeting Of Directors On Friday

The Broadcast Measurement Bureau's board of directors will hold its annual meeting Friday, March 1, at BMB headquarters, it was announced yesterday.

Action regarding the BMB study of radio audiences will be taken, and plans discussed for the future year.

'Stratovision' Tests For FM Verify Optimistic Estimates

Engineering reports from first flight tests of Stratovision, verifying "all of the optimistic estimates" of the system's possibilities, were filed with the FCC in Washington yesterday by C. J. Burnside, manager of the Westinghouse Industrial Electronics Division, which is conducting the tests in cooperation with the Glenn L. Martin Co. During the series of continuing tests which were begun last December, Burnside said, "usable signals have

NARBC Okays Sharing Of 5 With U.S.; Interim Agreements Ask Appointment Of Permanent Engineer Committee

Maine News Bureau Set Up By Stations

Bangor, Me.—WLBZ's Maine Radio News Service, a news-gathering unit devoted entirely to the broadcasting of local and State news, has been extended to WRDO, Augusta, and WCSH, Portland. Designed to serve the entire State, the expansion sets up editors in Portland and Augusta, and a combined staff of some 100 correspondents.

Each of the three stations airs its (Continued on Page 8)

Transit Strike Prospects Studied By Broadcasters

News and special events departments of stations and networks in New York held huddles yesterday, on the prospect of a city-wide transportation strike taking place late Tuesday. Plans were completed for housing (Continued on Page 8)

New Loew FM Station Started On West Coast

Los Angeles—Construction has begun on KMGH, new FM outlet of Loew's, Inc., located at the top of Mulholland Drive in Beverly Hills, (Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—With Cuba winning major concessions, the interim agreement of the North American Regional Broadcasting Conference was signed yesterday, after three weeks of haggling. The agreement, which allows Cuba to share nine clear channels, including five from the United States, represents a victory for the tiny Latin-American country. FCC Commissioner E. K. Jett, chairman of the conference, freely admitted the agree- (Continued from Page 6)

Conflict With NARBA Brings Station Denial

Washington Bureau, RADIO DAILY
Washington—Application of Harold Thomas for a construction permit to build a standard station in Durham, N. C., was denied yesterday by the FCC because of conflict with the North American Regional Broadcasting Agreement. The application was for a station to operate on 1580 kc., now assigned under NARBA to Canada as a Class 1-A clear channel. The Commission said that CBJ now (Continued on Page 8)

Propose Censorship Law Covering Radio In P. R.

San Juan, P. R.—A proposal which would establish rigid censorship of radio and tele scripts as well as motion pictures has been introduced in (Continued on Page 8)

Introductions

"Meet Your Legislator," a series of four programs designed to acquaint citizens with the members and activities of the New York State Legislature, premieres over WRGB, GE's tele outlet in Schenectady, tomorrow. Taking part in the first telecast will be Mrs. Frederick DeBer, of the Women's Joint Legislative Forum; Richard W. Hill, Jr., and Irwin Steingut.

Birthday

Washington — Mutual's "American Forum of the Air" celebrates its 18th anniversary on the air tonight with a discussion of the proposed loan to Britain by Assistant Secretary of State Clayton, Senators Pepper and Johnson, and Rep. Dewey Short, 9:30 p.m., EST. Moderator Theodore Gramik, founder of the Forum, has been with the program since its inception.



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

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FINANCIAL

(Feb. 25)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net. Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, DuMont Lab., Stromberg-Carlton, WCAO (Baltimore), WJR (Detroit).

CBS Network Programs Set For N. O. Mardi Gras

(Continued from Page 1)

Blanche, department store, as sponsor, WWL will offer listeners more than a dozen remote broadcasts describing carnival streets and parades, principally from the WWL booth to be located in the middle of Canal Street.

Peatman Honored

John Gray Peatman, chairman of CCNY's radio awards committee, publisher of the ACI surveys, and author of several works on audience research, has been elected president of the New York State Association of Applied Psychology. He has been a director of this organization of professional psychologists since 1941.

IN TOUCH WITH TOMORROW...IN TUNE WITH TODAY. WJZ logo. REPRESENTED BY EDWARD PETRY & CO.

Coming and Going

ELMER DAVIS, American network commentator, is in Chicago, where he will spend today and tomorrow, broadcasting from the ABC studios in the Windy City. He is scheduled for addresses before the Rotary Club and the Chicago Area Council.

CLARENCE L. MENSER, vice-president of NBC in charge of programs, has returned from a business trip to Chicago.

BURROUGHS PRINCE, night news editor at NBC, on Saturday went down to Washington, D. C., where he addressed the Radio News Seminar at the Mayflower Hotel.

ROBERT ST. JOHN, commentator on NBC, has returned from Cleveland, where he filled a lecture engagement.

MAURICE ROFFMAN, creator of the television program, "Topsy Turvy Quiz" heard on ABC television, has returned from Schenectady, where he observed a telecast of the show.

JOHN FREIBURG, head of John Freiburg & Co., Los Angeles advertising agency, was in Chicago last week on business for Gallo wines.

JAMES R. COX, manager of the McCann-Erickson office in San Juan, P. R., has returned to his headquarters there following a week in the Dominican Republic, where he conferred regarding the forthcoming campaign for Presidente Beer and Coca-Cola.

NAT MOSS—he of the 400 Club—is back from Chicago, where he signed the Gene Krupa band for his local nitery—with a network wire.

JACK KEASLER, manager of the New York office of Taylor-Howe-Snowden Radio Sales, has returned from a business trip to Colorado and the Southwest.

WILLIAM A. BANKS, president of WHAT, Philadelphia, who is vacationing in Florida, visited briefly at the station last week.

RICHARD HARKNESS, who airs the news from Washington, D. C., for NBC, is back in the Nation's Capital following a short trip to New York.

JOHN CLEARY, producer at WBTM, Danville, Va., spent a recent Sunday covering the Sunday Serenade in Harrisburg, Pa.

Name New Officers At BBD&O Meeting

(Continued from Page 1)

1939. Prior to his present position, Duffy had been executive vice-president in charge of the Eastern Office of BBD&O, and before that, vice-president in charge of media. He has written several books on advertising media, one of which "The World's Greatest 99 Days," was completed in collaboration with Hartford Powell.

Charles H. Brower, vice-president in charge of the copy department, and a member of the agency since 1928, was elected vice-president in charge of all creative services.

J. Davis Danforth was elected executive vice-president in charge of account operations. He joined BBD&O in 1925.

Other elections and appointments are: John C. Cornelius was re-elected executive vice-president and Western manager in charge of BBD&O offices in Chicago, Minneapolis, San Francisco, and Los Angeles. The Hollywood office, headed by Wayne Tiss, vice-president, now concerns itself solely with radio activities and movie tie-ups. This office, together with the offices in Boston, Buffalo, Cleveland, Detroit and Pittsburgh, is directed from New York.

Lockheed Buys Half-Hour Television Show On ABC

(Continued from Page 1)

manager of the television division of ABC's program department.

The Lockheed show will be heard some time in March and will comprise four weekly broadcasts, maximum allowed under present ABC video policy for commercial attractions. It will mark the first West Coast commercial undertaken by ABC, and will be heard Thursdays from 8:30 to 9 p.m. (EST), from the DuMont studios in New York.

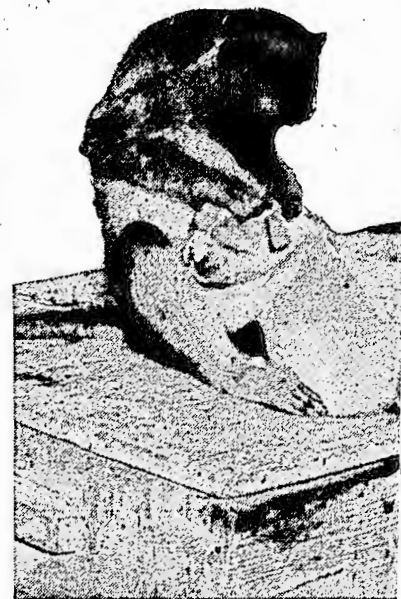
The new program will accent the famous Lockheed "Constellation," featuring up-to-the-minute stories about the mammoth plane.

Treasury Cites Grauer

Ben Grauer, NBC announcer, has been cited by the U. S. Treasury Dept. "for outstanding service to the war finance program from 1941 to 1945." The award will be presented at a luncheon to be held tomorrow at Toots Shor's.

Brown On "Record Shop"

Les Brown, one of the country's top-ranking bandleaders, will appear on "Martin Block's Record Shop," Saturday, March 2.



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.

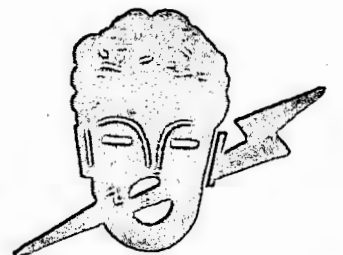
Adopted soon after he was born now even Puddles' real mother can not approach him.

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

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

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-JEFF

FOR RESULTS IN THE Philadelphia MARKET. W-D-A-S logo. PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION.

CUTICURA PROVES

IT! . . .



In July, 1944, the makers of Cuticura Soap and Ointment decided to test WAAT's claims of leadership in America's 4th largest market. "Prove that it delivers more listeners per dollar than any other station—including all 50,000 watters!" That's what an order for 10 spot announcements per week amounted to. And so, for 18 months, WAAT broadcast the story of Cuticura to a population of over 3½ million. North Jersey listeners must have believed what they heard—and bought! Because the makers of Cuticura believed what they saw — and bought! Yes, since January, 1946, Cuticura Ointment, Cuticura Soap, and Cuticura Talcum Powder are now sponsoring "Betty & Bob", transcribed every weekday A.M., Mon. through Fri. at 10:15 because they know:

WAAT delivers
 more listeners per dollar
 in America's 4TH Largest Market
 than any other station—
 including all 50,000 watters!

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

WAAT

970 KG
 NEWARK,
 N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

AGENCIES

WALTER R. CARLE, former manager of WTMJ, Milwaukee, recent manager of KINY, Juneau, Alaska, and until May, 1945, News Editor of KMPC, Los Angeles, announces the opening of his own agency for the handling of Public Relations, Sales Promotion, Publicity, and Radio and Newspaper advertising in Hollywood, Calif.

SCHWIMMER & SCOTT, Chicago advertising agency, announces the appointment of Charles H. Lillienfield as account executive. Recently discharged from the U. S. Marine Corps, Lillienfield was stationed at Washington, D. C., where he served on the staff of "The Leatherneck" and "The Marine Corps Gazette" in charge of promotion and public relations. Prior to his service in the Marine Corps he was in charge of sales promotion and advertising for the National Tea Co. for 13 years. In 1941 he was president of the Chicago Advertising Managers' Club.

SCHWIMMER & SCOTT, Inc., have also announced the appointment of Earl Bronson as radio producer. Bronson comes to S&S direct from the American Broadcasting Company, where he served for four years as senior producer.

GUY CAPPER, ABC spot sales account executive for the past five years, has resigned to join the sales staff of WHN.

BOZELL & JACOBS, Inc., Chicago and Minneapolis, has changed its name to The Jacobs Company, Inc. Addresses in each of the cities will remain unchanged. Service offices are being opened in Hollywood and Miami.

Kobak To Give Three Talks In Cleveland, Akron, St. L.

Scheduled for three addresses before mid-western trade and advertising groups, Edgar Kobak, president of the Mutual network, left yesterday for Cleveland, where today he will deliver the first talk of the series at a meeting of the Radio Council of Cleveland.

On Wednesday the Mutual executive will be in Akron, where he will address the Advertising Club of that city, after which he will leave for St. Louis, where on Monday, he will speak at the convention of the Seven-Up Bottlers. He is expected back in New York next Tuesday.



Manhattan Memoranda. . . !

● ● ● Threatened legal complications chilled the proposed "Dr. Kildare" deal (as replacement for "FBI In Peace And War"), altho' Stan Joseloff is still out on the coast huddling with Gil Ralston and Vic Orsatti. There had been some talk of Schick bankrolling the FBI stanzas, but they're more interested in an audience participation show. . . . Victor Moore's guest shot with Hildegarde tomorrow nite is in the nature of an audition for a drug outfit interested in backing him on the air. . . . P & G replacing "Mommy & The Boys" and the Kirkwood show with "Hercule Poirot" and Lanny Ross. . . . What two comics are Kastor auditioning as a Rudy Vallee replacement? . . . Keenan Wynn, in N. Y., and Tullulah Bankhead, in Hollywood, each sporting a black eye. There can't be any connection. . . . There's no truth to the rumor that Bill Stern and Ted Husing want to forsake radio for the stage a la Paul Douglas. . . . Walter Laurie heading for the coast again for a few weeks rest after his recent operation. . . . Ed Wynn's clowning on the "Star Theater" netted him a Paramount contract. . . . Tex McCrary and his wife, Jinx Falkenberg, talking about doing one of those man-and-wife things on WOR. . . . Radio experts warned Ralph Edwards to switch his air show from Sat. nites. So what happened? His is the only Sat. p.m. airer to land among the first fifteen on the rating charts. Recommended: Kay Lorraine's warbling on NBC's "Contented Hour."



● ● ● Thumbnail-On-The-Head Descriptions: Fibber McGee and Molly: Johnson's Whacks. . . . Fred Allen: Tenderleaf Tee-Hee. . . . Bill Stern: Cogate Tooth P-ace-te. . . . Herb Shriner: All for Philip Morris. . . . Jack Benny: Luckies, two to wonderful. . . . Frances Langford: Little Bo Peepsodent. . . . Hildegarde: Chelsea-worthy.



● ● ● Small Talk: Van Johnson will sing when he appears on the Kate Smith show March 1st. . . . Harvard's John Gunn directing the new "Myrt & Marge" series for World Broadcasting. . . . Aside to Arch Oboler: Congrats on that terrific new writer-director deal with Metro. The drinks are on you next time you hit the Big Town. . . . Warwick & Legler have a 17-week option on Frankie Carle as a Danny Kaye summer replacement. . . . Lt. Commander Arthur Kurlan (he produced Arch Oboler's "Salute To The Fleet" on Navy Day) in town checking agencies with a view to setting up peace-time radio plans for the Navy. . . . Mel Allen recuperating at Harkness Pavilion after a minor operation. . . . Hank Booraem out of the Navy and new producer-director of Philco's "Hall Of Fame." . . . Charlie Vanda, "Theater Of Romance" producer, getting Metro offers. . . . Felix Greenfield, who conducted a "Man of Magic" series over WMCA for six months, has sold his idea to NBC television where it'll be much more appreciated. The lad is dynamite in the magic, sleight-of-hand and mind-reading field. . . . Ella Fitzgerald show, with Teddy Wilson's ork, Howell & Bowser, and Bob Johnson auditioning for a CBS spot. . . . Martha Tilton on with Bing Thursday nite. . . . Ditto Georgia Gibbs with Danny Kaye on the 1st. . . . Dick Linke, of Newell-Emmett, and Marge Ryan will ALTAR their plans.



● ● ● Gagbag: Judy Canova says she's purchased a new radio which is so elegant that that opening door on "Inner Sanctum" no longer squeaks. . . . Buddy Lester's description of some B'way chorines: Pips that passion the nite. . . . Sage wisdom from Herb Shriner: Before you can move into the castles in the air, you first have to climb the ladder of success. . . . Nat Moss, boss of the 400 Club maintains that the soap opera authors have given radio some of the best tears of their life. . . . The Murphy Sisters think that with all the gagged-up song titles they oughta call it Tin Pun Aley.

CHICAGO

By NAT GREEN

EDWARD REYNOLDS, former WBBM staff member who has been in the Army for three years, and Carl Simonson, formerly with the NBC press department, have joined the staff of Don Kelley, director of the WBBM-CBS mid-western publicity department.

A certificate of merit has been awarded to WGN by Vaughn General Hospital of the United States Army "in recognition of an outstanding contribution for the welfare of the patients' personnel."

First issue of the new NBC Central division house organ, "Chain-Breaker," will be ready for distribution to employees March 1, it is announced by Bob Guilbert, continuity acceptance editor and editor of the new publication. Staff includes Laura Saty, white, program schedule clerk and associate editor; Frances Clark, Press Department, as photo editor, and J. R. Wehrheim, assistant auditor, business manager.

Ell Henry, ABC publicity director, off to St. Louis, Kansas City and Des Moines in connection with Tom Breneman's "Breakfast In Hollywood" appearances.

Montgomery Ward sponsors Mutual network commentator, over WGN, for 13 weeks starting this week, to advertise for help wanted.

Disc-Jockey Tryouts

A fifteen-minute segment of the Robert Q. Lewis via WHN program, aired daily from 9:00 to 10:00 p.m., will be turned over to those who wish to fulfill their life-long intensive "So You Want To Be A Disc Jockey," Thursday's quarter-hour will feature Sally Warren, publicity manager for Fawcett publications, "Today's Woman," who will take over the entire fifteen minutes of the program. On March 6, Peter Donnelly, mentor of "Can You Top This," will lay aside his jokes to spin platters.

Listen Tonight

and Every Tuesday Nite

to

UPTON CLOSURE

10:15 P.M., E.S.T.

Mutual Broadcasting System



Management

WILLIAM PECK AGENCY

9172 Sunset Blvd., Hollywood 46, Calif.

RADIO BROADCASTING DISCS

Miracoustic Day Circle 7-2965
Night Regent 4-2190

RECORDING STUDIO, CARL FISCHER, INC.
100 West 57th Street, New York 19, N.Y.

HEIGH-DE-HO

HY HIGH, JR.
EDITOR

9TH YEAR

FEBRUARY NINTH, 1946

NO. 206

Nautical



Jeanne Secor, 9B Gillespie Jr. High student, collects Navy, Army and Marine insignia from her veteran cousins, uncles and boy friends, and uses insignia to dress up her school clothes. In the picture she's modeling an outfit in the Navy motif. Her skirt pocket is made from a Motor Machinist's rating; there's another insignia on her bolero, and more Navy-honoring accessories, including the sailor hat, an choker and a bracelet which sports a model to complete her going garb.

Football Latin

To help you learn Latin vocabulary...

Worcester Sportsmen

During the present year many contests are being held for members of the Sportsmen's Club of Worcester Jr. High. The trapping muskrats, killing harmful catching fish and shooting are members so far have trapped rats. Steel traps are streams where they must be attended from escaping, and vary in length...

"HUBBA-HUBBA!"



Jeanne Secor, Gillespie Junior High School student, one of the teenagers featured recently in *The Evening Bulletin* "Heigh-De-Ho" column and on the "Heigh-De-Ho" program over WPEN.

SAY TEEN-AGERS

Here's a new WPEN program that's tumbling Philadelphia's high-school set out of bed in the morning without being called. It's "Heigh-De-Ho"—the lively adaptation of *The Evening Bulletin* school column that's been a teen-age smash hit for years.

"Heigh-De-Ho"—devoted entirely to chatty school news and sports—has been on the air less than three months. Yet it already has thousands of enthusiastic listeners . . . and gaining new ones every day. Parents, too, say it's one of the best teen-age programs they've heard.

This new show is another example of the careful planning that goes into WPEN programming. Like *The Evening Bulletin*, the largest evening newspaper in America, which owns and operates the station, WPEN knows Philadelphia tastes. That's why its programs—built for Philadelphians—always ring the bell.

950

WPEN

258

WPEN-FM

...the Stations
for Philadelphians

NATIONAL REPRESENTATIVES: HEADLEY-REED COMPANY
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Cuba Granted 9 Channels

U. S. Farm Groups Voice Objection To Decision

(Continued from Page 1)

ment was a Cuban victory, but said the concessions were necessary in order to assure unanimous backing of the eight nations represented.

As late as last Friday, the other signatory nations were ready to sign the interim agreement without Cuba. Week-end conferences, during which the Cuban delegations were whisked to the State Department, brought final agreement.

Avoided "Chaos," Says Jett

Since the present treaty was due to lapse next month, Jett said the choice was between "chaos" and continuing the agreement among the North American countries for the interim period until another treaty could be written by the countries. Although stating that the interim agreement represented "an improved system" for North American broadcasting, Jett frankly admitted his "regret" that concessions allowing Cuba to share any of the clear channels of the United States had to be made.

Included in the list of 1-A clear channels handed Cuba are 640 kc, used by KFI, Los Angeles, and 890 kc, WLS-WENR, Chicago. Jett said these two had protested sharing the channels with Cuba and more than 30 telegrams had been received from farm organizations in California objecting to the expected interference with KFI.

Jett immediately sent a telegram to the farm groups explaining that there would be no interference with KFI, as a directional antenna will be used to protect the Western part of the United States.

International Viewpoint Felt

Cuba's demand for the 640 channel took on international aspects during the conference. Cuba wanted the channel for operation of a Government-owned station and refused to back down on her demands.

A major article in the interim agreement is the setting up of a permanent engineering committee to act as roving "trouble shooters." Jett said this was an important clause. Some criticism has been levelled at Cuba because the country allegedly was not making proper use of the channels it had under the old agreement.

The only thing Cuba gave up was the use of 1540 kc, which will now

go to the Bahamas, replacing the 640 band she is giving Cuba.

Although Cuba got most of what she wanted, Jett pointed out that as far as interference with United States stations are concerned, most of the clears to be used by Cuba will be backed by low power. This, with other engineering limitations imposed on Cuba, will protect the United States clears, Jett said.

The interim agreement will be in effect not more than three years. A full conference to re-write the agreement will be held in Canada next year.

In a press conference following signing of the agreement, Jett said he hoped development of FM would minimize Cuba's demands by the time the next conference rolled around. Up to now, Cuba has left FM untouched.

The agreement was signed by the United States, Canada, Cuba, Dominican Republic, the Bahamas, Newfoundland and Mexico. Representatives of Haiti were not present for the signing, but it was announced that the tiny Republic would sign at a later date.

Shares 3 Canadian Bands

Under the agreement, Cuba will share three of Canada's six clear channels and two of Mexico's six clears, in addition to the five from the United States. In addition to 1-A clear channels, Cuba, under the agreement, may operate special Class II stations on eight regional channels. With the limitations, it was conceded that there will be interference with United States regionals.

As an example, there has been considerable interference from Cuba on 630 kc, now used by WMAL, Washington, D. C., and other United States stations. Under the 1.0 MV/M limitation, it is expected there will be no substantial interference.

Clears, which Cuba will share under the interim agreement include: 640 kc, (U.S.); 670 kc, (U.S.); 690 kc, (Canada); 730 kc, (Mexico); 740 kc, (Canada); 800 kc, (Mexico); 830 kc, (U.S.); 850 kc, (U.S.); 860 kc, (Canada); and 890 kc, (U.S.).

Cuban Regionals Listed

With the exception of 640 kc, power which Cuba was granted was only one or two kilowatts. Cuba will, however, use 25 kilowatt power at night on 640 kc.

Regionals which Cuba will get include the following frequencies, in kc: 590; 600; 630; 790; 910; 920; 950; 960.

Jett gave much credit to industry representatives who attended the conference as observers and advisers.

Cuba also won its battle for exclusion from the 650-mile rule.

Salient sections of the agreement follow:

Article I: To continue during the interim period described in Article XVII hereof, the application within their respective jurisdictions of all the provisions of the North American Regional Broadcasting Agreement signed at Habana, December 13, 1937,

subject to the modifications and additions hereinafter stipulated.

Article II: Cuba agrees to relinquish to the United States of America the use of the clear channel 1540 kc with Class 1-A privileges in exchange for the use of the frequency 640 kc. In the manner stipulated in Annex 1 hereof.

Article IV: Cuba shall have the right to use the additional broadcasting facilities detailed in Annex 1 hereof with the powers, and under the conditions of operation and limitations specified therein. The so-called 650-mile rule contained in Part II, C, Section 4, Paragraph B, of the North American Regional Broadcasting Agreement, Habana, 1937, shall not be applicable to Cuba in connection with the use of these frequencies.

Article V: Cuba shall have the right to operate special Class II stations on the regional frequencies described in Annex 2, with the power and under the conditions of operation and limitations specified therein.

Bahamas To Quit 640 kc.

Article VI: The Government of the Bahama Islands will cease all operations on the frequency of 640 kc. not later than August 1, 1946. On or before June 1, 1946, the Government of the Bahama Islands shall notify directly, the Government of Cuba, the exact date on which it will cease using the said frequency.

Article VIII: The governments parties to this agreement shall co-operate to minimize interference to their respective services. Recognizing that propagation over sea water is superior to over-land propagation and that the present standards do not adequately take into account conditions of this nature, the governments parties to this agreement agree to co-operate with a view to minimizing interference in the event that sky wave signal intensities exceed the values stipulated in this instrument.

Article XII: A permanent North American Regional Broadcasting Engineering Committee composed of four experts, one each from Canada, Cuba, Mexico and the United States, shall be established for the purpose of determining facts and making recommendations thereon which will enable

Canada Conference Sked For 1947 To Re-Write Pact

governments to comply with the technical provisions of this agreement to their mutual satisfaction.

Article XIII: In order to conclude a new North American Regional Broadcasting Agreement at the earliest possible date, the signatory governments will:

(a) Commence immediately, and necessary studies for the conclusion of such an agreement.

(B) Exchange views following their respective studies. For the purpose each government shall, on or before October 1, 1946, submit to the Inter-American Radio Office 12 copies of its conclusions, together with supporting data.

(C) Hold a meeting of their technicians in Habana, Cuba, on or about January 2, 1947, preparatory to the third North American Regional Broadcasting Conference who shall examine the technical aspects of the documents communicated by the interested governments. A joint report of their findings, views and recommendations shall be circulated to the governments by the Inter-American Radio Office not later than March 1, 1947.

(D) Communicate to the other governments through the Inter-American Radio Office, before January 1, 1947, after consideration of the joint report, their proposals for the third North American Regional Broadcasting Conference.

Will Address Canadian IRE

Montreal — Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corporation, will address the Montreal Section of the Institute of Radio Engineers on Wednesday, February 27, at the Engineering Institute Auditorium. Dr. Frigon will discuss the broader aspects of radio broadcasting in Canada and may describe the Canadian plans for radio broadcasting and television.

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February 26

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

Stratovision Tests With FM Completed

(Continued from Page 1)

more. Other ground stations are to be added as tests progress. The plane carries a flight crew of three from the Martin staff and two Westinghouse engineers.

Aviation aspects of Stratovision are under the direction of William K. Abel, vice-president in charge of engineering for the Martin Company, while all tele and FM is headed by E. Nobles, 28-year-old Westinghouse radar expert who conceived the system.

"First tests have been flown over a fixed course from the Martin airport to Middle River over Wilmington, Philadelphia and New York City, to New Haven, Conn. and return," Nobles said. The course, with a maximum of 240 miles from the ground station, enables the plane to pick up programs from KYW-FM in Philadelphia, with further tests planned to include the Pittsburgh area to relay programs from WDKA-FM, he added.

"Transmissions to date have been on three frequencies between 100 and 150 mc. with one channel devoted to studies of television ghosting; another to FM transmission; and the third for communications incident to test operation," Nobles continued. Operation in three additional channels, up to 2,000 mc., has been authorized by the FCC although these experiments are not yet under way."

The plane carries three Stratovision antenna systems in addition to normal operational installations. The re-broadcast antenna, a ten-foot mast of aluminum tubing with dual loops 15 inches in diameter, is hinged in the bomb bay and lowered into place, drops down, after take-off. A second underside antenna picks up signals from the ground station, while a third, upside, provides the communication channel. The Baltimore ground station employs two antennae mounted on a single 50-foot mast for FM tests and communication, and three additional antennae for tele.

New Loew FM Station Started On West Coast

(Continued from Page 1)

with broadcasting scheduled to start about May 1.

Station will be equipped with a 62-foot antenna atop a natural 1,500-foot elevation. The company has also applied for a video license to be operated from this location. Offices will be in Hollywood.

Currently operating WHN and WHNF in New York, Loew's, Inc., plans additional FM stations in Chicago and Washington.

OFF THE AIR

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NETWORK SONG FAVORITES

Top 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.

Title	Publisher
Aren't You Glad You're You.....	Burke & Van Housen
As Long As I Live.....	Witmark
Atlanta, G. A.....	Stevens
Bells Of St. Mary's.....	T. B. Harms
Blue.....	Starlight
Come To Baby, Do.....	Leeds
Day By Day.....	Barton
Doctor, Lawyer, Indian Chief.....	Melrose
Don't You Remember Me.....	E. H. Morris
Everybody Knew But Me.....	Berlin
Gimme A Little Kiss.....	ABC
Give Me The Simple Life.....	Triangle
Here Comes Heaven Again.....	Robbins
I Can't Begin To Tell You.....	Bregman-Vocco-Conn
I'm Always Chasing Rainbows.....	Miller
It Might As Well Be Spring.....	Williamson
It's Been A Long, Long Time.....	E. H. Morris
It's Only A Paper Moon.....	Harms
Just A Little Fond Affection.....	Shapiro-Bernstein
Let It Snow.....	E. H. Morris
My Guy's Come, Back.....	Shapiro-Bernstein
Oh, What It Seemed To Be.....	Santly-Joy
One More Dream.....	Barton
One-zy Two-zy.....	Martin
Penthouse Serenade.....	Famous
Personality.....	Burke & Van Housen
Shoo Fly Pie And Apple Pan Dowdy.....	Capitol
Some Sunday Morning.....	Harms
Symphony.....	Chappell
Wave To Me My Lady.....	Famous
Who's Sorry Now.....	Mills
You Won't Be Satisfied.....	Mutual

Spellman On WABC

A special program, in which the newly invested Cardinal Spellman was heard for the first time from the Church of Saints John and Paul in Rome, of which he is now titular head, was broadcast over WABC yesterday morning at 10 a.m. Simultaneously, worshippers at St. Patrick's Cathedral, were able to hear the Cardinal's voice over a public address system receiving the broadcast by telephone line directly from WABC's master control panels to the Cathedral.

a Helluva Hooper?

... yes a helluva good one. At all times 76% or MORE of all sets in use in Imperial Valley are tuned to KXO

MUTUAL DON LEE **KXO** EL CENTRO CALIF

SEE RAYMER

Joins NBC Shows

Recent additions to the casts of several NBC soapers include: Anna Karen to "Just Plain Bill"; John Manning to "Backstage Wife"; John Graham to "Young Widder Brown," and Helen Choat, Ben Cooper and Ellen Mahar to "David Harum."

'Off-the-Air'

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Broadcasting Boom Forecast For South

(Continued from Page 1)

Senator John Hoverton (D. La.), said there was a "great demand for a substantial increase in the number of existing stations in the South and increased power for those now on the air."

Stressing the need for more stations, Representative Mendel Rivers (D.S.C.), said small number of stations in his State had deprived thousands of persons of adequate radio service.

The South was singled out as among the sections of the country which do not receive proper service in the controversial report made for the FCC by the Department of Agriculture.

Wedding Bells

Denver—Mary Kathryn O'Fallon, daughter of Eugene P. O'Fallon, president of KFEL and of other radio interests, will be married Monday, March 4, to John Francis Eby. Ceremony will take place at 10 a.m. at St. John, the Evangelist Church in this city.



follow through

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Conflict With NARBA Brings Station Denial

(Continued from Page 1)

uses only one kilowatt power and the proposed North Carolina station would not interfere with this. Under NARBA, however, the FCC pointed out, Canada has the right to authorize use of 50 kilowatts or greater. Even though a directional antenna might be used by the North Carolina station, if Canada made full use of its power authorization, the Durham station would still be within the 650-mile limit now imposed under the agreement. Durham is only about 450 miles from the nearest point on the Canadian boundary.

Three applications for CP's for new standard stations also have been tendered for filing. They include: The Yankee Network, Portland, Me., to be operated on 1490 kc, 250 watts, unlimited; Billy Avertitte Laurie, Jacksonville, Texas, to be operated on 1400 kc, 100 watts, unlimited.

FM Applications Received

In addition, seven applications for CP's for new standard stations and four FM filings were announced Thursday by the FCC.

AM applications included Alfred Dorman, Statesboro, Ga., to be operated on 1490 kilocycles 250 watts, unlimited; Boise Broadcasting Co., Boise, Idaho, to be operated on 630 kc, five kilowatts, unlimited; Harry J. W. Kiessling, Carl F. Stroehmann, Frank E. Plankenhorn and William P. Wilson, partners doing business as Williamsport Radio Broadcasting Associates, Williamsport, Pa., to be operated on 1340 kc, 250 watts, unlimited; Hot Springs Broadcasting Co., Hot Springs, Ark., to be operated on 1090 kc, 50 kilowatts, unlimited; John Raymond Barlett, doing business as Radio South, Quitman, Ga., to be operated on 1490 kc, 250 watts unlimited; George Arthur Smith, Jackson, Tenn., to be operated on 1490 kc, 250 watts, unlimited; Caribbean Broadcasting Corporation, Arecibo, Puerto Rico, to be operated on 1280 kc, one kilowatt, unlimited.

FM filings include Springfield Broadcasting Co., Springfield, Mo., Metropolitan; Scranton-Wilkes Barre-Pittston Broadcasting Company, Wilkes Barre, Pa., Metropolitan; Shenandoah Valley Broadcasting Corporation, rural; Suffolk Broadcasting Corporation, Coram, N. Y., community.

Seek Tele Permits

FCC also announced that the Fort Industry Co., Toledo, Ohio, has applied for construction permit for a new commercial television station to be operated on channel Number 13, 210-216 megacycles; and the Cones-

Propose Censorship Law Covering Radio In P. R.

(Continued from Page 1)

the Puerto Rican House of Representatives, and is slated to come up before the legislative body during its present session.

The bill would create an Office of Inspection and Censorship, administered by a board of three and an executive secretary, named by the Governor, with advice and consent of the Senate.

All scripts and films would be required to be passed by the office, with penalty for violation ranging from fines of \$50 to \$500, imprisonment, or both, at the discretion of competent courts.

Proponents of the measure claim it will promote better cultural habits and lift moral standards; however, the bill will be actively opposed by the local press and the majority group in the insular legislature.

together Television Association, Lancaster County, Pa., has applied for a CP for a new experimental television relay station to be operated on 590-610 megacycles.

In addition, FCC announced that the North Jersey Broadcasting Company, Paterson, N. J., has requested an increase in power from one kilowatt to 5 kilowatts and a change in operation from daytime to unlimited.

Receipt of an application for voluntary transfer of control of WKNE, Keene, N. H., for approximately \$100,000 was announced Friday by FCC. Under the application, control would pass to Joseph K. Close, Luman Spitzer, Abbott K. Spencer and Robert T. Colwell. Present licensee is WKNE Corp., composed of Harry C. Wilder, Helen W. Miller, Frank Lyman, Jr., David Carpenter, N. L. Kidd, George W. Smith, and Phil H. Faulkner.

Price paid would be \$85,000, plus current assets over liabilities, up to but not exceeding \$20,000.

FCC also announced three applications for construction permits for new standard stations. They are: Skyway Broadcasting Corp., Asheville, N. C., to be operated on 1380 kilocycles, five kilowatts day and one kilowatt night; State Broadcasting Co., Oklahoma City, Okla., to be operated on 730 kilocycles, one kilowatt, daytime; Empire Newspapers-Radio, Inc., Endicott, N. Y., to be operated on 1450 kilocycles, 250 watts, unlimited.

Transit Strike Prospects Studied By Broadcasters

(Continued from Page 1)

key men in hotels during the emergency and if necessary, to operate stations on a twenty-four hour basis. Experience gained by broadcasters during the recent transit strike in Philadelphia, were discussed at yesterday's New York meetings. It was the consensus that New York stations would be called upon to do a comprehensive public service job in event the strike materializes.

Union Would Buy Time

In what was considered to be an "unprecedented move," the Transport Workers Union, CIO, which has threatened the strike, canvassed local stations yesterday, in an effort to buy time for a series of spot announcements asking listeners to "pressure" Mayor O'Dwyer into submitting the case to mediation or arbitration.

Available time, however, was scarce and all outlets refused the request, with the exception of WHN, which was able to squeeze in five 30-second spots slated for today.

Jeanne Cagney Joins "Blackie"

Jeanne Cagney, stage, screen and radio actress, and sister of James Cagney, film star, has become a regular member of the cast of "Boston Blackie," heard on WJZ every Tuesday at 7:30 p.m.

Maine News Bureau Set Up By Station

(Continued from Page 1)

own news broadcasts independent, but all three supply news stories of interest to the others for their respective areas, through routine telephone conference calls.

The new branches are patterned largely after operations at the parent office here, while editor Joe Eaton compiles two daily newscasts from local reports and from stories filed by out-of-town correspondents for the service.

The Portland bureau is headed by John F. Hogan, recently returned from duty with the Merchant Marine. The capital at Augusta is covered by manager Jack Atwood of WRDO.

Swayze Takes NBC Post

John C. Swayze has been named manager of NBC's Western Division News and Special Events Department. It was announced by Sidney H. Strot vice-president of the network's Western Division. He replaces Joe Alvin who resigned. Swayze was featured editor of the "Kansas Journal-Post" for ten years. In October, 1940, he joined the News Department of KMBC in Kansas City, where he remained until the end of 1945.

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RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 34, NO. 39

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 27, 1946

TEN CENTS

Postwar Program Survey

Increase During 1945 Shown In RCA Report

With net earnings showing an increase during 1945 as compared to 1944, the 26th annual report of Radio Corporation of America released yesterday by Brig. Gen. David Sarnoff, president, reveals net earnings of \$1,317,068, equivalent to 58.8 cents per share of common stock, during the past year. This compares with \$1,026,291 in 1944, when earnings, after preferred dividends were equivalent to 51.2 cents per share. Total gross income from all sources

(Continued on Page 10)

Pres. Truman To Be Heard In Two Radio Addresses

President Harry S. Truman, speaking on "The Role of Religion in American Democracy," will be heard on radio networks from Columbus, Ohio, on Wednesday, March 6, from 12:00 noon to 12:30 p.m. (EST). President Truman will be speaking at a luncheon meeting of the Federal Council of Churches of Christ in America at the Resler Wallick Hotel in Columbus. In the previous day, March 5, Mr. Truman

(Continued on Page 4)

Romberg Replaces Skelton For June Vacation Period

"An Evening With Romberg," featuring Sigmund Romberg and a symphonic orchestra will replace Red Skelton on NBC for three weeks, following the June 4th broadcast. Russell M. Seeds agency, announced yesterday. Fort Pearson is tentatively set as announcer and Jack Simpson will continue to write the show. The program will originate in Hollywood.

Second Breath

Harold L. Ickes, who made page one from coast-to-coast recently when he resigned as Secretary of the Interior, will be heard again next Sunday when he appears on the "Chicago Round Table" program to be broadcast over the network of the National Broadcasting Company starting at 1 p.m. Mr. Ickes will speak on "The American Commonwealth Today."

Good News

The Washington Daily News, a Scripps-Howard paper, yesterday became the first Capital newspaper and one of the few journals in the country to revive a daily radio column. The other Washington newspapers have pushed their radio columns into the Sunday editions and confined their daily radio "news" to a simple listing of the programs.

Report Gillette Buying Radio-Tele Fite Rights

The Gillette Safety Razor Co. is reported to have acquired the radio rights for broadcast of the Louis-Conn fight in June for the sum of \$125,000, it was learned yesterday. The figure, considered in radio circles as "unprecedentedly high but not altogether fantastic," is in line with rumored reports that Mike Jacobs, promoter of the event and president of the 20th Century Sporting Club, is asking a

(Continued on Page 8)

FCC Seeks Information On Production Outlook

The FCC yesterday sent forms to all manufacturers requesting information on the number of AM, FM and television receivers scheduled to be built in 1946.

The FCC request for receiver data is divided into six sections: (1) AM band, but not FM or tele; (2) FM band (88-108 mc), but not AM or tele;

(Continued on Page 9)

Broadcasters Announce News Calling Off Transit Walkout

New York broadcasters heaved a deep sigh of relief yesterday, after the threatened strike of transit workers was called off following a meeting between Mayor O'Dwyer and CIO chief Philip Murray.

Extensive radio coverage was given the day's events, with WNYC, the municipal station, again acting as co-ordinating agency.

Web Officials Give Programming Views In Survey To Ascertain Trend Of Radio Entertainment

Pittsburgh Stations Pool Strike Pickups

Pittsburgh—Faced with the threat of another power strike, broadcasters here pooled their resources and synchronized their operations to bring to listeners the latest developments on the situation, climaxed at 11:30 p.m. Monday when, via a line to union headquarters, all five outlets aired the news that the strike had been postponed for one week.

The pool began last Thursday, when it was announced that the utility

(Continued on Page 8)

CBS Asks Comm. Permits For High-Def. Color Tele

A resolution calling upon the FCC to authorize commercial licenses for ultra high-frequency stations to transmit high-definition color television was adopted yesterday by the Columbia Affiliates Advisory Board, representing

(Continued on Page 2)

Gaines Leaves DuMont To Join Film Company

Jeff Gaines, who recently has been a special assistant to Leonard Cramer, executive vice-president of Allen B. DuMont, has resigned to join an un-

(Continued on Page 10)

Reflecting the transition of the American mood during the six months period since V-J Day, radio programming has changed from somber reflection of war incidents to the brighter outlook of a nation at peace, a programming survey just completed by RADIO DAILY reveals.

Interviews with network program officials indicate they are strongly aware of the public's desire to banish the strain and tension of the past five years and their desire for relaxa-

(Continued on Page 10)

Sees Radar-Video Net At Cost Of 425 Million

A recent investigation into the possibilities of a national "radar-video" network incorporating ground and relay facilities for aviation ground control in combination with similar facilities for television and other communications services, discloses that an outlay of \$425,000,000 "would be required, in addition to Federal aid." The figures are the result of a

(Continued on Page 9)

CP Applications Filed For AM And FM Outlets

Washington Bureau, RADIO DAILY
Washington—Applications for CP's for seven new standard stations and four FM stations were announced yesterday by the FCC. AM applications

(Continued on Page 8)

Who's Watson?

The Sherlock Holmes show on Mutual (8:30 to 9 p.m.) was unusually mysterious Monday night and listeners responded quickly with 'phone calls. It seems the good Doctor Watson didn't seem himself,—and he wasn't. Nigel Bruce, the original "needle" man, was bedridden in a California hospital and was substituted for by Eric Snowden for the one show.



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

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FINANCIAL

(Feb. 26)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

MBS Hits CBS 'Exclusive,' Gets Speech By Churchill

Miami, Fla.—Strong protests by A. Frank Katzentine, owner of WKAT, MBS affiliate here, yesterday "broke" a CBS exclusive on a speech by Winston Churchill from the Orange Bowl. The speech, which was arranged by the University of Miami, was carried by CBS and Mutual, 11:15-11:30 a.m. (EST).

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Coming and Going

ADRIAN SAMISH, vice-president of the American network in charge of programs, has left for Hollywood, where he will assist in the supervision of the new "Bill Thompson Show" which bows on the ABC web March 4.

ROBERT SCHMID, vice-president of the Mutual network in charge of promotion and research, is spending two weeks on vacation in Florida.

CARL S. BROWN, executive with Sherman & Marquette, advertising agency, has left for Hollywood to supervise new radio developments.

EDWARD E. HILL, executive vice-president of WTAG, Columbia network outlet in Worcester, Mass., and ROBERT J. BROWN, local sales supervisor of the station, are back at the home offices after having attended the CBS Affiliates Advisory Board meeting in New York.

LOUIS SAIFF, who spent a few days in Gotham last week, has resumed his duties at WMSA, American network affiliate in Massena, N. Y.

COL. EDWARD A. DAVIES, vice-president and sales manager of WIP, Philadelphia, is sojourning in Florida, where he plans to remain for about three weeks.

BEN HARRIMAN, who on March 4 will start broadcasting name bands from his Aquarium Cafe, has returned from a short vacation in Florida.

BURT ADAMS, of NBC's co-operative program division, is on a short business trip to Washington, D. C.

E. B. CANEL, director of Latin-American programs for the international division of NBC, has returned to the home offices following six weeks in London, where he covered the UNO conference, broadcasting from the British Capital and, on two occasions, from Paris.

O. B. HANSON, vice-president and chief engineer of NBC, has returned from his annual swing around the West visiting key cities and affiliates.

FULTON LEWIS, JR., Mutual network commentator now on a coast-to-coast tour, will broadcast today from San Francisco.

RAYMOND F. GUY, radio facilities engineer at NBC, and WILLIAM S. DUTTERA, allocations engineer for the network, have returned from Washington, D. C., where they attended the North American Regional Broadcast Conference.

JAY JOSTYN—"Mr. District Attorney"—is expected back today from a holiday in the South.

ZACK FREEMAN left town yesterday by plane on an eight-day trip to the West Coast.

CHARLES F. PHILLIPS, vice-president of WFBL, Syracuse, is back at the station following a few days in Gotham.

HOWARD KEEGAN, production director at NBC, will speak today before the Dramatic Club of Greenwich (Conn.) High School. His subject will be "Radio Announcing and Acting."

BUCK RAM, songwriter, leaves today for Washington, D. C., where he will discuss the musical score with producers of "Angelica," forthcoming Broadway production.

Mann Joins Wolff Agency In Charge Of Radio Dept.

Charles Mann, formerly on the staff of RADIO DAILY and "Variety," has been appointed radio director of the Lester L. Wolff Advertising Agency, effective immediately. Mann will have complete charge of all radio activity of the agency which currently includes among its radio accounts several spot campaigns, one of them being a 15-minute series of ET dramatizations entitled, "Pipe Dreams," for Royal Briar Co., makers of Big Ben pipes. Agency also has the Vinylite Consumer Division of the Union Carbide Co. as one of its accounts.

CBS Asks Comm. Permits For High-Def. Color Tele

(Continued from Page 1)
... sending 145 independently owned stations of the CBS network. The resolution, which followed a demonstration of Columbia's color television on receivers suitable for the home, and a transmitter of commercial design, further stated:
"... the interests of the broadcasting industry, as well as the interests of the American public, will be served by the early change from the standards of pre-war television so as to take advantage of the increased knowledge of electronics and their commercial application."
The CAAB added that "the public should be saved the expense of double investment in television receiving equipment and the broadcasters the burden of double losses, both in capital investments and operating expenses, in establishing two television services."
Members of the CAAB who attended the sessions were: I. R. Lounsberry, WKBW, Buffalo, N. Y., Chairman; E. E. Hill, WTAG, Worcester, Mass., Secretary; Clyde Coombs, KARM, Fresno, Calif.; F. C. Eighmey, KGLO, Mason City, Ia.; George J. Higgins, KSO, Des Moines, Ia.; Clyde Rembert, KRLD, Dallas, Texas; John M. Rivers, WCSC, Charleston, S. C., and W. H. Summerville, WWL, New Orleans, La.

'Off-the-Air' TYPEWRITTEN TRANSCRIPTS
RADIO COPY
12-hour Delivery in N. Y. Round-the-Clock Service ALSO
Electrical Transcriptions converted to typewritten scripts
162-25 Depot Road
Flushing, N. Y. FL. 9-7779



Hard head

That's a cassowary bird in the London Zoo. We never knew anything about them before we picked up that picture.

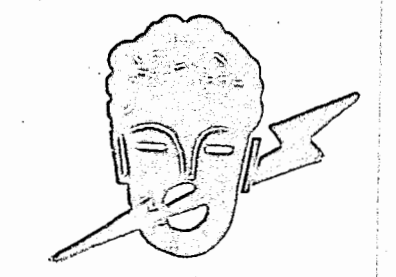
See that bump on his head? That's a two-inch thick horn surmounting his noggin.

We suppose if a lot of people knew about this bird they'd have been calling some time buyers "cassowaries."

But not us. We like them tough. When they're tough they know their business. That kind of tough buyer sticks to facts. And that's all we offer in our W-I-T-H presentation. Here's one of the big facts:

W-I-T-H, the successful independent, delivers more listener-per-dollar-spent than any other station in this five-station town.

That's a fact and tough tough buyers like it.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-IED

Helbros On Full Mutual

Helbros Watch Company, effective April 7, 1946, will use the full Mutual Broadcasting System of 280 coast-to-coast stations for their dramatic quiz program "Quick As A Flash."



follow through

is vital in high goal polo. Just as vital in the selling of radio time is the "follow through" after the initial sales impact. When it comes to servicing clients' accounts, Weed and Company follows through consistently all year long.

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

THE PACIFIC COAST IS

BIG

Only Don Lee covers it all



THE NATION'S GREATEST REGIONAL NETWORK

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

The Pacific Coast is a BIG market... any way you look at it. It extends from Mexico to Canada a distance of 1,352 miles—contains over 11 million people—spends more than 8 billion dollars a year in retail sales.

The Pacific Coast's 8 billions are spent *half *inside* and half *outside*. All networks thoroughly cover the *inside* but only Don Lee completely covers the *outside* half, or the Pacific Coast customers that spend 4 of the total eight billions.

Only with Don Lee as your network can you cover *all* the Pacific Coast by radio—for Don Lee has 39 stations. The other three networks have only 28 stations combined.

A 7- 8- or 13-station network cannot (and does not) cover the BIG Pacific Coast. Buy the only network BIG enough (39 stations) to cover it *all*: DON LEE! More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.



THOMAS S. LEE, PRESIDENT

LEWIS ALLEN WEISS, VICE-PRESIDENT & GEN. MGR.

SYDNEY GAYNOR, GENERAL SALES MANAGER

5515 MELROSE AVENUE, HOLLYWOOD 38 CALIF. * REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Pittsburgh Stations Pool Strike Pickups

(Continued from Page 1)

strike would be resumed, with KDKA, WWSW and WCAE participating. The outlets inaugurated a series of 12:30 p.m. broadcasts by Father Charles O. Rice, local labor authority, feeding WJAS.

Although not in the pool at the time, KQV maintained a line to City Hall, with a microphone on the Mayor's desk, and scored "beats" on some of the important developments over the weekend.

News of the postponement was aired in a five-station hookup, with Mayor David Lawrence, George Mueller, president of the union, Jack Swift, of KDKA, and Louis Kaufman, of KQV, participating.

It is expected that the five-outlet city network will be continued should the strike eventually be called. All stations have set up emergency power supplies, in the event that the strike cuts off normal sources.

CP Applications Filed For AM And FM Outlets

(Continued from Page 1)

include Patrick Joseph Staton, Philadelphia, Pa., to be operated on 1530 kc, 10 kilowatts, daytime; W. J. Marshall, Cleveland, Ohio, to be operated on 1540 kc, one kilowatt, daytime; Joe Rahall, Sam G. Rahall, Farris E. Rahall and Deem F. Rahall, a partnership doing business as Allentown Broadcasting Co., Allentown, Pa., to be operated on 1540 kc, one kilowatt, daytime; West Memphis Broadcasting Corp., West Memphis, Ark., to be operated on 960 kc, one kilowatt, daytime; James J. Murray, Lewisburg, Tenn., to be operated on 1490 kc, 250 watts, unlimited; Antilles Broadcasting System, Rio Piedras, Puerto Rico, to be operated on 790 kc, five kilowatts, unlimited; Clearwater Broadcasting Co., Clearwater, Fla., to be operated on 1340 kc, 250 watts unlimited.

FM filings include Bay City Broadcasting Co., New Bedford, Mass., Metropolitan; Twin-City Broadcasting Co., Lewiston, Maine, Metropolitan; Tri-City Broadcasting Co., Bellaire, Ohio, Metropolitan; Radio Americas Corp., San Juan, P. R., community.

Application by the Southwest Broadcasting Company for voluntary transfer of control of KASA, Elk City, Okla., to Lonnie J. Preston, was announced yesterday by the FCC.

The FCC also announced that the trustees of the University of Pennsylvania have applied for a CP for a new non-commercial educational broadcast station, to be operated on

Mind Your Own Business

WORDS AND MUSIC

By HERMAN PINCUS

Success Story . . . !

A PRETTY, dark-haired girl got herself a job in the publicity department of Universal Pictures and proved so efficient that she soon occupied an important job . . . all during the time she was writing and framing catch-phrases and glowing descriptions about the talents of that firm's stars, she dreamed of the day when she might show her own ability . . . encouraged by her room-mate, she started taking voice lessons and soon won herself a regular singing spot on NBC . . . George Paxton heard her and signed her as the vocalist with his orchestra . . . a short time later, Benny Goodman looked, listened and signed her for his band . . . her name LIZA MORROW.

★ ★ ★

RADIOLOGY:—Comedienne Fanny Brice started the career of "Baby Snooks" a quarter century ago at the Palace Theater in New York . . . ● Don't let her affectation of a 'Dumb Dora' fool you . . . Joan Davis was Valedictorian of her class at Mechanic Arts High School at St. Paul, Minn. . . ● Two sponsors are dickering for the services of Vickee Richards, GACanary. . . ● Next month's Radio Mirror will profile Martha Tilton, "Hall of Fame" ABChantootsie. . . ● Baritone Dick Brown's younger brother Jack, just out of the Army, possesses a tenorchid-rating voice. . . ● Lloyd Shaffer, conductor of the NBChesterfield Supper Club, is DISCussing a big deal with a major recording outfit. . . ● When songwriter Redd Evans guested last week on CBSinger Danny O'Neil's show, he not only did a swell vocal job on his two new tunes, "Surprise Party" and "Frim Fram Sauce," but also displayed a sense of comedy that had the audience in an uproar. . . ● The gal who won the John Golden auditions over 1,387 aspirants, is Maureen Ryan, who was the telephone operator at WQXR. . . ● Judy Canova says a good reporter is a guy who keeps his news to the grindstone. . . ● John McKernan, after a hitch for Uncle Sam, is back at ABC as production ass't. to Disc jockey Bill Crago. . . ● A Hollywood tipster tells us that the writers of the "Joan Davis Show," Si Wills, Jay Sommers and Jack Harvey have their names on the door of their office PLUS the names of another pair of scribblers named 'Joe Miller' and 'William Shakespeare' (nothing like giving credit where credit is due eh?). . . ● Count Basie will make five appearances on the Kate CBSmith Show starting in May. . . ● A nice hand for Art Ford, who will present an "Encore Concert" March 5 at Times Hall and will turn over the proceeds to Actors' Charities. . . ● The Korn Kobblers will be heard three times a week via WHN starting Thursday. . . ● Last Sunday Warde Donovan, NBCCampana songstar, announced that his pictures were 'now available.' . . 24 hours later there were 279 requests for same, 57 via air mail.

★ ★ ★

TIN PAN ALLEY-OOPS:—Carl Fischer, Inc. will celebrate its 75th anniversary by moving into its newly-acquired building, 165 W. 57th St. . . ● Eileen Barton signed to record for Mercury Records. . . The Quintones join Woody Herman's crew after their Strand Theater stint . . . will call themselves the "Blueflames." . . Lily Strickland, composer of the standard "Lindy Lou," has given her latest "Song of the Stream," to Alice Remsen Pub. Co. . . ● Jerry Keit, out of the Army, joins E. B. Marks Professional department. . . ● Victor Selsman moves from Advanced Music to plug "Everyone Is Saying Hello Again" for Beverly Music. . . Phil Brito signed to make eight pix for Monogram Pictures, two per annum.

42.9 megacycles, with power of 10 kilowatts.

Applications for CP's for new standard stations listed by the FCC include: Madisonville Broadcasting Company, Madison, Ky., to be operated on 730 kc, 250 watts, unlimited; Northern Kentucky Radio Corporation, Covington, Ky., to be operated on 1050 kc, 250 watts, daytime; Eugene J. Roth, Jack L. Pink and James Brown, doing business as Radio Broadcasting Associates, Houston,

Texas, to be operated on 1180 kc, 250 watts, daytime; Ogden Broadcasting Company, Ogden, Utah, to be operated on 1490 kc, 250 watts, unlimited; Mario Acosta, Mayaguez, Puerto Rico, to be operated on 1340 kc, 250 watts, unlimited.

Other FM filings announced by the Commission include Dairyland's Broadcasting Service, Marshfield, Wisconsin, community; Oklahoma Press Publishing Company, Muskogee, Okla., Metropolitan.

Report Gillette Buying Radio-Tele Fite Right

(Continued from Page 1)

"six-figure" amount for the broadcasting of the event.

Queries at the Jacobs' office brought "no comment" and officials at the Maxon agency, and Gillette headquarters denied knowledge of the report. However, Craig Smith, vice-president in charge of advertising and sales for Gillette, conferred last week with Earl Mullin, ABC press chief in the web's headquarters in New York.

It was also denied that televising of the event would be sponsored by Gillette, as well, but indications pointed strongly in this direction, since the latter has been sponsoring fights from Madison Square Garden for the past year and a half, and would likely "land the whole thing." Present telecasts are beamed to WPTZ in Philadelphia, and WRGB in Schenectady, by NBC.

Yvette's Mother Hospitalized
Radio songstress Yvette's mother is a patient at the Little Flower Hospital, recuperating from an operation.

BALTIMORE'S
Listening Habit

W
C
B
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER GEORGE H. ROE
President General Manager

FREE & PETERS, Inc.
Exclusive National Representatives

Sees Radar-Video Net At Cost Of 425 Million

(Continued from Page 1)

Financial and engineering analysis recently submitted to the industry by Dr. Milton G. White, professor of physics at Princeton University and leading authority on radar. Dr. White, formerly head of the Airborne Radar Division of the Radiation Laboratory at the Massachusetts Institute of Technology, made this estimate in connection with a proposal that an integrated radar-communications network be undertaken in recognition of "the inevitable connection between radar traffic control and video communications."

Since there have been no published reports on the cost of microwave relay networks, whether designed for specific communications purposes, or in combination with ground control or aircraft, the White study has proved of special interest to the industry, according to experts.

If, and when, such a project is developed it would constitute one of the largest undertakings in the radar field, it is pointed out, and illustrates something of the size of the projects now being considered within the industry. Added significance is attached to the study in view of the fact that, in spite of the wide variety of experimental radio-relay projects now under way, it is considered not unlikely that one or more firms engaged in these experiments will develop networks fulfilling the need of both aviation and communications through a single, integrated system. Dr. White assumes that a network combining the two services will be one of the earliest forms of common-carrier development, as the nation's defenses will require chains of radar stations. Copies of the study have been made available to government and industry executives, stressing that Federal aid—and possible Federal control—will at some time become necessary.

Under the proposal, all cities of more than 100,000 population would be connected by 1200 microwave relay units at a cost of about \$100,000,000. In addition, there would be the following expenditures: \$25,000,000 for development and engineering; \$20,000,000 for 200 traffic control radars; \$30,000,000 for 40 blind-landing radars; \$50,000,000 for 500 distributor relay units and \$200,000,000 for buildings, land and financing, or a total of \$425,000,000.

Stork News

Doris (Mrs. Jack Gribin) Tauber, composer and vocal coach at Harms, Inc., became the mother of a 9-pound boy at the French Hospital in New York last Thursday.

Harsch Resuming CBS Series

Joseph C. Harsch, CBS news analyst, resumes his "Meaning of the News" series over the Columbia network, Mondays through Fridays, beginning March 4. Harsch will be heard from 11:10 to 11:15 p.m. (EST).

FCC Seeks Information On Production Outlook

(Continued from Page 1)

(3) AM band and FM band (88-108 mc); (4) television band (channels 1-13, inc.); (5) AM band, FM band (88-108 mc) and tele band (channels 1-13 inc.), and (6) other, in which manufacturer is requested to specify band and exact tuning range.

In addition the FCC requests information from manufacturers concerning the number of adaptors, converters and the like, expected to be produced in 1946.

Two Programs on WMAQ Renewed For 52 Weeks

Bowman Dairy Company, through J. Walter Thompson Company, has renewed its half-hour "Musical Milk-wagon" program on WMAQ for a year, effective March 18. Other WMAQ renewals include the John Holtman news program renewed by Peter Paul, Inc. (candy and gum), for 52 weeks, effective March 8, and the George Stone news program renewed by American Home Products for 13 weeks, scheduled to start March 5.

Stations Flash News Ending Transit Strike

(Continued from Page 1)

and WOR, aired talks by the Mayor, Murray and David Sarnoff, head of RCA, who acted as a mediator in the dispute. This ten-minute period was rebroadcast after a brief talk by Police Commissioner Wallander at 4:30 p.m., with WJZ, WABC, WNEW, WHN, WLIB and WMCA carrying the feed.

MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR!

Naturally, our 800 kc. wave-length offers advantages not duplicated on the dial. But, here's a plus advantage never to be overlooked,—the geographical location of our transmitter. Look at the map. Engineers all agree that water conducts radio waves farther without power loss. On, and bounded by Lake Erie, Lake St. Clair and the Detroit river, CKLW beams its 5000 watt clear channel signal via the water route to a 10 million population area with a radio-homes and buying power percentage second to none in America. Power, 5000 watts, day and night,—plus our middle-of-the-dial frequency—800 kc,—coupled with the lowest rate of any major station in this market, has made and continues to prove CKLW the Detroit Area's number one buy.

MUTUAL BROADCASTING SYSTEM
 Adam J. Young, Jr., Inc.,
 National Representatives
 J. E. Campeau, Managing Director

CKLW
 800 ON YOUR DIAL

Map labels: CLEVELAND, WINDSOR, LONDON, TOLEDO, JACKSON, DETROIT, PONTIAC, FLINT, PORT HURON, SAGINAW.

Survey Shows Program Transition From Somber To Brighter Outlook

Increase During 1945 Shown By RCA's Net

(Continued from Page 1)

tion. This relaxation, they believe, can be found in good comedy, music, high calibre drama and variety.

Shortly following the end of hostilities in the Pacific, the four networks quickly sensed the national feeling, and dropped most of their "service type" programs that outlined the trials of a GI on the battlefield, and substituted them with strict entertainment, or at least, "life on the lighter side" stanzas. Many of these shows, too, were slanted to deal with the problems resulting from war,—a problem which radio executives feel is more serious now than ever, and one to which the industry has a great responsibility.

On the other hand, commentators who daily interpret the significance of world conditions, much of it tantamount to war discussions, have not dropped to an alarming degree,—as was anticipated by several industry people when the armistice came. There has been a definite "leveling off" of interest in news analysis, but executives feel that the recession is only a "settling down to normal."

NBC's News Policy

With the war's end, NBC transferred its emphasis on world coverage of war news to spotting and highlighting local and domestic news events, according to Thomas McCray, national program manager, on the belief that audiences are now more concerned with national events of the moment. Typical of the swing away from former coverage is WEAF's "Around the Town," a daily news show elaborating special events. Also, network programming is currently beamed at "the romantic, lighter side of life," he said, "in line with the happier circumstances of reunion of vets and their families." The man-in-the-street-news type of show is becoming increasingly popular, McCray pointed out, emphasizing the point that "we've gotten out of the propaganda department forced upon us by the war."

Audience participation shows are also "on the way up" he explained, citing "Honeymoon in New York" as a good example of public reaction and acceptance to this format. "This program enjoys the highest rating of any show we've had in that (9-9:30 a.m.) spot," he revealed.

Seeking New Talent

At the moment NBC is in search of new talent, McCray declared, referring to the recent announcement by C. L. Menser, of \$100,000 devoted to finding and developing new stars, "and our sponsors are in the market for new comedy shows." NBC's summer shows will come from New York and Chicago, he said.

Regarding news commentators, Frank McCall, NBC's special events manager, refuted the opinion that any "letdown" has resulted, with the statement that "we haven't lost a single news spot since the end of the

war." Ratings are as high as they ever were, he pointed out, and although European news is not as highly cued as before, strikes and "internal news" listening is still high.

Proof of this point, McCall declared, was the heavy listenership indicated during the recent fuel crisis in New York City, which he said gained as big a radio audience as "almost any other event in the history of radio."

"Relaxed" Comedy At CBS

CBS is going in for more "relaxed" comedy, according to Davidson Taylor, vice-president in charge of programs, in lieu of the "hard driving" type of show that has ranked high in favor in other years. As an example of this more casual type of "situation comedy" Taylor cited the new CBS airer, "The Holidays," wherein the humor is inherent in atmosphere and circumstance, rather than a straight attempt at "milking" gags. Taylor feels that this type of show is likely to build a strong, loyal audience which the "Aldrich Family" has maintained.

A returned veteran himself, the CBS official is keenly aware of radio's responsibility to veterans and their current problems, which he believes are steadily growing in importance. One program designed to supply some of the answers, or at least to spur constructive thinking along these lines, is "Assignment Home," which is receiving strong support from the Veterans Administration, Taylor added. CBS looks for "the best produced shows" on the airwaves next summer,—shows that Taylor hopes will garner top listening during this usually slack period. One of the reasons for this is the fact that "network executives and clients are getting at the problems of summer programming earlier and we believe that the work being done will show profit," he said.

With a "return to normal" mood prevailing, and much of pressure of added duties and limited personnel erased, Taylor looks for "latitude, expansion and encouragement" in the industry.

Samish Gives Views

Adrian Samish, ABC's youthful programming head, is of the opinion that commentators are presently in a state of decline "that may extend for a period of a year or two," and perhaps return at that time to a "normal" place in the nation's listening-habit. He also agrees that the public is "escape conscious."

Samish feels that conditions today may be likened to the period following World War I when many war plays and motion pictures were unpopular because of their time of appearance. "It's highly possible," he explained, "that we'll experience an upsurge in this type of entertainment after two years or so, but right now the public would rather not be reminded of events of the past four or

five years." Radio audiences, especially housewives, like "parties" with their daily chores, he pointed out, thus the continued popularity of such programs as "The Breakfast Club" and "Breakfast in Hollywood."

Mutual's Program Policy

With V-J, Mutual immediately pulled war programs off the air, said Phillips Carlin, vice-president in charge of programs, explaining that "when peace comes to a nation, it grabs hold as fast as it can."

Mutual eliminated programs which were built around war incidents, he said, and geared others to deal with resulting problems, because the public can't escape these problems. Discussing programming in a general sense, Carlin asserted that "there can be no set formulae for programs as exists, for instance, in motion picture production, since there are always certain sound fundamental types of shows, good comedy, good drama, etc." The Mutual executive pointed out that "while radio may experience from time to time, a wave of popularity of one type program over another, there is no "trend," as such, "and many good shows are imitated. Over the last 10-year period," he added, "there has been a good deal more 'talk shows' in radio,—drama and the like."

One of the major accomplishments at Mutual, according to Carlin, has been "to break the soap-opera hold on daytime shows" which he believes is ample proof that really high-calibre programming can be made available to daytime listening. On the other hand, he is of the opinion that the radio industry made a "great mistake" when it introduced studio audiences for many types of shows, principally drama shows. "It has destroyed the illusion of radio programs for the public," he declared.

Gaines Leaves DuMont To Join Film Company

(Continued from Page 1)

disclosed film company, it was learned yesterday. Gaines had been associated with DuMont since last October, and supervised press relations and publicity of the television division, but these duties were recently absorbed in the newly organized publicity setup under the overall jurisdiction of Milton Alexander.

DuMont officials explained that Gaines' resignation materialized as the result of "a change of method of operation."

George Clark Honored

George H. Clark, member of the RCA Department of Information who has been associated with the company since its formation in 1919, was tendered a dinner at the Waldorf Astoria Hotel last Tuesday night to mark his retirement from service.

(Continued from Page 1)

amounted to \$279,503,615 compare with \$326,421,913 in 1944, a decrease of 14.4 per cent.

As of December 31, 1945, RCA personnel numbered 32,985, representing an increase of 10,072 over the total at the end of 1939, the last year before national defense activities were reflected in employment figures. From 1940 through 1945, a total of 8,559 RCA employees joined the armed service of the United States. More than 1,811 have returned to the Corporation and others are being employed as they return. One hundred and forty-five employees died in the service of the country.

The annual report, which is being mailed to the Corporation's 215,000 stockholders, covers the 1945 operations of RCA and its divisions and subsidiaries: RCA Victor Division, RCA Laboratories Division, RCA International Division, National Broadcasting Company, RCA Communications, Inc., Radiomarine Corporation of America and RCA Institutes, Inc. Working capital at December 31, 1945 amounted to \$62,108,118, compared with \$57,446,901 at the close of 1944.

The total earned surplus at December 31, 1945, amounted to \$49,038,121, an increase of \$5,393,040 over earned surplus at the end of 1944.

Pointing out that the primary objective of RCA throughout the war years was to contribute in every possible way to final victory for the United Nations, Chairman James C. Harbord and President David Sarnoff, speaking for the Board of Directors reported in a joint statement to stockholders that since V-J Day the chief aim of the Corporation has been "serve the world at peace by producing radio instruments and by operating services unsurpassed in quality and dependability."

George M. Nelson

George M. Nelson, supervisor of the National Broadcasting Company Mail and Messenger Division, died Friday afternoon (Feb. 22), following a stroke. He was 65 years of age. Mr. Nelson, who since 1929 has handled millions of pieces of mail for NBC, was born in Melrose Castle, Fauquier County, Va., Dec. 5, 1880.

Send Birthday
Greetings To

February 27

Samuel R. Zack	Upton Close
Ruby Cowan	Robert Kelly
Malcolm Meacham	Frank Munn
"Texas" Jim Robertson	Dick Gerken
Maurice Spitalny	David Sarnoff
Frank Kingdon	Harold Turner
Harold Robertson Carson	

COAST-TO-COAST

— VIRGINIA —

RICHMOND—More than a score of war brides and their husbands attended a tea given by WRVA last week at the Hotel John Marshall. Following the official welcome by Gov. and Mrs. William M. Tuck several of the brides were interviewed by WRVA during the broadcast of the welcome. . . . WRVA in an effort to re-establish an organization similar to the pre-war Richmond Theater Guild, has formed a radio dramatic guild. The guild will use the station's studios for rehearsals and WRVA has granted broadcast time for their productions. The guild membership will not be devoted entirely to acting but will include directing, playwriting and operation of sound effects.

— WISCONSIN —

MILWAUKEE—Bruce Wallace, formerly program manager of WTMJ and WTMJ-M, has been named assistant manager of the Milwaukee Journal stations. Jim Robertson, a member of the announcing staff, has been named production manager. . . . **JANESVILLE**—Bob Bodden, WCLO production and promotional manager for the past seven months, has been promoted to program director, succeeding Dorothy Alan, resigned. . . . Van Hughes, recently released from service where he served with WVTA, the Armed Forces Radio Service station at Finschaven, New Guinea, and station 9PA, Port Moresby, Papua, has been named production manager. . . . Don Boyd, formerly with WOVO, Indiana and WBTA, New York, has joined the WCLO announcing staff and will assist in the sports department.

— OHIO —

COLUMBUS—Lloyd A. Pixley, resident of WCOL, recently announced plans for an extensive expansion program for the station. A 1/2-acre tract of West Goodale Street has been leased for the erection of a new transmitter building and a 400-foot international derrick and equipment company tower. The tower, which is to be erected within the

next six weeks, will provide for AM as well as FM service which was recently granted WCOL. Other plans are under way for the construction of a new three-story building which will house the studios and offices of WCOL. Outlet is operated by a partnership of Mr. and Mrs. Lloyd A. Pixley and Mr. and Mrs. M. A. Pixley.

— NEBRASKA —

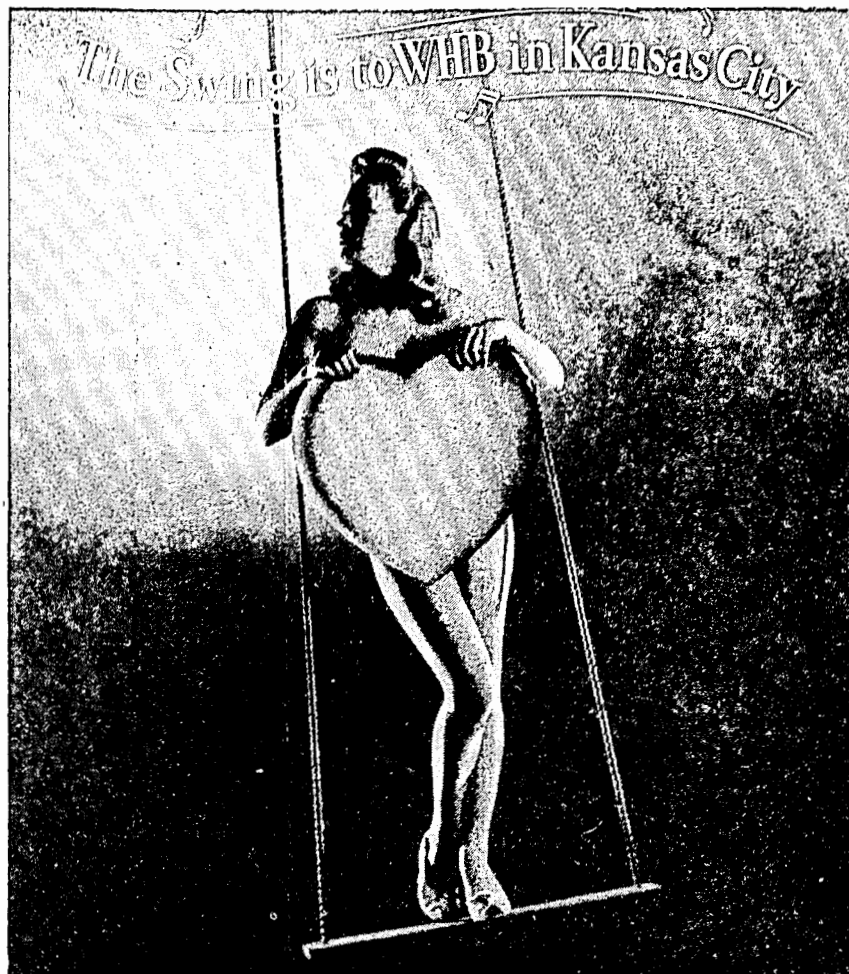
OMAHA—Forrest H. Blair, of the local sales staff of KOIL, having just returned from over two years service in the Navy, has been assigned to national sales. . . . Senator Hugh Butler (Rep., Neb.), has announced the appointment of R. H. McCann of KBON as director of radio and public speaking activities for his campaign for election. . . . Three courses in radio will be offered by Creighton University's night school this semester. Harold Hughes, KOIL director and manager, will teach production methods. WOW's Soren Munkhoff, will handle a class in continuity writing and Edwin Puls, director of the University's speech dept. will teach radio speech. . . . **NORTH PLATTE**—Deane R. Flett, recently released from the Army where he served four and a half years with the 41st Infantry Division, has joined KODY as program director. . . . Dave Chase, discharged from the Army Air Corps, has joined KODY as announcer.

— TEXAS —

DALLAS—A year's traffic safety campaign has made its debut on WFAA with the introduction of "Homer K. Saphead," comedy character, who will symbolize the reckless driver in spot announcements, "car-tune" jingles and a weekly quarter hour dramatization of specific traffic violations. . . . **AUSTIN**—Karl Hoblitzelle of Dallas, head of the Interstate Theaters Circuit, was awarded a presidential certificate of appreciation in recognition of patriotic services rendered in aiding the administration of the Selective Service Act in Texas. . . . **SAN ANTONIO**—Jeannett Burmiester has been named head of the KABC music department, replacing Nola Reed. Wes Jones has joined the KABC announcing staff and George Peters has joined the WOAI news room staff, having been discharged from the Marine Corps.

— PENNSYLVANIA —

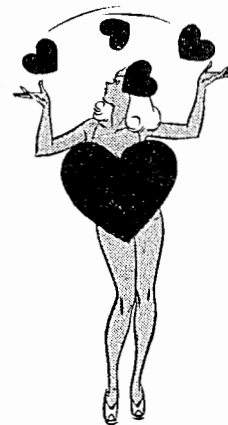
PHILADELPHIA—Benedict Gimbel, Jr., president and general manager of WIP, has been elected chairman of the entertainment committee of the newly organized Town Club of Philadelphia. . . . Commander Joseph L. Tinney, USNR, formerly director of the Public Information Office on the staff of the Commandant of the 4th Naval District, was elected executive vice-president of WCAU at the annual meeting of the company, it was announced by Dr. Leon Levy, president of WCAU. . . . "Marketing with the Missus" which was last broadcast in 1942, returned to the air Feb. 25 under the new title "Shoppin' Fun," now heard from 10.45 to 11:00 a.m. over WCAU. . . . The Philadelphia Electric Company has extended its sponsorship of the "Ruth Welles at Home" program, for another 26 weeks over KYW.



Will You Be Our Valentine?

Here it is, February! . . . time to bake a cherry pie, split a rail, recite the Gettysburg address, and send our true love violets with a valentine.

The violet crop may be a little short in these parts, this year—but at WHB we've a sweet little package of new radio shows to present advertisers who come a-wooing in the Kansas City market! Beginning in March, Fulton Lewis, Jr., is available for sponsorship on WHB. For a beer advertiser, we have a delectable quarter-hour strip, Mondays through Fridays at 6:15 p.m.—with an orchestra of strings to play the real "beer drinking" music, and an outstanding soloist. This spring and summer, we can offer some other desirable early-evening program time, too . . . with "packaged" shows to fit the time of day and win a whopper Hooper! And, of course, we is available with availabilities for minutes and chain breaks—live or E. T., day or night. Write, wire or 'phone, and let us show you!



For WHB Availabilities, 'phone DON DAVIS at any

ADAM YOUNG office:

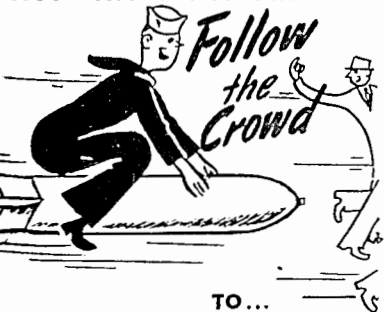
- New York City, 18 11 West 42nd St. Longacre 3-1926
- Chicago, 2 55 East Washington St. ANDover 5448
- San Francisco, 4 627 Mills Building SUTter 1393
- Los Angeles, 13 448 South Hill St. Michigan 0921
- Kansas City, 6 Scarritt Building HARRison 1161

KEY STATION for the KANSAS STATE NETWORK



KANSAS CITY HOOPER INDEX NOVEMBER '45	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A. M. MON. THRU FRI. 8 A.M.—12 Noon	27.2	21.7	18.6	12.3	15.7	3.4
WEEKDAYS P. M. MON. THRU FRI. 12 Noon—6 P.M.	28.2	22.6	26.7	15.9	8.8	2.4
SUNDAY AFTERNOON 12 Noon—6 P.M.	10.7	37.0	27.0	14.5	9.0	3.8
SATURDAY DAYTIME 8 A.M.—6 P.M.	31.8	28.8	26.7	12.6	2.1	0.0

FOR DIRECT CUT COPIES ACCURATELY DUPLICATED



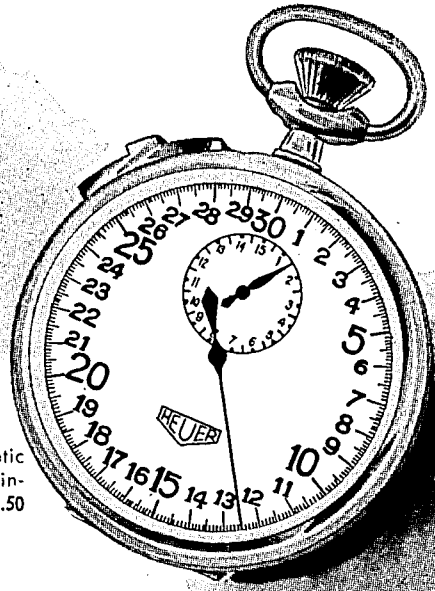
U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies

When timing counts... count on



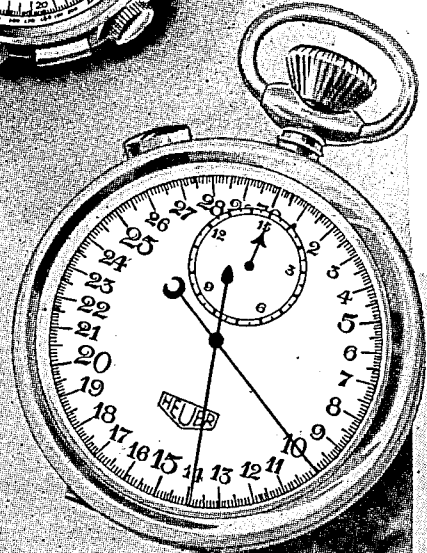
TIMERS AND CHRONOGRAPHS OF UNSURPASSED EXCELLENCE



THE STADIUM
1/10 second anti-magnetic timer with time-out, 15 minute register, 7 jewel, \$22.50 -not taxable.



THE ALL-TIMER
17 jewel wrist chronograph. Anti-magnetic shock-resistant. Regular watch plus 1/5 second stop watch with time out, 30 minute register, also 12 hour register. Tachometer dial, \$145.00 Federal tax included.



THE TROPHY
1/10 second anti-magnetic timer with split action for timing simultaneous performances, 15 minute register, 7 jewel, \$75.00 -not taxable.

Here's split second timing you can depend on... accurate...easy-to-read...in timers and chronographs that incorporate the most advanced scientific developments.

Timing in 1/5 or 1/10 seconds...with elapsed time recorders to show how long you've been on the air...with time-out features for timing those rehearsals and scripts when interruptions are so frequent.

They're anti-magnetic...precision instruments. Not just "another product" of a watch-maker but timing mechanisms developed by craftsmen who for over 80 years have specialized in timers and chronographs exclusively.

For the finest in timing...for start and stop on the dot accuracy...ask for Heuer.

Write for illustrated booklet RD and name of nearest dealer

for
**Announcers
Radio Technicians
Producers
Program Managers
Script Writers
Commentators
Advertising Agencies
and for sports and all other activities where split second timing is required.**

Specialists in timers and chronographs since 1864

HEUER CHRONOGRAPH COMPANY • 630 FIFTH AVENUE, NEW YORK 20

Denny Gives Video Views

FCC Grants CPs To 5, Also WU And Railway

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday announced the granting of construction permits to five applicants for new standard stations. They include W. W. Couch, Jr., S. H. Campbell, Jr., and V. H. Lancaster, Jr., Durham, N. C., to operate on 1310 kc., one kilowatt, daytime; Durham Broadcasting Company, Durham, N. C., to operate on 30 kc., 500 watts, daytime; Davenport Broadcasting Company, Davenport, Iowa, to operate on 750 kc., 250
 (Continued on Page 6)

Kobak, Elder And Brophy CAB's Special Committee

Bernard C. Duffy, chairman of the board of CAB, yesterday announced the appointment of a three-man committee to study and report on the organization's objectives, technical and administrative policy. Those named were Edgar Kobak, president of MBS; Robert F. Elder, of Lever Brothers Co., and Thomas D'A. Brophy, president of Kenyon & Eckhardt. The committee was authorized at last month's meeting of the CAB board of governors.

Equipment 'Stock Pile' Near 250 Million Monthly

Stock-pile of Army and Navy electronics and communications equipment is growing at a rate expected to reach \$250,000,000 a month by September, 1946, War Assets Corporation as announced in Washington. An estimated total of \$2,500,000,000 of surplus equipment, ranging from walkie-
 (Continued on Page 2)

Public Service
 Brig. Gen. David Sarnoff, president of RCA, is credited with giving valuable service to Mayor O'Dwyer of New York in settling the transit strike called for Tuesday night. Gen. Sarnoff had several conferences with CIO chief Phillip Murray, Michael Quill, Transport Workers Union leader, both in Washington and New York and was with Mayor O'Dwyer when the issue was settled.

CBS, WABC Announces Renewals, Time Sales

Announcement of renewal of four CBS network shows for 52 weeks was made yesterday by William C. Gittinger, vice-president in charge of sales.
 Renewals are as follows: Campbell Soup Company, a CBS client for twelve consecutive years, renews "The Jack Carson Show," heard Wednesdays, 8:00-8:30 p.m., EST, on the full network, effective February
 (Continued on Page 7)

Seven Canadian Stations Licensed by Transport Dept

Montreal — Licenses have been awarded to operate new broadcasting stations in seven Canadian centers, it was stated at the Transport Department.
 The locations for the stations power
 (Continued on Page 6)

Radio Course For Ministers Arranged For Next August

Plans for a summer training course in radio for ministers were announced yesterday by the Rev. Everett C. Parker, director of the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian USA churches. The committee will sponsor a four-week religious radio workshop at the University of Chicago during August, and in co-operation with NBC will award ten fellowships for ministers and other church lead-

Acting FCC Chairman Defines Attitude Both On Black-And-White And Television In Color

ABS Execs. Resign; Refinancing Uncertain

Grand Rapids, Mich.—Four officials of Associated Broadcasting System, which recently suspended operations, resigned from the organization this week. They are Clayton Kuning, general manager, William Henderson, vice-president in charge of station relations, George Funkey, chief engineer and Tom O'Brien, director of publicity and program.
 The resignation of Henderson indi-
 (Continued on Page 7)

Three Way Bid For Rights To Televising Coming Fight

Three-way bid for television rights to the Louis-Conn fight which will be held in the Yankee Stadium, involves NBC, CBS and DuMont, a spokesman for Mike Jacobs, promo-
 (Continued on Page 2)

N. Y. Radio Executives To Philadelphia Dinner

A party of New York radio executives will go to Philadelphia tomorrow to attend the annual dinner of the Philadelphia Club of Advertis-
 (Continued on Page 5)

Washington Bureau, RADIO DAILY
 Washington — Acting FCC Chairman Charles Denny stated flatly yesterday that the "public will get its money's worth" from the present television band, even though video's future lies "upstairs."
 Admitting that the Commission has been under heavy pressure from both sides of the tele
 (Continued on Page 5)

Webs Set To Launch Amer. Red Cross Drive

Radio will officially launch the 1946 Red Cross Drive tomorrow,—which has been designated as Radio Red Cross Day—with the four major networks beaming special programs and announcements to audiences throughout the entire broadcasting day.
 All the networks will carry President Truman's appeal to the nation from the White House tomorrow
 (Continued on Page 6)

Bob Elson Is WOR Guest At N. Y. Cocktail Party

Bob Elson, veteran Chicago sports announcer, was the guest of WOR at a cocktail party at the Hotel Astor last night in commemoration of his
 (Continued on Page 5)

Educational
 Montreal—School students in the United States are to have their attention drawn to "The New Canada" that has emerged from the war, in a special broadcast this week from Toronto.
 The dramatized broadcast will be heard by American students as one in the series, "This Living World" in the CBS American School of the Air on Mar. 7.

Postscript
 Back in the days when George Burns and Gracie Allen were playing in vaudeville at New York's famed Palace Theater, they made a radio appearance and were told "You'll never succeed in radio. Gracie's voice is too squeaky. Forget radio. Stay in vaudeville." . . . P. S. The stars of "Maxwell House" show are in their 15th broadcasting year.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Feb. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	191	190	191	+ 4
CBS A	42	41 1/2	41 3/4	+ 1/2
CBS B	42	41 1/2	41 1/2	...
Crosley Corp.	38 1/2	38 1/2	38 1/2	+ 1/2
Farnsworth T. & R.	16 5/8	16	16	...
Gen. Electric	46 3/4	46 1/4	46 3/4	+ 1 1/8
Philco	40	38 3/4	39	+ 1 5/8
RCA Common	16 1/2	16	16 1/4	+ 1/2
Stewart-Warner	21 3/8	20 3/4	21 3/8	+ 5/8
Westinghouse	34 5/8	34	34 5/8	+ 5/8
Zenith Radio	37 1/2	36	37	+ 1

NEW YORK CURB EXCHANGE

Hazeltine Corp.	22	22	22	...
Nat. Union Radio	12 1/4	11 1/2	11 3/4	+ 3/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	13	14
Stromberg-Carlson	24	26
WCAO (Baltimore)	34	...
WJR (Detroit)	36	...

Corwin Urges Chi. Writers To Create New Programs

Chicago—Norman Corwin, writer-producer-director, addressing a meeting of the Radio Writers Guild at the Ambassador East yesterday, urged that Chicago develop regional broadcasting and to work up programs of sufficient importance to command network time.

"You have the actors, producers and directors," he said. "All you lack is the time, but if you produce something good, some one will put it on." He declared that radio has the greatest theater in the world, but it lacks courage to try new things.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

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

Coming and Going

J. LEONARD REINSCH, managing director of WSB, Atlanta, and radio advisor to President Truman, is in Washington, D. C. to join the Presidential party leaving for Fulton, Mo., where Mr. Truman will be on a program—which also will include Winston Churchill—from Westminster College.

JACK DRAUGHON, president of WSIX, Nashville affiliate of ABC, has arrived from Tennessee for a few days on station and network business.

LOUIS G. COWAN, president of the recently-organized producing company bearing his name, has arrived in town from Chicago. He will make his permanent headquarters here.

JOHN DONOHUE, eastern sales manager of the American network, is in Pittsburgh on a short business trip. He'll return tomorrow.

ELIZABETH WOODWARD, femcee on the WJZ "Teen Age" program, is in Boston, where today she and Dorothy Thompson will deliver addresses before the Greater Federation of Women's Clubs of Massachusetts.

JEAN COLBERT, WJZ's men's-wear advisor to women, left yesterday for Columbus, Ohio, where today she will address the Vocational Conference at Ohio State University on the subject, "Radio as a Career for Women."

NED WHITEHEAD, assistant radio director of Marschalk & Pratt advertising agency, has left for Shreveport, La., where he will supervise the inauguration of "Your Esso Reporter" over KWKH. On his way back to New York he'll visit 16 stations to discuss promotional plans for the program.

TED OBERFELDER, audience promotion manager for ABC, has returned from a business trip to Chicago and Minneapolis.

ALAN GALE, radio and night club comedian, has left for Miami Beach, where he is booked for an engagement at the Kitty Davis Airliner starting March 1.

ROBERT T. MASON, general manager of WMRN, Marion, Ohio, conferred yesterday at the headquarters of the American network, with which the station is affiliated.



Married woman

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

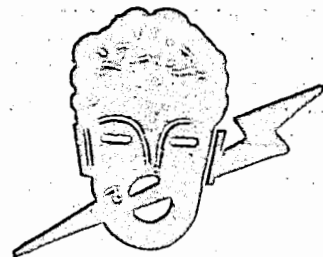
She's a coastal Zulu from South Africa in that picture. She's married. She wears the kind of headdress that proves it.

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

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

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

And that's a fact.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

Three Way Bid For Rights To Televising Coming Fight

(Continued from Page 1)

ter, revealed to RADIO DAILY yesterday. He added that Jacobs favored NBC in the deal because of previous association with the network on televising fights from Madison Square Garden. As announced yesterday, Gillette Safety Razor Company has consummated the deal for radio broadcast rights of the championship fight over the ABC web.

CBS Television Officials To Address Pa. Groups

Worthington Miner and George L. Moskovics, Manager and Commercial Manager, respectively of CBS Television, are scheduled to address two Pennsylvania groups on the general topic of Television in the next three weeks, it was announced yesterday.

The "WCAU Career Forum" in Philadelphia, broadcast locally each Thursday from 5:00 to 5:30 p.m., lists Miner as guest speaker for today's session. The purpose of the Forum is to assist senior high school students in the Philadelphia area in choosing careers.

Moskovics' talk will be made before a luncheon meeting of the Pittsburgh Advertising Club on Tuesday, March 19. He will discuss color television.

GI Equipment 'Stock Pile' Near 250 Million Monthly

(Continued from Page 1)

talkies to complete radio station, eventually will go on sale to commercial and civilian buyers, WAC said.

With the demand for "more salable" equipment often exceeding the current supply from owning agencies, WAC called for more "novel ideas" to enhance the sales value of "less salable" equipment.

The agency, however, reported some progress in the disposal of "less salable" electronic and communication equipment. As of December 31, 1945, equipment valued at \$52,850,000 had been consigned to manufacturers who act as disposal agents. Of the amount consigned to manufacturers, a quantity costing \$8,500,000 had been sold for \$3,448,000.

Electronic tubes accounted for \$2,456,000 of the total sales; telephone and telegraph equipment \$115,000; Electrical instruments and accessories, \$102,000; and all other categories, \$775,000.

ABC Correspondents

The American Broadcasting Company has signed Edmund Stevens as its Moscow correspondent and Robert Wadsworth to broadcast from Berne, Switzerland.

That's why...
ALL PHILADELPHIA
has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON **WDAS**

★ AGENCY NEWSCAST ★

GLENHALL TAYLOR, manager of Young & Rubicam's Hollywood radio office, has been named a vice-president of the company.

ALLEN A. FUNT, radio productions, has engaged Paul Baron, Toronto, as the exclusive sales agent for "Funny Money Man," syndicated program, in the Dominion of Canada. Baron plans an extensive promotion campaign to start March 1.

BERNARD L. SALESKY, president of the LaSalle Hat Company, Inc., of Philadelphia, makers of "Champ" hats, announces the immediate appointment of McCann-Erickson, Inc., to handle the advertising of its line of men's hats.

LT. COL. GEORGE KERN has returned to Benton & Bowles, Inc., as chief time buyer following three and a half years in the Army. Kern was on General MacArthur's staff for 30 months moving with the General's headquarters from Australia to New Guinea, the Philippines and finally, to Japan as executive officer of the special service section.

EDWARD B. SCULL, who was a captain in the Engineers for three and a half years and served on Okinawa and in Korea, has returned to the copywriting department of Geare-Marston, Inc., Philadelphia and New York.

RAY D. WILLIAMS, formerly assistant radio director of the Anfenger Advertising Agency, St. Louis, Mo., has been appointed radio director of the newly-formed Prater Advertising Agency, St. Louis. Before moving to that city, Williams had been radio announcer, program director and producer in Chicago, Wisconsin, Michigan and New Orleans.

THE HORLACHER BREWING CO., Allentown, Pa., and the A. Gettelman Brewing Co., Milwaukee, have appointed the Chicago office of the Olian Advertising Co. to handle their accounts. Harold A. Thomas is account executive for both clients.

EDWIN EBEL, who for the last three and one-half years has been a major in the U. S. Army as supply comptroller in charge of distribution and procurement of food stuffs for the Army, has joined the staff of Pedlar & Ryan, to head the merchandising division. For more than 20 years before military service, Ebel had been associated with advertising agencies and publications as a marketing and merchandising specialist for the agency.

INDUSTRIAL ELECTRONICS CORPORATION of Brooklyn, N. Y., manufacturers of precision electronic equipment, has placed the advertising of its Simplon Radios with the Charles W. Hoyt Company, Inc.

Renew 'Fresh Up Show' For Year On MBS Web

Seven-Up's program on Mutual, "Fresh Up Show," has been renewed for 52 weeks, effective Mar. 27. The program, featuring Bert Lahr, Ruth Davey and Russ Case, is heard Wednesdays, 8:30-9 p.m. J. Walter Thompson Co. is the agency.

Radar Controlled

Vancouver, B. C.—Marking the first voyage on the Pacific Coast of a passenger vessel protected by radar, the Canadian National Steamship "Prince Rupert," has returned from a trip to Ketchikan, Alaska, and ship's officers stated that the new means of navigation was wonderful and should reduce travelling time.

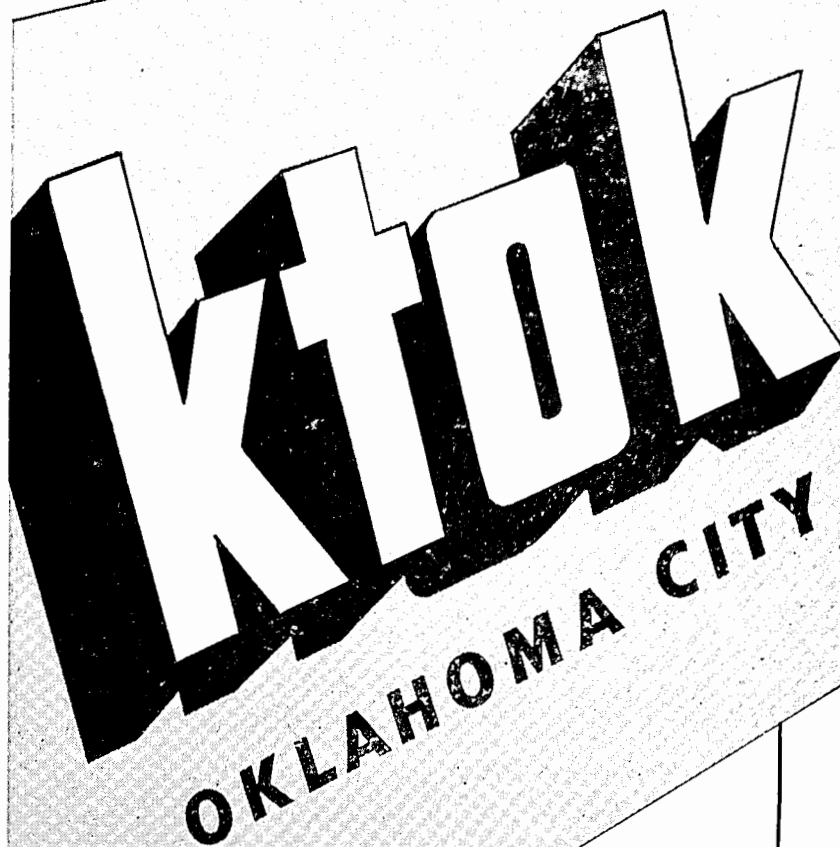
Television Press Club Holds Reorganization Meet

The Television Press Club held its first closed business meeting yesterday at the Blue Ribbon Restaurant in New York to discuss and outline planning for its reorganization and revival of activities.

Attended by correspondents of the major publications in the television industry, a governing board of six members was nominated to serve for a period of six months.

Members chosen were: Cliff Denton, "Daily News"; Ben Kaufman, "Hollywood Reporter"; Al Bernsohn, "Radio-Television Weekly"; Paul Wendel, "Radio and Television News"; Judy Dupuy, Televiser; and Will Baltin, TBA.

COMMANDS THE ATTENTION OF
OKLAHOMA'S FIRST
MARKET!



250
WATTS
1400
KILOCYCLES

THE STATION WITH THE
AUDIENCE AT ALL HOURS!

As Listening Surveys reveal, KTOK has the audience—at all hours—because it is a family station, appealing to every member of the family. Its growth and its increasing service to the community are the results of its family following! Penetrate this concentrated audience in Oklahoma's First Market — with KTOK. Get a greater return for each dollar invested!

KEY STATION OF OKLAHOMA NETWORK
AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
AND



TAYLOR HOWE SNOWDEN Radio Sales

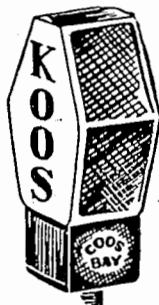
THE VOICE OF SOUTHWESTERN OREGON

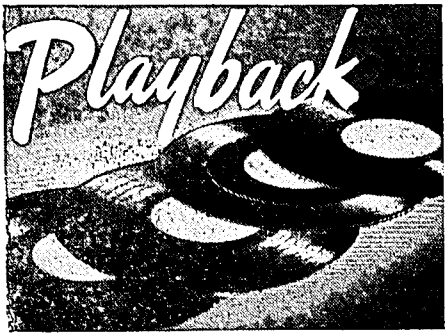
ITEM No. 1 of a new Policy:

- Now -
A 24 HOUR STATION

Send for rate card

MUTUAL DON LEE BROADCASTING SYSTEM





Windy City Wordage . . . !

● ● ● At the conclusion of the two-week world premiere of Tom Breneman's "Breakfast In Hollywood" picture at the Oriental Theater, a check for \$43,277.00, representing 10-cent contributions from listeners to Breneman's

Chicago

Hollywood program, was sent to President Truman at Washington to be added to the national March of Dimes campaign. The check, signed by Breneman, was enlarged to two by six feet and placed in the wooden replica of the Little White House at Warm Springs, Ga., which stood in front of the Oriental for three Weeks. . . . Singer Johnny Neblett for the second year fired the opening gun of the annual Red Cross drive in metropolitan Chicago by presenting a special pageant at the Blackstone Hotel, for civic leaders. . . . Probably the first character to be "killed off" in a soap opera was Dr. Bob's wife in "Bachelor's Children," and for several days last week the WBBM switchboard was jammed with calls from listeners who wanted to know why the woman died. . . . Hal Totten, WGN farm director, put in several days at the eighth annual Farm Institute meeting in Des Moines, then jumped to Minneapolis to record a series of interviews with Minnesota farm experts at the college of agriculture. The recordings will be heard on the daily WGN Farm Hour. . . . Conducted tours have been resumed at the NBC central division studios for the first time since the start of the war, when they were discontinued for security purposes. The studios, oldest on the net, are undergoing extensive remodeling under the supervision of Howard C. Lutgens.



● ● ● Carmen Cavallaro's broadcasts will originate from Chicago for three weeks starting March 29, when the maestro opens an engagement at the Chicago Theater. . . . William Ray, manager of the news and special events department of NBC has a new secretary. She's Marge Brady, former supervisor of the NBC stenographic department, and she succeeds Jane Seeman, who will be married in March. . . . Duke Ellington, now playing the Regal Theater, is being considered for his own network show. . . . Tom, Dick and Harry, singing trio, returned to the air over WJJD Monday with a daily half-hour show. . . . A riotous welcome was given "Ladies Be Seated," with Johnny Olsen as emcee, on its first Chicago broadcast last week. It will originate here for four weeks, and already more than 14,000 requests for tickets have been received by ABC. . . . Elmer Davis, ABC news commentator, here for two broadcasts this week (February 26-27), also was skedded to address the Rotary Club on "Forging World Peace," and the Chicago Area Council on "Public Relations." . . . Guy Wallace, WGN announcer, is a recent addition to the cast of the "Tom Mix" show. He's playing the part of Scissors. . . . Marshall Pengra, station manager of KFLW, Klamath Falls, Oregon, a Chicago visitor. KFLW joins ABC shortly.



● ● ● Anything can happen and probably will on Don McNeill's "Breakfast Club" during the next two weeks, with madcap Ole Olsen pinch-hitting for McNeill. Ole promises to uncork a variety of stunts. Next Monday will be "Olsen Day" on the show, with Johnny Olsen of "Ladies Be Seated" as guest of honor and the audience will be composed entirely of Olsens. . . . Some people are just plain lucky! There's Bob Murphy, announcer on "Bachelor's Children," for instance. Just back from the Navy, Bob, like hundreds of others, has been apartment hunting. The other day he was surprised to receive a call from a lady who said "I hear you are looking for an apartment." Murphy's "Yes" could have been heard as far as State Street. "Any children?" the lady asked. Bob moaned. He has three children. "Why? Does that make any difference," he asked her, and expecting a turndown. "Yes, it does," she replied. "My husband and I have talked things over and decided we should give a hand to families with children." Restoratives administered by fellow announcers brought Bob around in time to make his show.

LOS ANGELES

By RALPH WILK

DALE EVANS, western film singing star, has been signed for a series of six consecutive guest appearances on the Durante-Moore Show over CBS.

Leo Kaye has joined the Helen R. Girvin Agency to head up the Sales Department. He was formerly with KDKA and recently with the AFRS, in both the Hollywood and overseas branches.

Art Balingier, who recently returned to the Jack Haley show as announcer after serving five years in the Army, has been set as commercial spieler on two other programs—"People Are Funny" and "The Red Skelton Show."

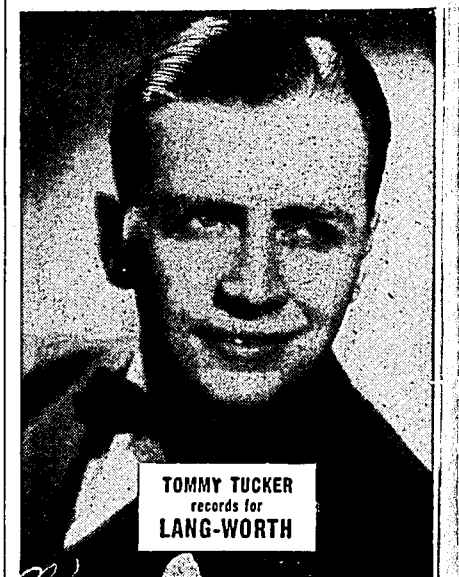
Ronny Mansfield, heard on NBC and CBS singing songs of today, yesterday and tomorrow, completed three months of emceeing at the Club Donroy, and is now in his second month at the Morocco Club in the same capacity.

Lois Marie Booth, for nearly five years with the Universal Microphone Company (Inglewood, Calif.), and now its personnel secretary, was married recently to Ensign Grover C. Andrews, Jr., USNR. After a brief honeymoon, Andrews, navy air corps pilot, returned to his station in the Hawaiian Islands, and Mrs. Andrews to Universal.

Joe E. Brown has been set for two radio guest spot during the first week's run here of "Harvey," opening at the Biltmore Theater March 18th. He will appear on the Jack Haley-Eve Arden Sealtest program and on "Request Performance."

Awarded Loyola Degree

New Orleans—John B. Kennedy, veteran ABC commentator whose summaries and comments on world affairs are heard over the network Monday through Friday at 2 p.m. (EST), yesterday received an honorary degree from Loyola University here.



Bill Parsons, whose masterpiece of Valentine verse appeared in this column several weeks ago, is off to Canada as a *Thesaurus* missionary. Not that *Thesaurus* needs a missionary in the Dominion, with 34 stations on the subscriber list. But Parsons, who is Manager of *Thesaurus* and Syndicated Sales, thinks that the stations should know a little more about the wonderful things that are happening to America's No. 1 Musical Program Service. And he's the guy who can tell them.

Virtually every section of the country will be blanketed by NBC Radio-Recording representatives next week. Danny Schmidt is on his way south to set up headquarters in Atlanta. . . . Jack Treacy will be covering the Ohio and New York State area out of Cleveland. . . . Dan Denny who is stationed in St. Louis will service the Missouri-Kansas area. . . . Wade Barnes, working out of Dallas, will blanket the Texas-Oklahoma zone.

If our personality analysis of Danny Schmidt is accurate, it won't be long before Atlanta knows he's there. Dan, who recently packed his U. S. Army Captain's uniform in mothballs, is a blonde-curly-haired, good looking extrovert. He will move Heaven and Earth for a client . . . and usually does.

Jack Treacy, also recently back in tweeds after serving with the Army in Italy, is going to make Cleveland his home for a while. Jack will see to it that stations and agencies in that area are fully aware of the advantages of NBC Radio-Recorded programs.

Out in St. Louis it's Dan Denny, the gentleman from Tennessee, who will carry the banner for Radio-Recording. Dan's previous experience in our New York office and more recently "on the road" has equipped him to handle the recorded programming problems of local business stations in the midwest area.

Wade Barnes, who recently pulled up stakes in New York and took to the wide plains of Texas is now our official Lone Star "rep."

With our regular branch offices in Chicago, Hollywood, San Francisco and Washington, together with the men we have just mentioned, NBC Radio-Recording now has its long-planned scope of service for stations, agencies and advertisers of all types.



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

A SERVICE OF RADIO CORPORATION OF AMERICA

Low Band Tele Will Give U.S. 'Money's Worth,' Says Denny

(Continued from Page 1)

na, the newly-designated acting chief of the FCC said the Commission stuck to a middle-of-the-road course. He said the efficiency of color television has been clearly demonstrated, though he declined to predict when it would move up-stairs. "The Commission," he said, "has been as near a middle path as possible. The public will get its money's worth from downstairs television." He said that black and white television had been proven before the war and the standards had been set, the Commission gave the green light to lower band, while allowing upper bands to develop on an experimental basis.

Washington Decision Next Week
The 33-year-old attorney said the long-awaited decision on assignment of Washington's four tele channels probably would not come until next week.

He denied reports that a decision had been made previously and held for some unexplained reason. The acting chairman said no decision has been reached because of the absence of many of the commissioners during the past several weeks.

Paul Porter, new OPA chief, previously had said the Washington tele

allocations would be made by February 16.

Denny said "No. 1 priority" had been assigned to clearing up the large back-log of applications before the Commission, thus carrying on the campaign stressed by Porter.

He said the month of April would be left open to extensive Commission action and he also expressed the hope that about 90 per cent of applications on which the Commission has held hearings will be cleared up by the end of April. This would mean that decisions affecting approximately 390 applications would be reached by that time.

Comments On Survey

Although Denny attached little significance to FCC's letter this week to radio manufacturers requesting information on expected production of AM, FM and tele receivers, there has been much industry interest expressed.

Denny said the survey was part of the continuing program of FCC's economic division.

President Truman formally announced at his regular press conference Tuesday the naming of Denny as acting chairman.

Porter earlier in the day had been sworn in as OPA chief.

Y. Radio Executives To Philadelphia Dinner

(Continued from Page 1)

Women as guests of KYW. Those attending are: W. E. Benoit, vice-president, Westinghouse Electric Corp.; J. B. Conley, new general manager of Westinghouse Radio Stations, Inc.; A. H. Morton, president, National Concert and Artists Corp.; W. McConnell, manager, NBC spots; Jack Derussy, former sales manager of KYW and now NBC spots; William Roux and William Hamilton, NBC spot sales; James Martin and George Frey, NBC network sales. All of the above, along with KYW, and Westinghouse Radio Stations, Inc., officials will be guests at a Leslie Joy, KYW general manager, an informal luncheon at the Barclay Hotel, Philadelphia, Friday afternoon.

Esso Sponsors WNBT Film

A half-hour motion picture titled "Virginia Playland" was presented over NBC's television station WNBT last night from 8 to 8:30 EST, under sponsorship of Esso Marketers. Agency was Marschalk & Pratt, Inc.

Bob Elson Is WOR Guest At N. Y. Cocktail Party

(Continued from Page 1)

new show which features interviews with travelers on the Twentieth Century, when they board the train in the Windy City. Elson, sponsored by Krank's Shave Cream, is heard daily on WGN, Chicago and WOR, New York.

Grayson Leaving ABC

Mitchell Grayson has resigned as staff director of ABC, effective March 15, to go into free-lance work. Grayson will continue to direct the "Dick Tracey" program heard over ABC Saturday nights from 8 to 8:30 p.m. (EST). A successor will be announced in the near future.

SKY HIGH ON MIAMI BEACH



Lord Parleton

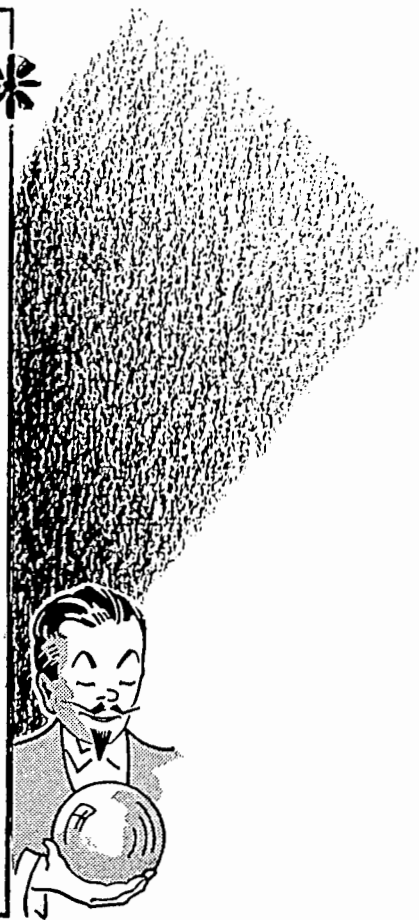
OCEAN FRONT, 40th to 41st STREETS
WALTER JACOBS

'Magic Valley' Shows Profits

Brownsville, Jan. 12 (Special).—The "magic valley's" farm income during the marketing season now in full swing, is expected to exceed previous seasons, according to a survey made here.

A material increase is anticipated in cotton acreages. In some sections, as much as 12 to 20 per cent more cotton is expected, during the 1946 season. Average increases, however is expected to be 12 to 15 per cent.

The market season in the Lower Rio Grande Valley is generally from about Oct. 1 through July 15. During the 1944-45 season an estimated \$36,340,000 worth of vegetables left this area for retail markets. Citrus, ready for shipping, during the same season is estimated at a value of \$40,650,000 as compared with the \$31,720,000 estimated value of vegetables and \$31,375,000 citrus that left the valley during the 1943-44 season. Total for citrus and vegetables came to \$76,990,000 as against \$63,095,000 in 1943-44.



Predicted... BIGGEST FARM INCOME IN Magic Valley

Deserving a Top Position
on Your Schedules!

Magic Valley, one of the wealthiest agriculture sections, still continues to show bigger profits, year after year. Right now the per capita income is over \$650, totalling 165 million dollars of effective buying power. Here's a market that is . . . expanding rapidly . . . in a PERMANENT way. For complete coverage, look to KRGV, the strategically located station that penetrates all parts of Magic Valley.

*Financial Section, Sunday Dallas News, Jan. 13, 1946.
Affiliated with NATIONAL BROADCASTING
LONE STAR CHAIN



AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN,
Radio Sales



1290 Kc
1000 Watts

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

Mind Your Own Business



JACK DILLON, assistant public relations officer at the U. S. Military Academy, West Point, N. Y., has returned to the NBC sports department as an assistant to Bill Stern. Dillon came to NBC as Stern's assistant in Jan. 1942. He joined the Army six months later. In April 1943, he was appointed staff public relations officer at Stewart Field, Newburgh, N. Y., and assistant public relations officer for West Point. In this capacity he had charge of all radio activity for West Point which included broadcasting all home games played by the Army football team. He emerged from service early this month with the rank of captain.

RICHARD RITTER, has returned to the American Broadcasting Company after three years service with the American Field Service as a member of the Ambulance Corps. Ritter will handle auditions, the position he held prior to entering the service.

MAJOR WYATT (BILL) E. DUNKELBARGER has joined J. M. Hickerson, Inc., as Account Executive and Director of the Radio Division. Major Dunkelbarger is on terminal leave from the Army, in which he served for four years, part of which was with the 20th Air Force in the Pacific. Previous to joining the Army he had started his own advertising agency in upstate New York, following several years spent in managing a radio station at Newburgh, N. Y.

Two veterans just returned to McCann-Erickson, Inc., are **G. LESTER WILLIAMS** and **ARTHUR E. WIBLE**. Former Lieutenant Williams, who served as a Navy gunnery officer on merchant ships for two years in the Atlantic and Pacific, will be assistant to vice-president J. L. Deane, head of the Standard Oil Company of New Jersey account group. Mr. Wible who served in the Naval Reserve as petty officer for two years, will return to his former position as manager of the Traffic Department.

CAPT. JACK MOHLER has returned to WOR after three-and-a-half years in the Army, serving with Military Intelligence in the CBI theater. Formerly in the promotion department, he has joined the sales staff handling Newark, Philadelphia, Baltimore and Washington, D. C.

Seven Canadian Stations Licensed by Transport Dept

(Continued from Page 1)
and those receiving the licenses follow:

Dawson City, Y.T., 100 watts, C. H. Chapman; Winnipeg, 250 watts, J. O. Blick, and E. B. Osler; Sudbury, 1,000 watts, Sudbury Broadcasting Company, Ottawa, 1,000 watts, Frank Ryan; Verdun, Que., 1,000 watts (daytime only), J. Tietolman, Oshawa, Ont., 100 watts, T. W. Elliott, Riviere du Loup, Quebec, 250 watts, Armand Belle.

WOMEN IN RADIO

When the annual meeting of the NAB's Association of Women Directors gets under way here this month, one of the most attractive and most active members present will be dynamic Elizabeth Hart, AWD vice-president, and the only woman announcer at WMAQ, NBC's Windy City outlet. . . . Elizabeth Hart started her radio career in 1933, after completing studies at the University of Illinois, the Alliance Francaise in Paris, and Radcliffe College, in Cambridge, Mass. She joined the staff of WBZ, NBC's Boston affiliate, where she worked for five years before wending her way homeward to her native Illinois. . . . In Chicago, WMAQ put her on as an announcer, a rare position for any woman on a network outlet. In spite of the odds, however, she did so well that within two years she was given her own program, and she is now heard across-the-board, 12:30-12:45 p.m., CST. . . . Off the air, Elizabeth's full name is Elizabeth Hart Roen. She and Louis Roen, WMAQ announcer, were married in April, 1943, and since that time their informal discussion program, heard twice weekly, has become one of the most popular in Chicago radio. . . . The Roens set no limit on the variety of subjects they bring to the air on their program, covering everything from nuclear fission to their latest discovery in cocktail appetizers. Elizabeth's solo broadcasts feature interviews with prominent personalities on both the national and local scenes. . . . In her 13 years in radio, this five-foot-five brunette has achieved more than her measure of success, and her charming personality has contributed greatly toward breaking down the cynical attitude of many chauvinistic males that radio is a "man's game."



ELIZABETH HART

Webs Set To Launch Amer. Red Cross Drive

(Continued from Page 1)
night at 9:55 p.m., introduced by Basil O'Connor, chairman of the American Red Cross.

Throughout Radio Red Cross Day, WOR-Mutual will carry messages and present special guests who will speak on behalf of the organization on every program beginning at 12 midnight. On programs where there are any special guests scheduled, each WOR artist will offer his own appeal. Highlight guest of the day will be Lt. General James Doolittle, who will appear on Martha Deane's broadcast, from 3 to 3:30 p.m.

ABC begins a month of special programs devoted to Red Cross promotion with all of tomorrow's programs, both sustaining and commercial, carrying special messages. For the duration of the drive, ABC affiliates will offer a variety of special shows pointing up the importance of the drive. Ted Malone, on his 11:45 a.m. show tomorrow, will also include a special message to launch the campaign.

CBS' programs throughout the next 30 days will spotlight special messages from important national figures, including announcements. Basil O'Connor is scheduled, in addition to the opening appeal from the White House, for an appearance on CBS' "Talks Program" on March 9 from 3:30 to 3:45 p.m., EST.

The entire schedule of NBC broadcasts for the day and evening will be keyed to the theme of the national charitable organization. Individual programs will highlight episodes, personalities and events to promote the annual drive.

FCC Grants CP To Five Also WU And Railway

(Continued from Page 1)
watts, daytime; Unity Corporation, Inc., Toledo, Ohio, to operate on 1560 kc., one kilowatt, daytime and Hobart Stephenson, Centralia, Ill., to operate on 1210 kc., one kilowatt, daytime.

In addition, the Commission granted a CP to the Board of Education of the City of Detroit for a non-commercial educational broadcast station.

Looking toward the development of a new telegram delivery system, the Western Union Telegraph Company, yesterday was granted authority by the FCC to construct two Class 2 experimental radio stations to operate in the proposed urban mobile service. The land station is to be located in Baltimore, Md., and the associated portable mobile unit will operate in the immediate vicinity.

Acting upon the first application for railroad authorization submitted pursuant to the establishment of rules and regulations governing railroad radio service, the FCC yesterday granted a CP to the Denver and Rio Grande Western Railroad Company, Denver, Colo., for 32 new mobile units as train stations in this newly established service. Operation will be on the frequency 159.81 megacycles, with 50 watts input power to final radio stage, employing special emission for FM.

O'Neil With Bluejacket Choir

Danny O'Neil, tenor heard on CBS, will guest on the final program of the "Bluejackets Choir" on the network March 10, while in the service, he was a member of the choir.

SOUTHWEST

IMPERIAL SUGAR CO., has changed the format of its three week shows heard over the Texas Quaker Network and originating from studios of WFAA, Dallas. The Monday, Wednesday and Friday quarter hour airings will be known as "Melody Souvenirs" and will feature Bob Miller and his piano and Imperial Quartet. Programs have been on the air since 1937.

Phil Alexander, well known throughout the Southwest for his producing and acting in radio productions has received his discharge from the Army and is enjoying a respite in San Antonio prior to his going back into radio.

Basil O'Connor, president of the Red Cross, was heard in a special radio talk over KABC, San Antonio on Wednesday, Feb. 20. He is expected to be in various other Texas cities during the coming week. A series of 15-minute radio programs titled "War Without Guns" will be aired on KMAC, KABC, KTSA, WOAI and KCOR, San Antonio for the next several weeks. A special studio presentation "Tapestry in Red and White" written and produced by George C. will be heard over KABC. Casey KABC program director. Charles Balthrope, manager of KABC is publicity chairman for the Red Cross drive in San Antonio.

KNOW, Austin, owned and operated by the Frontier Broadcasting Co., of which H. M. Fentress is president and Hardy C. Harvey is manager, have applied to the FCC for change in dial setting and an increase in power. Application asks for shift from 1490 to 1420 kilocycles and increase from its present 250 watts to 5,000 watts day and 1,000 watts night.

Stork News

Toledo—Mr. and Mrs. Fred Stauber are the parents of a five and one-half pound girl, Diane Sue, born Feb. 26 in St. Vincent's Hospital. The proud mother, who writes under her maiden name, Anna Kline, is RADIO DAILY Toledo correspondent.

ANA Plans Meeting

As Association of National Advertisers will hold its semi-annual meeting at the Westchester Country Club, Rye, N. Y., April 15-18. The meetings will be open only to executive and ANA member companies.

Send Birthday Greetings To

February 28

Harry Kramer
Harold Parkes
Alan Wray

David Low
Olan Soul
Patti Clayto

Radio Training Course for Ministers Planned

(Continued from Page 1)

radio as a method of communication and as a medium of influencing public opinion and the contribution the American people which religion may take through radio."

Dr. Ross Snyder, associate professor of religious education in the Federated Theological Faculty, will act as chairman of the workshop and Mr. Parker will serve as director. Others on the full-time staff will include Erik Barntow, instructor in script writing at Columbia University; Davis Edwards, associate professor of speech in the Federated Theological Faculty; Ola Miller, director of radio in the Pontiac, Michigan public schools; Elinor Egan, director of religious broadcasts, of CBS; Frank Papp, instructor in production at Columbia University, and Dr. Daniel D. Williams, associate professor of theology in the Federated Theological Faculty.

Resource leaders who will meet with the workshop group for short periods include Commissioner Clifford Durr of the FCC; Chet Huntley, public relations director of CBS West Coast network; Hal McCarty, manager of WHA, Madison, Wisconsin; Dr. Avery Leiserson, professor of political science in the University of Chicago; and Judith Waller, NBC Central Division public service director.

Fellowships for ministers and other leaders in religious radio to attend the NBC Summer Radio Institutes are being offered for the third year by the Joint Radio Committee.

The fellowships will be awarded by a committee representing NBC and the Joint Radio Committee and composed of Dr. James Rowland Angell, NBC public service counselor, chairman; Dr. Truman B. Douglass, executive vice-president, the Board of Home Missions of the Congregational Christian Churches; Sterling Fisher, NBC assistant public service counselor and director of the University of the South; Rev. James Flint, director, the Congregational Christian Service Committee; Dr. Quinter Miller, associate general secretary, The Federal Council of the Churches of Christ in America; Rev. Everett C. Parker and Judith Waller.

ABS Executives Resign; Refinancing Uncertain

(Continued from Page 1)

states that his plans for refinancing the web were not successful. Henderson, who served as Eastern representative in New York, had hoped to interest new capital in ABS upon his return to Grand Rapids.

TAXES

CERTIFIED PUBLIC ACCOUNTANT
SPECIALIZING IN TAX RETURNS
Will oblige at your convenience

S. COHEN WI-7-4056
1441 Broadway 19th Fl.

COAST-TO-COAST

—VIRGINIA—
NORFOLK — Campbell Arnoux, general manager of WTAR and new president of the corporation, announced recently that William Roberts, after serving three years in the Navy, has returned as first violinist of the WTAR salon orch.; Peggy Breese, formerly advertising and program department secretary, has been promoted to commercial traffic director and is succeeded by Grace Everette; Nannie Hosier has joined the staff as bookkeeper and receptionist and Frederick Lewis, Jr., after serving overseas with OWI, has returned as control operator. . . . RICHMOND—Hugh Carlyle, who recently returned after three years with the Army Air Forces in the China-Burma-India Theater, has joined WRVA as a sports announcer.

—OHIO—
CLEVELAND—William O'Neil, Jr., president of WJW Enterprises, Inc., announced recently that a new wired music service, Broadcast Melodies, will supply music to industrial plants, hotels, offices, cocktail lounges, restaurants and similar institutions on a rental basis via telephone lines from newly constructed studios in the WJW building, and that Bill Lemmon, a veteran of three years in the Merchant Marine, has been named general manager of the concern. In announcing that the new service will begin on March 1, Lemmon and O'Neil asserted that individual music styled to fit the institutional tone of each client is the focal point in the company's programming. . . . Charley Hunter has rejoined the staff of WJW as emcee of the variety show, "Matinee Merry-Go-Round." A former Cavalry lieutenant, he returned recently from two years tank duty in the European theater.

—TEXAS—
AUSTIN—William L. Purdy, local advertising man, will be the lecturer in a series of courses to be offered in radio advertising and current trends in advertising at the University of Texas starting March 1. Courses will be given in the College of Business Administration at the university, which represents an attempt to offer practical instruction in these fields by an experienced advertising executive. . . . SAN ANTONIO—Charles Balthrope, KABC general manager has been named head of the publicity section of the local Red Cross drive. . . . Edward Dittert, recently released from the Air Corps, has joined the announcing staff of KABC. . . . Lou Riklin, sales executive of WOAI has been named a member of the board of directors of the San Antonio Association of the Blind.

—MINNESOTA—
MINNEAPOLIS—Because of the lack of radio publicity in the Minneapolis and St. Paul newspapers, KSTP is supplying listeners with the latest radio information with a newspaper of its own entitled "KSTP Radio Reporter." The publication has a circulation of over 100,000 and is mailed to customers of Jack Sprat stores throughout KSTP coverage area. Paper was developed through tie-up with West-

ern Grocer Co., utilizing reverse side of handbills, and prints in two editions—one for the Twin Cities and one for the rural area. . . . MANKATO—Orlin Molton has returned to KYSM as news editor after serving over three years with the Army's Coast Artillery. . . . Ralph Maucoth, has joined the KYSM commercial staff after serving as a private first class in the Army Air Forces.

—MARYLAND—
BALTIMORE — WFBR has been granted its FM application by the FCC and power is now under review by the Commission to be finally determined at a later date. . . . Reconversion has brought the following staff members back from service to WCBM: Announcers Joe Franz, Jr., who had four years of writing and announcing Army shows; Michael Murray, who served four years with the Army doing executive work; Tom Severin, who served 20 months in France and Germany, and production man Bill Rock, who served two years in the ETO.

—NEW YORK STATE—
BUFFALO—WBEN will begin a new public service series March 2, when it broadcasts the American Legion's weekly series, "This Is Our Duty." These transcribed dramatic programs, will stress universal education and military training. The first program March 2, will dramatize the plight of a jobless American boy who faces a life term in prison because his lack of ability to read and write caused him to associate with criminals. . . . Jack Quinlan, back after five years of Army service, will take over the top solo honors on "Your Host is Buffalo." Saturday, March 2.

—DISTRICT OF COLUMBIA—
WASHINGTON — Permission to construct a new 5,000-watt transmitter was granted by the FCC to WOL. The outlet's present transmitter is located in the northwest section of Washington and with the change in transmitter location and the increase in power, WOL will be able to provide the entire district and all surrounding territory with clear reception for its local programs. . . . Florence Warner, WOL educational director, has been appointed a member of the special Social Survey Committee of the Council of Social Agencies for the District.

5000 WATTS 1330 KC.



WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

CBS, WABC Announces Renewals, Time Sales

(Continued from Page 1)

27. Ward Wheelock Company is the agency.

Nozzema Chemical Company continues its CBS association, which began in 1931, with the renewal of "Mayor of the Town," broadcast Saturdays, 8:30-8:55 p.m., EST, on 48 stations of the CBS network. Renewal is effective March 9. Ruthrauff & Ryan, Inc., is the agency. Commercials are for sponsor's products in general.

Pabst Sales Company, for Pabst "Blue Ribbon Beer," renews "The Danny Kaye Show," heard Fridays, 10:00-10:30 p.m., EST, effective March 22, on the full Columbia network. Agency is Warwick & Legler, Inc.

Pillsbury Mills, Inc., for Pillsbury's Best Flour, and Sno-Sheen Flour, renews the Saturday, 1:00-1:30 p.m. program, "Grand Central Station," effective March 2, on 127 CBS stations. Pillsbury has been a time buyer on CBS since 1929. The account is handled by McCann-Erickson, Inc.

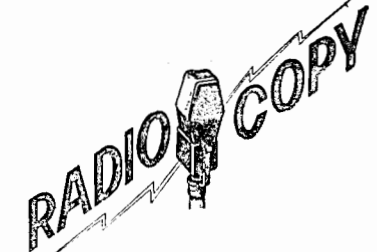
In addition, Arthur Hull Hayes, general manager of WABC, announced the sale of time on the station to three advertisers and one contract renewal, as follows:

American Express Company, for Travelers Cheques, has bought "News and News Analysis" for Thursdays, 11:00-11:15 p.m. Agency, J. M. Mathes, Inc.; Broadway and 50th Street Enterprises, for the Zanzibar and the Singapore night clubs, has purchased one-minute announcements for Tuesdays and Thursday. Robert Feldman Agency handles the account.

Emerson Drug Company, for Bromo-Seltzer, has purchased participation in the 8:15-8:30 a.m. "Phil Cook" show, for Wednesdays and Fridays, effective February 27. Batten, Barton, Durstine & Osborn, Inc., is the agency; Musterole Company, for Musterole, is extending its contract for participations in the "Phil Cook" show for Mondays through Saturdays, effective March 2. Agency is Erwin Wasey.

'Off-the-Air'

TYPEWRITTEN TRANSCRIPTS



RADIO COPY

12-hour Delivery in N. Y. Round-the-Clock Service ALSO

Electrical Transcriptions converted to typewritten scripts
162-25 Depot Road
Flushing, N. Y. FL. 9-7779



8864 ENTRIES FOR A \$5.00 PRIZE

It Could Only Happen On WFBR

Amid the extravagant rewards of radio today, a \$5.00 prize can loom large only in the light of listener interest—the only interest that counts.

**WFBR — Radio Center in
Baltimore has listener interest—**

so much so—that a simple \$5.00 prize offered on

Club 1300 brought in a deluge of 8864 entries.

That's because to Baltimore listeners WFBR is a living, breathing radio station—not just a tower or a spot on a dial, or a collection of call letters.

For WFBR is Baltimore's Home-Town Station—the only living, breathing radio station in Baltimore—it's Radio City in smaller replica.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR