



The National Daily Newspaper of Commercial Radio and Television

OL. 40, NO. 1

NEW YORK, TUESDAY, JULY 1, 1947

TEN CENTS

Radio Covering Floods

Sen. OK's OIC Fund; Connally Hits Quality

Washington Bureau, RADIO DAILY
 Washington—"Voice of America" broadcasts will be a waste of money if they do not mean an improvement in the future over current programming standards, Sen. Tom Connally, Texas Democrat, declared yesterday during a brief Senate debate. The Senate tentatively approved the appropriation of \$6,387,250 for the "Voice of America" broadcasts, with more funds perhaps to be provided following Senate action on the Mundt bill.

(Continued on Page 7)

Ford Buys Tele Time On West Coast Station

Ford Motor Company extended its television programming interests to the west coast yesterday with the announcement of the signing of a contract with KTLA, Paramount station, Los Angeles, for sponsorship of one sporting event weekly from the Olympic Auditorium. The contract for sale of time was negotiated between the New York office of J. Walter Thompson, agency for Ford, and George T. Shupert, national sales representative for KTLA.

Two Midwest FM Stations Basis Of Regional Web

Topeka, Kan.—A two-station FM network has been set up in the midwest by WIBW-FM, Topeka, and KOZY, Kansas City, Mo., a definite pioneer step for this section of the country, according to Ben Ludy, general manager of WIBW-FM, who made announcement of the hookup;

(Continued on Page 3)

Educational

Chicago—During the semester just closing WBEZ, Chicago board of education FM station, released 408½ hours of educational programs to the schools of Chicago, George Council, director of the Radio Council, announced yesterday. Approximately 1,500 students, teachers and community leaders participated in these programs. In addition the Radio Council prepared 252 hours of programming for four stations.

May Probe Pix-AFM For 'Plot' Against Tele

House of Representatives' Labor Committee may seek Department of Justice action on charges that motion picture companies and the AFM combined to restrain trade in the television industry, it was learned yesterday.

A sub-committee of the House Labor Group is scheduled to open

(Continued on Page 8)

John P. Medbury Dies; Wrote Amos-Andy Scripts

West Coast Bureau, RADIO DAILY
 Hollywood—John P. Medbury, writer for the "Amos 'n' Andy" program, died of a heart ailment June 29 at his Laguna Beach summer home. He was 54. Funeral will be tomorrow. Medbury was a one-time gag writer

(Continued on Page 3)

Stations, Webs Concentrate On St. Louis As High Waters Engulf Lowlands Of Mississippi River Areas

FM Network Forecast By FMA's Hofheinz

Forecasting the development of an independent FM network on a nation-wide scale, Roy Hofheinz of Houston, Texas, president of the FM association, the past week-end envisioned a rosy outlook for the new service.

Hofheinz in predicting an FM network said that already several regional networks have been established, linked by radio relay, and

(Continued on Page 7)

Kendrick Named President Of World Broadcasting Co.

Alfred J. Kendrick has been appointed general manager of World Broadcasting Company, it is announced by Jack Kapp, president of Decca Records, Inc., parent organization.

(Continued on Page 3)

New Virginia Station Has Auspicious Opening

Danville, Va.—WDVA, new outlet here owned by the Virginia-Carolina Broadcasting Corp., with J. D. Pruitt as president, officially went on

(Continued on Page 3)

Flood peril in St. Louis and nearby areas is receiving consistent coverage and pickups by the four major networks currently, and over the past week-end, a number of broadcasts were originated from the stricken zones. Additional broadcasts are to be worked into regular and special news features, as

(Continued on Page 3)

Yankee Web Spot Biz Continues To Be Good

Boston—Yankee Network spot business continues heavy with three outlets in the chain reporting combined contracts, signed the last week in June, calling for 1115 station breaks and announcements, the time being purchased by two national advertisers and eight local sponsors. The extensions, renewals and additional contracts were placed with WNAC, Boston; WEAN, Providence; and WICC, Bridgeport.

Colgate-Palmolive-Peet, for Halo

(Continued on Page 3)

Portable Radio Sales Reported Only Fair

Sales of portable radios, usually big business during the summer outdoor months, can be considered as no more than so-so this year, according to

(Continued on Page 6)

FCC Okays 3 AM Stations; Also FM Outlets, Channels

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday announced its proposed decision looking toward the grant of the application of Coast Ventura Company for a new station at Ventura, Calif., to operate on 1450 kc., 250 watts, unlimited. At the same time the Commission proposed to deny the mutually exclusive application of Ventura Broadcasters, Inc.

Commissioner Wakefield voted for a grant of the application of Ventura

Broadcasters, Inc., and denial of Coast Ventura Company because of the "greater integration of ownership and operation proposed by Ventura Broadcasters, Inc."

The Commission also announced a final decision granting the application of the Hanford Publishing Co. for a new station at Hanford, Calif., to operate on 620 kc., 1 kw., unlimited, and denying the application of Fresno Broadcasting Co. seeking the same

(Continued on Page 7)

Distinction

Bourke Crotty, director of field programs for NBC television, is sporting new Connecticut license plates which spell out the call letters of NBC's New York station, W.N.B.T. Crotty who lives in Redding, Conn., has been trying for years to obtain the letters for his automobile tags, a very tough job, accomplished this year for the first time.

Laudable

Arthur Millor, New York publicist and record reviewer, with the assistance of some of the country's leading disc jockeys, is organizing regular distribution of recordings to blind institutes throughout the nation. Miller asks record reviewers and disc jockeys to send their excess discs to the blind institutions for addition to their record libraries.

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★ COMING AND GOING ★

KAY KYSER, his mother, sister-in-law, have left Hollywood by train for a visit in Rocky Mount, N. C.

HELEN SIOUSSAT, Columbia network's director of talks, has returned from Warm Springs, Ga., where she attended the ceremonies in connection with the dedication of the Franklin D. Roosevelt Little White House Memorial.

BERNARD I. KOZBERG, publicist of Cedar Rapids, Iowa, is in town on a combined business-and-vacation trip.

MILTON BACON, assistant to the general manager at WCBS, today will go up to Poughkeepsie, where he will address the Lions Club at the Hotel Campbell.

COL. HARRY M. AYERS, owner of WHMA, American network affiliate in Anniston, Ala., is spending a few days in New York.

MRS. HERB SHELDON, wife of Maggi McNellis' partner on the new Latin Quarter show on WJZ, has left with the two Sheldon offspring for a vacation of two months at Camp Arrowhead, Vt.

RICHARD W. HUBBELL, television consultant, is in New York following his appearance at the hearing on the White-Wolverton bill in Washington. He'll leave in two weeks for his Cincinnati headquarters, with stopovers at Detroit, Chicago and St. Louis.

SYLVIA BERGER, writer of the program, "CBS Is There," is expected back today from a short trip to Salem, Mass.

KATHRYN HARDIG, radio time buyer for the Ralph H. Jones Co., advertising agency of New York and Cincinnati, is spending this week in Gotham to attend the cutting of several recorded programs.

ALICE FROST and JOSEPH CURTIN ("Mr. and Mrs. North") are back in town and tonight will replace Mel Blanc on CBS.

EDGAR KOBAK, president of the Mutual network, who currently is vacationing at Pine Orchard, Connecticut, today will drive to Meriden, Conn., where "Connie Mack Day" will be observed. PAUL JONAS, sports director of MBS, also will attend, as will "Happy" Chandler, baseball "Czar."

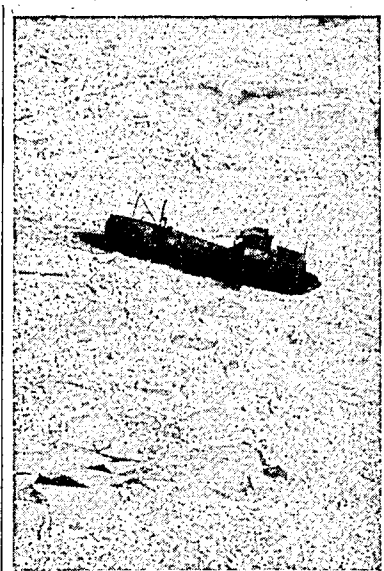
RALPH N. WEIL, general manager of WOY, has returned from a three-week business-and-vacation trip to Chicago and points in the west and midwest.

TED CHURCH, director of news broadcasts at CBS, is in Cleveland, where he is making arrangements for the web's coverage of the National Air Races in September.

WALTER WINCHELL has left for Hollywood, where his ABC broadcast of July 6 and 13 will originate. He'll then take a vacation until Aug. 24.

HAROLD STEIN, entertainment-industries photographer, has left for a camera-less holiday at the Lake Tarleton Club.

ALLAN JACKSON, London correspondent for CBS, has returned to Britain after having spent a week in the States.



STUCK

That black spot in the picture is a tanker caught in the ice floes of the north Hudson River. It looked like it was stuck for keeps.

But a Coast Guard helicopter caught the distress signal of the marooned vessel and brought on the rescue.

Too bad there isn't a Coast Guard for radio time buyers who go off the deep end and get stuck.

W-I-T-H is the rescue squad in Baltimore radio. Ask our clients. They'll tell you that W-I-T-H, Baltimore's successful independent station, delivers more listeners per-dollar-spent than any other station in town.

If you're in a jam, put W-I-T-H to work now. You'll be rescued.

Advertisement for W-I-T-H radio station. Features a stylized logo of a face with a lightning bolt. Text: "W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed"

Justice Isaac Siegel

Justice Isaac Siegel of Domestic Relations Court in New York, father of WNYC's acting director. Seymour N. Siegel, was killed in a fall from his ninth floor apartment in Manhattan June 29. Justice Siegel, who had been ill recently and subject to dizzy spells, presumably lost his balance when he raised a window in the apartment.

Justice Siegel was named to the Domestic Relations bench by Mayor La Guardia in 1940.

William A. Grant

William A. Grant, president of Grant & Wadsworth Advertising Agency in New York, died in a Stamford, Conn., hospital June 29 at the age of 74. He had been ill for six months.

Grant set up the Grant & Wadsworth agency in 1923. During the Harding presidential campaign of 1920 he directed publicity for the Republican National Committee. A native of Hamilton, Ont., the early part of his professional career was spent in Chicago where for 14 years he was vice president of the Franklin Company. Grant is survived by his wife and two sons, Edward and Charles.

Long Manager Of WMOB

D. H. Long has been appointed manager of WMOB in Mobile, Alabama, according to Gilmore N. Nunn, president of the Nunn Stations. Long will succeed Archie S. Grinalds who will enter the lumber business with his father and brother in Macon, Georgia.

KFMO Going On Air

KFMO, new station at Flat River, Missouri, goes on the air today with Harry Carey and Gabby Street, St. Louis, baseball broadcasters, among the guests of honor. The station is owned by Oscar C. Hirsch and operated by James F. Collins and his wife, Virginia Bahn Collins. Station will carry the Cardinals baseball games from St. Louis as a program feature of a regional Illinois-Missouri network.

Advertisement for WDAS radio station. Features a stylized cityscape logo. Text: "Within Your Reach Philadelphia's WDAS covering the largest cross-section of the buying public in the Philadelphia area at lowest cost."

Vol. 40, No. 1 Tues., July 1, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp., J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to Radio Daily, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (1), Ill.—Nat Green, 1417 Ashland Bldg., 155 No. Clark St., Phone State 2332. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd., Phone Granite 6607. Washington—Andrew H. Older, 6417 Dahlonga Road, Wash. 16, D. C., Phone Wisconsin 3271. Manning Claggett, 2122 Decatur St. N.W., Phone, Hobart 7627. Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Mon., June 30)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Tele Comm., etc.

Y & R Preems FM Series

Young & Rubicam has purchased its first FM series of programs to originate via WFMZ, Allentown, Pa. Titled "Report To The People," the program will be heard Monday through Friday, 6:30 to 7 p.m., and will consist of three newscasters, each commenting on national, local and sports news, respectively. Series will start Monday August 4 and will continue for 10 weeks. Two of the newscasters named for the program are Bill Phillips, program director of WFMZ and Tom Livezey, chief announcer.



AGENCIES

ALMO C. WILSON, director of research for CBS, was elected vice-president of the Market Research Council at the same meeting which saw the election as president of Melius Du Bois, director of research for "Life." Dr. Virgil D. Reed, associate director of research for J. Walter Thompson Co., was named secretary-treasurer. The members of the executive committee, in addition to the officers, are: Allen B. Sykes, the Bureau of Advertising, American Newspaper Publishers Association, and Robert N. King, director of research of Batten, Barton, Durand & Osborn.

V. S. GRANT COMPANY, Inc. has been named exclusive national representative for WHAB, Stroudsburg, Pa., and WBPZ, Lock Haven, Penn., has been announced by Bernard Howard, manager of Grant's New York office.

BEIDEL ADVERTISING AGENCY, Inc. has been engaged to place the advertising for the Fibre Products Manufacturing Company, manufacturers of fibre and leather samples.

EL ADAMS & ASSOCIATES, Inc. has been appointed to handle public relations for Lockheed Aircraft Service, Inc., said to be the first international organization to specialize in transport aircraft, transport maintenance. Radio and other major media will be used extensively in the firm's motion plans.

LARRY B. COHEN ADVERTISING CO., Inc., is moving to the 6th floor of the Manufacturers Trust Co. building at 1 East 57th Street in New York City. The new quarters are conditioned.

THE NEW YORK NEWS, swinging its action on the establishment of a new television station, announces the appointment of B. O. Sullivan as The News advertising department survey the television market. During the past 20 years Sullivan has been in both the national and local advertising departments of The News. In 1941 he was loaned by The News to The Associated Press for a similar survey preliminary to sale of AP service to radio news networks.

WICKS ADVERTISING AGENCY now rounding out its 78th year service in the advertising field. Francis Marquis now is the sole owner of the agency.

Andrick Named President of World Broadcasting Co.

(Continued from Page 1)
 Andrick. Until his new appointment Andrick was vice-president in charge of World Music Service, the wired division of World Broadcasting Co. He succeeds Jack Meyerson who recently resigned to become president of Musicaert Records.

Midwest Flood-Area Damage Reported By Webs, Stations

(Continued from Page 1)

the news warrants. Bulletins are coming in rapidly.

Since Friday, ABC has had a series of pickups from St. Louis affiliate KXOK and also one from Des Moines, originated by KRNT, when Charles McCune was heard on the Sunday 3:30 p.m., EDT "Around the World" program. On different occasions, broadcasts from KXOK included Bruce Barrington, Joe Brennan and Norman Kraft. Yesterday

break-in on news programs, special quarter-hour was included on Saturday. MBS reporters and correspondents are also flying with the Coast Guard in gathering their material, originating shows from KWK, St. Louis affiliate.

NBC in addition to week-end coverage carried Clifton Utley on its 8 a.m., EDT, "World News Roundup" yesterday morning and Morgan Beatty, who left Washington Friday for a three-day survey of the situation was heard last night on his 7:15 p.m. quarter-hour commercial. Beatty flew over the area with U. S. Army and Coast Guard engineers. George Burbach, of KSD, web affiliate, assisted Beatty and also on NBC pickups.

"Assist" for Frank Eschen

NBC was also assisted in its pickup by Frank Eschen, of KSD, who appeared with Beatty last night on the 7:15 p.m. "News of the World." Eschen reported from a levee outside of St. Louis which was then being reinforced; Beatty spoke from the studio of KSD, and will remain in St. Louis through tonight at least.

CBS had several pickups the past few days, two most important ones being from KMOX, St. Louis affiliate, one by Gene Claussen on the Larry Lesueur news show Saturday 6:45-7 p.m., EDT and another pickup yesterday morning at 8 a.m., EDT by Rex Davis of KMOX. Other special pickups will be made as deemed necessary.

Coincidence

Sunday afternoon on the MBS "Mutual Music Show," 1-2 p.m., EDT, musical director Sylvan Levin, had some time ago scheduled Ferde Grofe's "Mississippi Suite." Midway during the program the web interrupted to bring an on-the-spot report on flood conditions from affiliate KWK, St. Louis. Ironically enough, emcee Bill Berns then announced "Mississippi Suite," as the next orchestral selection.

and today "Headline Edition" had flood shows scheduled there on, in advance. Coverage will be given as the news develops.

Mutual had five broadcasts Friday and Saturday, plus two on Sunday 1:30 p.m. and 11 a.m., EDT. Jack Paige, MBS special events director has three men on the job in St. Louis, and Cedric Foster was heard for still another program at 1:30 p.m., EDT, yesterday. In addition to

Two Midwest FM Stations Basis Of Regional Web

(Continued from Page 1)

WIBW-FM is owned by Capper Publications while KOZY is the Everett L. Dillard station, also owner of WASH, Washington, which is an affiliate of the Continental FM network in the east.

Ludy said that the Missouri-Kansas FM network was set up so the two outlets could exchange programs of particular interest for both communities. The network was inaugurated June 29 with WIBW-FM carrying a program titled "FM Variety Hall" which originated in KOZY studios in Kansas City.

John P. Medbury Dies; Wrote Amos-Andy Scripts

(Continued from Page 1)

for Burns and Allen and also wrote "Captain Flagg and Sergeant Quirk" for NBC. For two years after the first world war he was a columnist for the San Francisco Call and then came east to the New York Journal. His humor column was syndicated for many years by Hearst and in 1936 Medbury became a screen writer. He is survived by his wife, Mrs. Gladys Medbury; a son, John, Jr., and a step-daughter, Mrs. Bud Stockwell.

Yankee Web Spot Biz Continues To Be Good

(Continued from Page 1)

Shampoo, renewed for 186 one-minute ETs on WNAC, a campaign running five days each week from June 30 to December 31. Contract was placed through Sherman & Marquette. Pepsi-Cola Bottling Co., for Evervess, is adding 146 transcribed station breaks over a period of 24 weeks on WNAC through Young & Rubicam.

Shapiro's Fur Shoppe has renewed its WICC contract, effective July 9, for 130 station breaks over a 26 weeks period. Agency for Shapiro is Rudolph Greiser.

Spot renewals and added schedules on WEAN have been placed with WEAN by Fashion House, Winslow Chip Co., Shepard Stores, Scott Furriers and Sheraton-Biltmore. Lincoln Downs race track has also signed a new contract with WEAN for spot announcements on week-ends.

Brewery Signs Husing

Booth, Vickery & Schwinn, New York-Baltimore agency has revealed that Ted Husing has signed to broadcast the Baltimore Colts' games in the All-America Football Conference this fall for their client, the Gunther Brewing Company of Baltimore.

BEHIND THE MIKE

By SID WEISS

JOE CURTIN, "Mr. and Mrs. North's" male lead, now passes out tiny compasses—pointing North, to everyone he meets.

Eugenie Baird received a note from a fan offering her all the strawberries she wanted—provided she picked 'em herself. She drove out to Middle Island, L. I., and picked up 10 quarts.

Newest week-end rendezvous of many radio execs is the ultra swank Brookhaven Lodge, Wingdale, N. Y. Songstress Patti Clayton's sister is responsible for some of the new summer creations now being featured in the smarter Madison Ave. shops.

Berry Kroeger readying package with novel twist for fall airing.

Recommended: Carol Ames' ear-caring version of "Sept. Song."

Bret (Shadow) Morrison being skedded for series of guesters.

Sigmund Romberg flying east from H'wood for two personal appearances leading the Robin Hood Dell Symphony ork in Philly July 17th and the Philharmonic at Lewisohn Stadium on the 19th.

Baritone Phil Hanna taking time out between broadcasts to participate in top amateur tennis matches.

Lisa Kirk attracting network attention as result of her Versailles click.

Jimmy Blair moving into his new Stamford, Conn., home.

Carmen Miranda's new Decca album due out shortly.

Don Pallini, guesting on Bee Kalmus' WHN mike at the Riviera, named Gotham's top trio of rhumba dancers as being—Danton Walker, Jack Robbins and Si Seadler.

Rhumba king, Noro Morales, opens at the Glen Island Casino on July 3rd.

Big video deal brewing for tele-genic radio emcee Bill Cullen, the lad with the facile tongue and ready wit.

New Virginia Station Has Auspicious Opening

(Continued from Page 1)

air yesterday with 60 per cent of its programs and 80 per cent of its spot time already sold. Local business alone signed for the next year amounts to \$115,000.

WDVA is a Mutual affiliate operating on 1250 kcs., with 5,000 watts day and 1,000 at night. Walter M. Windsor, general manager who organized and directed construction of the station, directs a staff of 25. William P. Heffernan, former manager of WHOT, South Bend, Ind., is assistant manager in charge of sales, working with E. B. "Buck" Hurd, formerly of WBTM, Danville. Program director is Charles J. Holmes, once connected with WLW and various network shows.

Engineering staff of WDVA is in charge of Allen S. Clarke, vice-president of the corporation. Studios are located in the American National Bank building.

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★ COMING AND GOING ★



STUCK

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

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WEL ADAMS & ASSOCIATES, Inc. has been appointed to handle public relations for Lockheed Aircraft Service, Inc., said to be the first international organization to specialize in transport aircraft, transport maintenance. Radio and other major media will be used extensively in the firm's motion plans.

LARRY B. COHEN ADVERTISING CO., Inc., is moving to the 6th floor of the Manufacturers Trust Co. building at 1 East 57th Street in New York City. The new quarters are conditioned.

THE NEW YORK NEWS, swinging its action on the establishment of a new television station, announces the appointment of B. O. Sullivan as president of The News advertising department to survey the television market. During the past 20 years Sullivan has worked in both the national and local advertising departments of The News. In 1941 he was loaned by The News to The Associated Press for a similar survey preliminary to sale of AP service to radio news networks.

BUCKS ADVERTISING AGENCY is now rounding out its 78th year of service in the advertising field. Francis Marquis now is the sole member of the agency.

Endrick Named President of World Broadcasting Co.

(Continued from Page 1)
Until his new appointment, Endrick was vice-president in charge of the World Music Service, the wireless division of World Broadcasting Co. He succeeds Jack Meyerson who recently resigned to become president of Musicraft Records.

Midwest Flood-Area Damage Reported By Webs, Stations

(Continued from Page 1)

the news warrants. Bulletins are coming in rapidly.

Since Friday, ABC has had a series of pickups from St. Louis affiliate KXOK and also one from Des Moines, originated by KRNT, when Charles McCune was heard on the Sunday 3:30 p.m., EDT "Around the World" program. On different occasions, broadcasts from KXOK included Bruce Barrington, Joe Brennan and Norman Kraft. Yesterday

break-in on news programs, special quarter-hour was included on Saturday. MBS reporters and correspondents are also flying with the Coast Guard in gathering their material, originating shows from KWK, St. Louis affiliate.

NBC in addition to week-end coverage carried Clifton Utley on its 8 a.m., EDT, "World News Roundup" yesterday morning and Morgan Beatty, who left Washington Friday for a three-day survey of the situation was heard last night on his 7:15 p.m. quarter-hour commercial. Beatty flew over the area with U. S. Army and Coast Guard engineers. George Burbach, of KSD, web affiliate, assisted Beatty and also on NBC pickups.

"Assist" for Frank Eschen

NBC was also assisted in its pickup by Frank Eschen, of KSD, who appeared with Beatty last night on the 7:15 p.m. "News of the World." Eschen reported from a levee outside of St. Louis which was then being reinforced; Beatty spoke from the studio of KSD, and will remain in St. Louis through tonight at least.

CBS had several pickups the past few days, two most important ones being from KMOX, St. Louis affiliate, one by Gene Claussen on the Larry Lesueur news show Saturday 6:45-7 p.m., EDT and another pickup yesterday morning at 8 a.m., EDT by Rex Davis of KMOX. Other special pickups will be made as deemed necessary.

Coincidence

Sunday afternoon on the MBS "Mutual Music Show," 1-2 p.m., EDT, musical director Sylvan Levin, had some time ago scheduled Ferde Grofe's "Mississippi Suite." Midway during the program the web interrupted to bring an on-the-spot report on flood conditions from affiliate KWK, St. Louis. Ironically enough, emcee Bill Berns then announced "Mississippi Suite," as the next orchestral selection.

and today "Headline Edition" had flood shows scheduled there on, in advance. Coverage will be given as the news develops.

Mutual had five broadcasts Friday and Saturday, plus two on Sunday 1:30 p.m. and 11 a.m., EDT. Jack Paige, MBS special events director has three men on the job in St. Louis, and Cedric Foster was heard for still another program at 1:30 p.m., EDT, yesterday. In addition to

Two Midwest FM Stations Basis Of Regional Web

(Continued from Page 1)

WIBW-FM is owned by Capper Publications while KOZY is the Everett L. Dillard station, also owner of WASH, Washington, which is an affiliate of the Continental FM network in the east.

Ludy said that the Missouri-Kansas FM network was set up so the two outlets could exchange programs of particular interest for both communities. The network was inaugurated June 29 with WIBW-FM carrying a program titled "FM Variety Hall" which originated in KOZY studios in Kansas City.

John P. Medbury Dies; Wrote Amos-Andy Scripts

(Continued from Page 1)

for Burns and Allen and also wrote "Captain Flagg and Sergeant Quirk" for NBC. For two years after the first world war he was a columnist for the San Francisco Call and then came east to the New York Journal. His humor column was syndicated for many years by Hearst and in 1936 Medbury became a screen writer. He is survived by his wife, Mrs. Gladys Medbury; a son, John, Jr., and a step-daughter, Mrs. Bud Stockwell.

Yankee Web Spot Biz Continues To Be Good

(Continued from Page 1)

Shampoo, renewed for 186 one-minute ETs on WNAC, a campaign running five days each week from June 30 to December 31. Contract was placed through Sherman & Marquette. Pepsi-Cola Bottling Co., for Evervess, is adding 146 transcribed station breaks over a period of 24 weeks on WNAC through Young & Rubicam.

Shapiro's Fur Shoppe has renewed its WICC contract, effective July 9, for 130 station breaks over a 26 weeks period. Agency for Shapiro is Rudolph Greiser.

Spot renewals and added schedules on WEAN have been placed with WEAN by Fashion House, Winslow Chip Co., Shepard Stores, Scott Furriers and Sheraton-Biltmore. Lincoln Downs race track has also signed a new contract with WEAN for spot announcements on week-ends.

Brewery Signs Husing

Booth, Vickery & Schwinn, New York-Baltimore agency has revealed that Ted Husing has signed to broadcast the Baltimore Colts' games in the All-America Football Conference this fall for their client, the Gunther Brewing Company of Baltimore.

BEHIND THE MIKE

By SID WEISS

JOE CURTIN, "Mr. and Mrs. North's" male lead, now passes out tiny compasses—pointing North, to everyone he meets.

Eugenic Baird received a note from a fan offering her all the strawberries she wanted—provided she picked 'em herself. She drove out to Middle Island, L. I., and picked up 10 quarts.

Newest week-end rendezvous of many radio execs is the ultra swank Brookhaven Lodge, Wingdale, N. Y.

Songstress Patti Clayton's sister is responsible for some of the new summer creations now being featured in the smarter Madison Ave. shops.

Berry Kroeger readying package with novel twist for fall airing.

Recommended: Carol Ames' ear-caressing version of "Sept. Song."

Bret (Shadow) Morrison being skedded for series of guests.

Sigmund Romberg flying east from H'wood for two personal appearances leading the Robin Hood Dell Symphony ork in Philly July 17th and the Philharmonic at Lewisohn Stadium on the 19th.

Baritone Phil Hanna taking time out between broadcasts to participate in top amateur tennis matches.

Lisa Kirk attracting network attention as result of her Versailles click.

Jimmy Blair moving into his new Stamford, Conn., home.

Carmen Miranda's new Decca album due out shortly.

Don Pallini, guesting on Bee Kalmus' WHN mike at the Riviera, named Gotham's top trio of rhumba dancers as being—Danton Walker, Jack Robbins and Si Seader.

Rhumba king, Noro Morales, opens at the Glen Island Casino on July 3rd.

Big video deal brewing for tele-genic radio emcee Bill Cullen, the lad with the facile tongue and ready wit.

New Virginia Station Has Auspicious Opening

(Continued from Page 1)

air yesterday with 60 per cent of its programs and 80 per cent of its spot time already sold. Local business alone signed for the next year amounts to \$115,000.

WDVA is a Mutual affiliate operating on 1250 kcs., with 5,000 watts day and 1,000 at night. Walter M. Windsor, general manager who organized and directed construction of the station, directs a staff of 25. William P. Heffernan, former manager of WHOT, South Bend, Ind., is assistant manager in charge of sales, working with E. B. "Buck" Hurd, formerly of WBTM, Danville. Program director is Charles J. Holmes, once connected with WLW and various network shows.

Engineering staff of WDVA is in charge of Allen S. Clarke, vice-president of the corporation. Studios are located in the American National Bank building.

BMB provides further

By any standard, day or night, NBC is America's No. 1 Network

... and the higher the standard, the greater is NBC's superiority

For the first time, a research organization supported by the entire industry has measured—on a uniform basis—the number and location of all radio families comprising the weekly listening audience of each U. S. radio station and network.

In those counties where 75% or more of the radio families listen to any of the four major networks “one or more times a week,” NBC leads by a wide margin—ranging from a 33% advantage over Network “A” at night to a 322% advantage over Network “C” in the day.

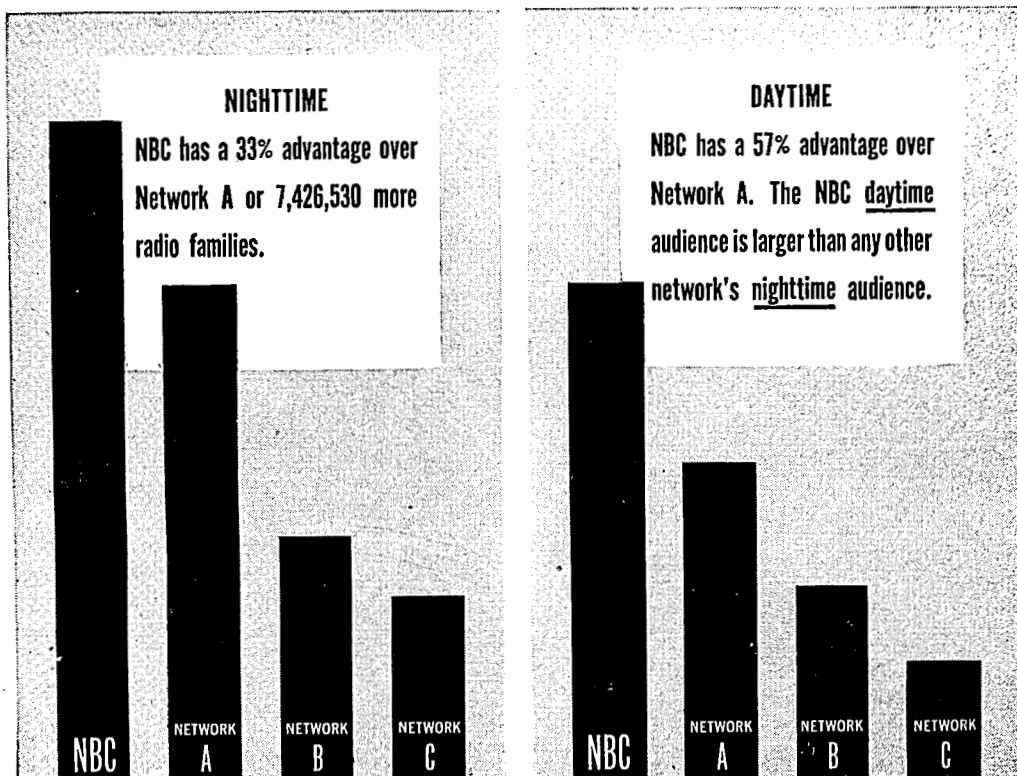
The charts opposite present a comparative picture of listening based on this high standard of 75% and over—a much more significant basis for comparison than any lower level. However, even on the minimum basis of 10%, NBC has a dominant advantage over all other networks.*

How much more? Audience figures released by BMB are based on listening “one or more times a week.” How much more do people actually listen to NBC? Facts on that subject and many others are included in NBC's detailed booklet on the BMB survey to be issued shortly

*Complete results of this survey are contained in “Network Area Report” recently published by the Broadcast Measurement Bureau. The only total audience figures shown in this report are based on the level of 10% and over: Night time; NBC—31,127,940; Network “A”—27,680,570; Network “B”—22,056,090; Network “C”—19,161,830. Daytime; NBC—27,888,770; Network “A”—25,261,730; Network “B”—21,557,990; Network “C”—19,160,260.

AMERICA'S NO. 1 NETWORK

proof...



Audience in counties where 75% and over of the radio families listen "one or more times a week."

	NIGHTTIME		DAYTIME	
	AUDIENCE	% OF TOTAL U. S. RADIO FAMILIES*	AUDIENCE	% OF TOTAL U. S. RADIO FAMILIES*
NBC	30,116,240	89%	22,856,940	67%
Network A	22,689,710	67%	14,558,050	43%
Network B	12,716,480	33%	9,003,670	26%
Network C	8,499,130	25%	5,421,670	16%

*Total radio families January 1946—33,998,000 as estimated by BMB. A more recent survey indicates that as of January 1947 there were 35,900,000 radio families or 93% of all U. S. families.



... the National Broadcasting Company

LOS ANGELES

By RALPH WILK

CAROLE LANDIS and Jackie Cooper have been signed for "The Unexpected," transcribed series by the Hamilton-Whitney Company, president Al Gershenson announced.

Radio and screen comedian Alan Young was placed in a plaster cast this week as a result of an accident several weeks ago. Young had to withdraw from all personal appearance commitments for several weeks.

Bob Ballin, Foote, Cone, Belding's vice-president in charge of radio, off for a two weeks' vacation to Parks Johnson Ranch at Wemberly, Texas, 20 miles from the nearest telephone.

Dick Joy, KCMJ, (Palm Springs, Calif.) general manager, continues his Hollywood announcing career on week-ends. He is now Mc-ing the NBC Saturday opus, "King Cole Trio Time," in addition to the Sunday "Adventure of Sam Spade." Joy will resume his assignment on NBC's "The Telephone Hour" when it originates in Hollywood July 7th.

Alan Ladd and Bernie Joslin have organized the Mayfair Transcription Co., and their first venture will be an adventure series starring Ladd. The initial series planned will consist of 52 half-hour platters, with the first cutting scheduled for July 15. Joslin, who was formerly president of the Jos-Lin Recording Co. in Boston, plans a sales promotion division for the Mayfair product, which will eventually include shows for other top stars as well as Ladd.

Jack Benny has presented a hand-some engraved wrist watch to David Rose, composer-conductor, in appreciation for Rose's "Waukegan Concerto" which the composer wrote as a dedication to the comedian. Rose and his orchestra played the number on the opening summer program of the Pabst Blue Ribbon Show over the NBC network, June 26th.

Portable Radio Sales Reported Only Fair

(Continued from Page 1)

local retail dealers. While some say that sales of portables have been pretty good it is generally agreed that the market was considerably over-estimated. To bear out this contention, one distributor pointed out that a certain portable radio manufacturer, neither a leader in the field nor an off-brand maker, recently reduced his sets as much as \$10 and \$20.

Some dealers have expressed disappointment at the sales slump of portables, seeming to feel that they should have made up for the usual drop in large models which always take a dive during the summer months. However, an exec for one large retail organization sized up the matter by pointing out that there is always a limited market for portables. He said that there are just so many people who are interested in walking the beach or picnic grounds with radios under their arms, and no more.



Broadway Bulletin Board...!

● ● ● Pilot Radio Corp. readying an important announcement shortly—a revolutionary idea in the FM field. . . . Industry still talking about Harry Maizlish's promotion on Martin Block—one of the great stunts of the year. . . . It's a 52-week renewal for "Date With Judy". . . . Genevieve Rowe joins the Jimmy Melton show July 6th for 13 weeks. Melton takes a four-week vacation August 24th, with Lee Sweetland pinch-hitting. . . . Aside to Arch Shawd: What's this we hear about your leaving WTOL Toledo? . . . WOR's Norm Livingstone has auditioned a new series tagged "Magic In The Air"—a new type of variety show tied in with the Magicians' Guild of America. Show figures to be a natural so far as promotion and exploitation is concerned. . . . Jack Kapp, Decca prexy, leaves for London on the Queen Elizabeth Wednesday. . . . Consensus of opinion around the street these days is that the best all-round columning job in town is being turned out by the Post's Jimmy Cannon. . . . Prockter Radio Prod. moving to new offices in the RKO Bldg.

★ ★ ★

● ● ● SHORT SKIT-CHES—Spike Jones: Alexander's Gagtime Band. . . . Evelyn Knight: Hooperfect Lady. . . . Tommy Manville: One Man's Femme-ily. . . . Andy Russell: Dandy Andy. . . . Phil Hanna: Phil-harmonic. . . . Lisa Kirk: Balladeer. . . . Monica Lewis: Mutualluring. . . . Earl Wilson: Well-Posted. . . . Harold Stein: Shutterrific. . . . Court of Missing Heirs: The Kin You Love To Touch. . . . Quiz Kids: UNADULterated Knowledge. . . . Information Please: The Teaming of the Shrewd. . . . Ted Collins: Mr. Merlin of Radio Row. . . . Jack Eigen: Copacabantar.

★ ★ ★

● ● ● ONE MAN'S POINT OF (RE)VIEW: The Eddie Albert show premi-air on ABC gained momentum as it progressed. While no great contribution to radiofare, it's pleasant enuf listening. . . . Eddie Arnold in "Mr. President," another ABC opener last week, turned out to be just plain Edward Arnold to this reporter who wonders if each President presented will have the same hearty laff. Idea is good, production was excellent and we think each would be enhanced with more of a radio actor and less of a personality in star role. . . . Old Gold's "Rhapsody in Rhythm" on CBS makes a musical treat to divert from hot weather treatment with Peggy Lee and Johnny Thompson doin' all right by the tunes last week. . . . Eileen Farrell's classical songs on her new Friday nite CBS spot and her lighter melodies on summer "Family Hour" series reveal her as radio's sopraNotable, to our ears.

★ ★ ★

● ● ● THAWTS WHILE DIALING: I'd walk blocks to hear Eddie South play a hunk of violin solo—to watch Dick Humber make magic with a deck of cards—to hear Joe Lilly play "Tea For Two" with his right hand and "Cocktails For Two" with his left on the most solid piano in the business—to see Billy de Wolfe parade his brilliant collection of satirical impressions—and to listen to Goody Ace in an ad lib duel with anybody you could mention.

★ ★ ★

● ● ● SMALL TALK: According to latest Hoopereport, Jerry Devine's "This Is Your FBI" is the 11th ranking show on the air. . . . Mark Goodson has a new little package on CBS Sundays tagged "It's News To Me"—consisting of a quiz based on news of the past week. Quiz is done without studio audience and is slanted primarily toward the dialing listeners. Gimmick is that altho' people listen to and read loads of papers every day, they retain surprisingly little of it. . . . Lou Melamed, radio flack at United Artists, has put together a 15-minute show on audition wax which offers an answer to radio's cry for a new kind of day-timer. It's inexpensive—calling for a cast of only two—and packs the appeal of the soap operas without reverting to some of those hokey situations.

CHICAGO

By NAT GREEN

JOAN KAUFMAN, in charge of publicity at WIND, is leaving this week for a long vacation and states she probably will not return to the station but probably will continue in radio work. Margaret Mecklen is taking over most of Miss Kaufman's duties.

NBC has been allotted the FM frequency of 101.1 mc. for the operation of its proposed 25 kw. FM station in Chicago. The FCC also has made its final decision to grant a construction permit for the station.

John McCormick, announcer, and Sal Stocco, musician, both of WBBM, have written a new song titled "Where Have You Been Since Yesterday?"

The "Quiz Kids" show celebrated its seventh year on June 29. For the first half of the show five Quiz Kids, all seven years old, occupied the desks. In the second half the desks were occupied by five outstanding Quiz Kid graduates.

The ABC central division promotion department has formed the WENR Paul Whiteman Club, an organization of listeners in the Chicago-land area.

Ceremonies at the Chicago municipal airport welcoming the Pan American World Airways plane on its inaugural round-the-world flight were broadcast on WGN and Mutual at 2:45 to 3 p.m. yesterday.

Nancy Evans returns to the Salerno "Song Title Time" show July 5.

Nelson Olmsted off for the east for a three-week vacation—his first in six years.

WGNB, WGN's FM station, will broadcast the annual summer concerts direct from the Grant Park bandshell.

"The Lights Go Out," a show designed for sale to restaurants, food firms, etc., has been set as a sustainer on WBKB, tele station. Show is written by Rose Dunn and Shelby Gordon, who are "Mr. and Mrs. Light" in the show.

Don Herbert and his wife, publicist Maraleita Dutton, off to New Jersey for a week's vacation.

Reprints of the May 1947 issue of "The Q from WMAQ," exterior house organ published by the NBC central division advertising and sales promotion department, Chicago, are being mailed to 13,000 food retailers by the Arvey Corporation, direct mail and display advertising firm.

DeWitt Named President Of WSM In Nashville

Nashville, Tenn. — Jack DeWitt, who achieved fame for "Shooting the moon" with radar, has been appointed to the presidency of WSM it was announced here yesterday. Under the new setup Edwin Craig moved from the presidency of the company to the position of chairman of the board. Harry Stone remains as vice-president and general manager of the station.

Sen. OK's OIC Fund; Connally Hits Quality

(Continued from Page 1)
 passed early last week in the House. "I hope we're not going to inflict upon the foreigners some of the stuff we listen to ourselves," Senate minority leader Alben Barkley replied to the Texan's complaint. "If they don't do any better than some of the programs we hear at home," Connally grumbled, "then we'd better not spend a dime."
 In bringing the measure to the Senate floor, the appropriations committee reported to the Senate its feeling that "short-wave broadcasting can be handled more effectively and efficiently by private broadcasters," than by the government.

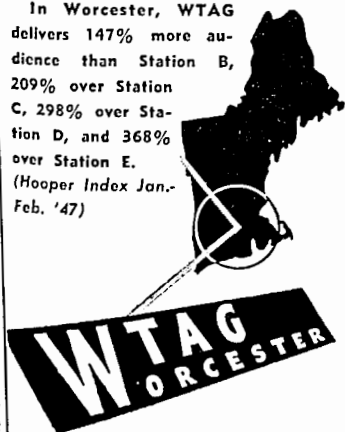
New Rate Card Issued By WJZ In New York

WJZ, New York key station for ABC network, is issuing a supplement to its Rate Card No. 11, which becomes effective today. Four points are involved in the revisions, which are mainly, as follows, according to C. L. Doty, sales manager:

- (1) The cost of announcements, both minute and station breaks, is being increased.
- (2) New rates and discount plans will be in effect on two of the participation shows—Nancy Craig and The Fitzgeralds. Practice of giving major and minor commercials will be discontinued. All will be full majors.
- (3) Class "C" time will begin at 7 a.m., EDT., instead of 8:30 a.m., as in the past.
- (4) Class "D" time will run from 7-8 a.m., and 11:15 p.m., to 12 midnight.

As is the usual practice, in these cases of upward scale in rates, current advertisers will receive one year's rate protection for the same series continuously used, except that they may elect to change to the rates specified in the supplement. In the absence of such election, the rates specified in Supplement No. 1 will not apply until after June 30, 1948 to renewals or extension of contracts existing on July 1, 1947 for the same series continuously used.

In Worcester, WTAG delivers 147% more audience than Station B, 209% over Station C, 298% over Station D, and 368% over Station E. (Hooper Index Jan.-Feb. '47)



FCC Okays 3 AM Stations; Also FM Outlets, Channels

(Continued from Page 1)
 facilities announced its final decision granting the application of Gillette Burton and Jesse Gilbert Burton, Jr., doing business as Burton Broadcasting Co. for a new station at Mobile, Ala., to operate on 1340 kc., 250 watts, unlimited, and denying the applications of Gulf Broadcasting Co., Inc., requesting the same facilities at Mobile and the application of Mobile Broadcasting Co., requesting 1330 kc., five kw. day, one kw. night.

The FCC yesterday announced its proposed decision granting 10 applications for new Class B FM stations in the Cleveland-Akron-Elyria, Ohio, area. Only other applicant for a station in the area was given a class A FM grant.

Class B construction permits were given the following: United Broadcasting Co., Channel No. 264; NBC, Channel No. 289; WJW, Inc., Channel No. 281; UAW-CIO Broadcasting

Corp. of Ohio, Channel No. 277; WGAR Broadcasting Co., Channel No. 258; Scripps-Howard Radio, Inc., Channel No. 271; Telair Co., Channel No. 293; Cleveland Broadcasting Co., Channel No. 253; Allen T. Simmons, Channel No. 243; Summit Radio Corp., Channel No. 248; Elyria-Lorain Broadcasting Co., Channel No. 221.

Assigns FM-N.Y. Bands

In another FM action, the Commission assigned new frequencies to five FM stations in New York City area. New assignments are as follows:

Metropolitan Broadcasting & Television, Inc., WABF, 99.5 (Channel No. 258); Marcus Loew Booking Agency, WMGM, 100.3 (Channel No. 262); CBS, WCBS-FM, 101.1 (Channel No. 266); William G. H. Finch, 101.9 (Channel No. 270); Bremer Broadcasting Corp., WAAW, 102.7 mc. (Channel No. 274).

WNEW To Continue UJA Spot Campaign

In response to the "Crisis" call of the United Jewish Appeal, WNEW announces it will continue to air spots for the UJA throughout the month of July. Station is also using its phrase coined for the occasion, "USA back UJA." This additional provision for aid to UJA follows extensive use of the WNEW studios by the organization, with the personnel available as well.

WOV will also add additional spots during the next few weeks, with Lisa Sergio tying in her news commentary with the news aspects of the problem of immigration and the future of misplaced persons.

Program To Swimming Hole

The old saying "Go Jump In The Lake" has taken on a new meaning at WNAR, Norristown, Pa. Latest promotional stunt was to move the "Bob Andrew Jukebox Jamboree" to Mermaid Lake, classy swimming hole outside of Norristown. Stint started Memorial Day and is going full swing now that school is out. Miniature booth was installed at the lake-side with turntables, record library and remote equipment. Gimmicks such as the "Mermaid of the Week," the best swimmers, etc., are proving mighty successful. Program's sponsors donate prizes and the show has hit a record high of mail, pulling in 3500 pieces per week.

Fire Halts WABD Telecasting

WABD, Du Mont tele station, was off the air yesterday from 3:45-5:15 p.m., as a result of a fire at 515 Madison Ave., the building housing the transmitter. The conflagration swept up the elevator shaft of the structure, mushroomed at the 42nd floor (transmitter location) and forced all employees to evacuate. After 90 minutes, service was resumed. Telecasting last night followed the usual schedule.

CBC Short Wave Series To Australia Planned

Montreal—Another bond in Commonwealth relations was forged June 30 with the inauguration of regular shortwave broadcasts beamed direct to Australia and New Zealand from the 50,000-watt transmitters at Sackville, N. B., of the international service of the Canadian Broadcasting Corporation.

To launch the new service, the CBC planned a special Canada day broadcast featuring addresses by the Governor General, Viscount Alexander, and the Australian and New Zealand high commissioners to Canada—Rt. Hon. M. F. Forde and Hon. James Thorn.

Started at 4 a.m.

So that it would reach its audience at a convenient listening time the inaugural one-hour program was broadcast at 4 a.m., EDT., (8 a.m., GMT., or 6 p.m., in Eastern Australia). The program will be repeated at the same time today, July 1.

CBC short wave call signals and frequencies to be used for the Australia-New Zealand transmissions are: CHOL 11720 kilocycles or 25.60 meters and CHLS 9610 kilocycles or 31.22 meters.

Starting July 6 there will be one-hour Canadian radio programs specially designed for listeners "down under" every Sunday, with times and frequencies the same as for the initial program. More frequent transmissions will probably be instituted later in the summer. Hundreds of listeners in Australia and New Zealand reported excellent reception of experimental transmissions which led up to the inauguration of regular broadcasts. Many of them have also been able to pick up the regular CBC shortwave programs for Caribbean and Latin America (in English, Spanish and Portuguese) and for Europe (in English, French, Czech, Dutch, German, Danish, Norwegian and Swedish).

FM Network Forecast By FMA's Hofheinz

(Continued from Page 1)
 are now operating in the East and the middle west on an experimental basis. He added that by late fall a regular commercial FM network would be in operation offering programs of all types.

"On the basis of developments, I strongly feel that by September the transition in radio listening from ordinary broadcasting to the superior FM system will be evident throughout the country where there are FM stations," said Hofheinz.

"The radio manufacturers are rising to the demands of lower-cost FM sets," he stated. "We were assured that every major set manufacturer is utilizing the ingenuity of the nation's top engineers in efforts to produce high-fidelity FM receivers at lower cost. We have every confidence that the radio manufacturers will meet those demands."

Hofheinz said there are 239 commercial FM stations and eight non-commercial educational stations in operation, giving FM service now to 40 per cent of the population of the United States. In addition the FCC has authorized construction of 666 commercial FM stations and 26 non-commercial educational station.

"By the end of 1947 there will be well over 700 FM stations actually broadcasting," said Hofheinz.

He hailed the Supreme Court decision which upheld the Lea Act (so-called anti-Petrillo law) as the emancipation of FM. For the first time all network programs will become available to FM stations. Under an edict by the American Federation of Musicians, the major networks have not been making network programs available to FM stations. The AFM demanded double pay for musicians whose services were broadcast by FM stations as well as ordinary radio. Rather than pay the double fee the networks refused musical programs to FM stations.

WEVD
 5000 WATTS 1330 K.C.
 PROGRAMS OF DISTINGUISHED FEATURES in
 • ENGLISH
 • JEWISH
 • ITALIAN
 3 RESPONSIVE AUDIENCES
 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA
 Send for WHO'S WHO Among Advertisers on WEVD
 WEVD
 117-119 W. 46 St.
 HENRY GREENFIELD, Mgr. Director N.Y. 19

NYU 1947 Workshop Holds First Session

New York University's 11th Summer Radio Workshop commenced yesterday at the University's Washington Square School in downtown Manhattan.

A class of 60 students, representing some 15 states and Canada began an intensive six weeks' course in all phases of radio, which will carry them through August 8. For the main, students come from small radio stations located throughout the nation and Canada, and almost all have had some experience and working knowledge of the radio industry.

The curriculum includes "The American System of Broadcasting," "Radio Script Writing," "Script Seminars," "Guest-Lecture Series," "Radio Station News and Publicity Management," "Studio Production Practice," "Radio Acting," "Special Problems in Public Service and Educational Radio," "Operation and Use of Studio Equipment," "Music in Radio," "Field Trips," "Rehearsals and Broadcasts," and "Workshop Lunchcons."

The faculty is composed of Robert J. Landry, Director of the Workshop, and Director, Division of Program Writing, CBS, and Supervisor, Columbia Workshop Series; Leon Goldstein, Vice-President and Director of News and Special Events, WMCA; Wallace House, formerly instructor in dramatic art, NYU; Barton Paulu, Manager and Musical Director of University of Minn., Radio Station KUOM; Roy Leadbeater, studio engineer, NYU; Millard Lampell, free-lance radio writer; Theodore Huston, Radio and Television Director, Ruthrauff and Ryan, and Lawrence Menkin, free-lance writer and director.

Speakers who will participate in the Guest Lecture Series are Davidson Taylor, vice-president in charge of programs, CBS, who will speak on "How Networks are Programmed," on July 3; Frank Mullen, vice-president and general manager, NBC, "How Networks are Financed and Managed," on July 10; Harry Ackerman, vice-president in charge of programs, Young & Rubicam, "The Advertising Agency's Part in Radio," on July 17; Connie Lembecke and Joseph Julian jointly, "Actors: Their Problems and Techniques in Radio," on July 24; Arnold Hartley, program manager, WOV, "Making the Most of Local Station Resources," on July 31, and the final talk on August 7, by Robert K. Richards, formerly Editorial Director, Broadcasting Magazine, "The Role of Government Regulation."

The courses will be further supplemented from time to time by visits to networks and local stations in New York.

May Televis Football

Arrangements to televise all the home football games of Georgetown University and George Washington University have been made by WMAL, in Washington.

NETWORK SONG FAVORITES

The top 33 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of June 20-26, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love	Peter Maurice
Across The Alley From The Alamo	Capitol
After Graduation Day	T. B. Harms
Alexander's Ragtime Band	Berlin
Almost Like Being In Love	Sam Fox
Anniversary Song	Mood Music
As Long As I'm Dreaming	Burke and Van Heusen
As Years Go By	Miller
Ask Anyone Who Knows	Witmark
Beside You	Famous
Cecilia	ABC
Chi-Baba Chi-Baba	Oxford
Feudin' and Fightin'	Chappell
Heartaches	Leeds
I Believe	Sinatra Songs
I Do, Do, Do Like You	Harms
I Wonder, I Wonder, I Wonder	Robbins
I Wonder Who's Kissing Her Now	E. B. Marks
Illusion	Pemora
I'm So Right Tonight	Leeds
Ivy	Burke and Van Heusen
Linda	E. H. Morris
Mam'selle	Feist
Midnight Masquerade	Shapiro-Bernstein
My Adobe Hacienda	Southern
Passing By	Chappell
Peg O' My Heart	Robbins
Say No More	Advanced
Stella By Starlight	Beverly
Tallahassee	Famous
That's My Desire	Mills
Time After Time	Sinatra Songs
Would You Believe Me	Remick

Second Group

Beware My Heart	Feist
Come To The Mardi Gras	Southern
Cu-Tu-Gu-Ru	Sinatra Songs
Deep Down In Your Heart	Triangle
Dream, Dream, Dream	Thomas
The Echo Said No	Lombardo
Every So Often	Harry Warren
I Wish I Didn't Love You So	Paramount
It Takes Time	London
Je Vous Aime	Crawford
The Man Who Paints The Rainbow In The Sky	Mutual
My Pretty Girl	Republic
My Young And Foolish Heart	E. H. Morris
Old Devil Moon	Crawford
Red Silk Stockings And Green Perfume	E. H. Morris
There's That Lonely Feeling Again	Mellen
You Can't See The Sun When You're Crying	George Simon
You Should Have Told Me	Jefferson

May Probe Pix-AFM For 'Plot' Against Tele

(Continued from Page 1)
a full-scale probe of Petrillo next Monday.

Representatives of the House Labor Committee, it is learned, have examined contracts signed by the motion picture companies and Petrillo. These pacts are alleged to contain clauses denying the use of musical films in video broadcasts.

There have, however, been conflicting reports regarding the inclusion of these television clauses in the contracts. A reliable source close to the House Labor Committee said that contracts with Petrillo do contain these anti-television provisions. Copies of the contracts now are in the hands of committee representatives.

It will be recalled that studio heads in Hollywood last year denied the existence of such agreements with Petrillo. Some television broadcasters, however, said that even if such clauses are not written into the contracts with film companies, there has been an "understanding" with Petrillo banning the use of musical films in television broadcasts.

Some Speak of "Force"

Certain motion picture industry spokesmen have stated that the alleged agreement was "forced" on them by Petrillo.

Television has been hit in another direction by Petrillo, it was pointed out. Video broadcasters have been unable to make motion pictures of their own live shows for possible use on smaller video stations. Allen B. Du Mont Labs., for instance, has attempted to do this so that tele stations could use motion pictures of Du Mont video programs. Films now in use in television utilize recorded music with the use of "live" music banned in actual tele broadcasts.

One television lawyer here pointed out that the Petrillo television edict is, in effect, a secondary boycott. As such, it may be covered by the Taft-Hartley labor bill. Although secondary boycotts are clearly made illegal by the provisions of the bill, further interpretation of the term is believed necessary.

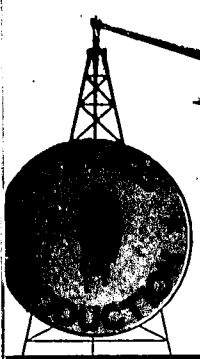
Columbia Renames ET Division

In order better to identify the activity of its transcription department Columbia Records, Inc., has renamed it Columbia Transcriptions, and has established it as a separate division of the parent company, it has been announced by Robert J. Clarkson, general manager of the division.

Send Birthday
Greetings To —

July 1

Paul Girard Arthur H. Hayes
John Lair Inna Phillips
Bill Stern Betty Jane Tyler



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 2

NEW YORK, WEDNESDAY, JULY 2, 1947

TEN CENTS

OK New Web-NAB Status

71 Nations Meeting For Radio Conference

Representatives of 71 nations are gathering in Atlantic City today for the opening of the International Telecommunications Conference which will run simultaneously with the International Radio Conference which opened May 16 and will continue until August 1.

The conference delegates, according to a State Department spokesman, have the power to sign the basic treaty laying down the general principles of international regulation in the communication field, although

(Continued on Page 7)

Arch Shawd Resigns Post As WTOL Executive

Arch Shawd, executive vice-president and general manager of WTOL until December last year, and since then salesmanager of the station, resigned last week effective August 17, eight years to the day since taking over management of the Toledo ABC affiliate.

Thomas Bretherton of the law firm of Reams, Bretherton and Neipp has taken over management and other

(Continued on Page 2)

Radio Theater Leads First Fifteen For June

"Radio Theater" ranks first in the June 30th report of the "First Fifteen" evening programs, according to C. E. Hooper, Inc. "Screen Guild Players" are second and "Mr. District Attorney" ranks third. Others in the order of their rating are Walter Winchell, Fibber McGee and Molly, Bing

(Continued on Page 5)

Personality Parade

As part of the Damon Runyon Fund Drive over WHN today, nation's top music personalities will "disk-jockey" their own recorded music, each being allocated 15 minutes with Ted Husing as supervisory disk jock. Program from 1:05 to 4:00 p.m. will have following jockeys: Lena Horne, Monica Lewis, Sammy Kaye, Claude Thornhill, Jack Smith, Tex Beneke, Perry Como, Mel Torme, Victor Lombardo, Jan August and Skitch Henderson.

Changes In Frequency Approved By The FCC

Washington Bureau, RADIO DAILY Washington—The FCC yesterday announced its proposed decision looking toward the grant of the following applications: Penn Thomas Watson to change operating assignment of WGTM, Wilson, N. C., 1340 kc., 250 watts, unlimited to 590 kc., 5 kw.

Roanoke Broadcasting Corp., to change operating assignment of WSIS, Roanoke, Va., from 1240 kc.,

(Continued on Page 6)

George Carson Putnam Loses Bout To Heat

George Carson Putnam, WOR news commentator, was felled by the heat yesterday morning and removed to Harlem Hospital where he was scheduled to be kept under observation until this morning at least. In falling to the sidewalk, Putnam

(Continued on Page 5)

Vets Theater Wing School Will Observe Anniversary

American Theater Wing's school for returned veterans of the entertainment field, which got under way July 8, 1946, will mark its first anniversary as having established itself as a national and international standard for practical and professional success as a trade art school teaching radio and television. This, it is pointed out, could not have been accomplished if industry competitors on the outside, had not combined in close co-

Networks Voted Associate Membership By 629-28; Means Russell, Kobak, Stanton To Leave Directorate

Urge ICC Hearing On FCC Appointment

Urging full hearing on the qualifications of Rep. Robert F. Jones of Lima, Ohio, for membership on the FCC, members of the American Civil Liberties Union sent a telegram to the Interstate Commerce Committee yesterday over the signature of James Lawrence Fly, vice-chairman of the radio committee. Charges made against Rep. Jones by Drew Pearson,

(Continued on Page 2)

KGO Announces Plans For 50,000-Watt Station

San Francisco—Following ground breaking ceremonies marking the actual beginning of construction of their new transmitter, KGO, the ABC owned and operated station here, announced that it will increase its pow-

(Continued on Page 4)

AFA's 44th Convention Set For Cincinnati, Ohio

Advertising Federation of America has set the date of June 13 to 16, for its 1948 (44th annual) convention to be held at the Hotel Nether-

(Continued on Page 2)

Members of the NAB have approved the switch in network membership from active to associate basis by a referendum vote of 629 to 28. The referendum was conducted and audited by Ernst & Ernst, New York accounting firm. The amendment to the NAB by-laws which authorized the change in network status was approved by the NAB board in May.

Immediate effect of the new by-law is the retirement from the NAB board of Frank M. Russell, NBC vice-

(Continued on Page 6)

Key Station Of NBC Shows 10% Increase

First possible comparison of WNBC sales figures since the station became an autonomous unit on March 1, 1946, shows that business was up 10 per cent for the second quarter of this year over that of the same period in 1946. According to William O. Tilenius, WNBC sales manager, 12 new sponsors bought programs during the quarter just ended to pace the business increase, in addi-

(Continued on Page 8)

Ziv Adds More Stars To "Favorite Story"

Three additional names have been set for the Fred W. Ziv series, "Favorite Story" which stars Ronald Colman. They are: John Beal, in "Man

(Continued on Page 2)

Flood Coverage

First television movies of the lower Mississippi River flood areas were shown on WNBT, New York, yesterday. The movies were obtained by a cameraman flying for the New York Herald-Tribune on Monday and were flown back to New York for televising. Other movies of the flooded areas are to be shown on WNBT at a later date.

G. I. Courses

Correspondence courses in all phases of radio and television are available to eligible veterans through the G.I. Bill of Rights, the Veterans Administration announced yesterday. Seven trade schools and 130 state-approved schools, colleges, universities and other types of training establishments have been authorized to give veterans free mail-order courses.

RADIO DAILY



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

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FINANCIAL (Tues., July 1)

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

Canadian Wage Increase Montreal—A general increase of six cents an hour for employees of the RCA Victor Co., Ltd., has been agreed to in negotiations between the firm and the United Electrical, Radio and Machine Workers of America, it was reported. The raise will be paid retroactively to last May 26.

Alma Dettinger Hospitalized Alma Dettinger, conductor of "Other People's Business" over WQXR daily, will enter Le Roy Sanitarium in Manhattan July 3 for a major operation. She will be off the air for approximately a month, her program being temporarily filled in with recorded music.

IN CLEVELAND IT'S WHK

★ COMING AND GOING ★

GEORGE MARDIKIAN, who as president of United Broadcasting Co., has just opened his new station, KEEN, San Jose, Cal., is en route to Washington, D. C., for conferences with Quartermaster General Larkin.
HENRY GROSSMAN, director of technical operations for CBS, has left on a short business trip to Cleveland.
VIC DAMONE and LOU CAPONE, his manager, have returned from Chicago, where they spent a few days on business for Mercury Records.
HARRY WISMER, sports director for ABC, here from Detroit where he spent the early part of the week celebrating his birthday.
LARRY LESUEUR, Columbia network newsman, has left on a three-week vacation. In his absence, Bill Downs will pinch-hit.
CARL GREYSON, commentator at KALL, Salt Lake City, Utah, has been called east to appear opposite Judith Evelyn in "There's Always Juliet" at East Hampton, L. I., during the week of July 7.

LANNY and GINGER GREY—they of the jingles—have returned from Asbury Park, where they did a "Three-Way Disk Jockey Show" with Budd Hulick.
BOB THOMAS, station manager of WBNS, Columbus, Ohio, and GEORGE BOREL, auditor of the station, are here. Called yesterday at the offices of their national reps.
DR. GEORGE CROTHERS, director of "In My Opinion" on CBS, leaves today on a short business trip to Albany, N. Y.
PATRICE MUNSEL, coloratura soprano, has arrived from Seattle, her home town. She'll be here for the summer, making guest appearances on various programs.
GORDON F. HAYES, account executive in the Chicago office of CBS Radio Sales, is on a business trip to WAPI, Birmingham, Ala., and WBT, Charlotte, N. C.
TED MALONE, human-interest story teller heard on the American network, is back at his microphone following a two-week coast-to-coast tour of the nation.

Urge ICC Hearing On FCC Appointment

(Continued from Page 1) radio commentator, were reported to have influenced the ACLU in seeking a hearing on the Jones appointment. Rep. Jones was nominated by President Truman to succeed Ray Wakefield as a member of the FCC.

Ziv Adds More Stars To "Favorite Story"

(Continued from Page 1) Without a Country"; Vincent Price, "Mr. Shakespeare" and Lionel Stander, "Casey At the Bat." As soon as the recordings are made for the syndicated half-hour ET series, they will be flown East.

Arch Shawd Resigns Post As WTOL Executive

(Continued from Page 1) duties formerly directed by Mr. Shawd. Long identified with Detroit and Toledo radio interests, Shawd plans to remain in the area for the time being and announced plans later.

AFA's 44th Convention Set For Cincinnati, Ohio

(Continued from Page 1) land Plaza, Cincinnati. AFA President Elon G. Borton, made the announcement following a conference with leaders of the Advertisers' Club of Cincinnati. As pointed out by Karl Finn, Federation vice-president and advertising director of the Cincinnati "Times-Star", at the time the invitation was extended at the recent Boston meeting, the AFA has not met in the midwestern city since 1907. Cincinnati club is one of the oldest in organized advertising and is strategically located in the center of the AFA's membership, with clubs in Columbus, Dayton, Akron, Cleveland and Toledo; also in nearby states such as Indiana, Kentucky, Michigan, Illinois and Wisconsin. Thus the location is considered unusually favorable for a large attendance.

Howe Co. Renews On NBC Renewal of the Louis Howe Co.'s "Date With Judy" show. Tuesday nights, 8:30 to 9:00, EDT., on the full network of NBC has been announced by Harry C. Kopf, NBC veepee.



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.

HOTEL STRAND Atlantic City's Hotel of Distinction. The Ideal Hotel for Four Spring Vacation. Beautiful Rooms. Salt Water Baths. Glass enclosed Sun Porches. In the heart of Activities. Delightful Cuisine. Garage on premises. PESTA Grill & Cocktail LOUNGE. An added feature of this complete hostelry. EXCLUSIVE PENNSYLVANIA AVENUE & BOARDWALK

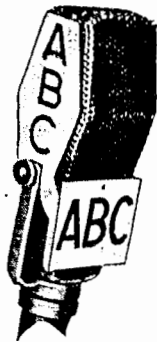
W-I-T-H AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

Here are some of the
GREAT STARS—

FRED ALLEN
 JUDITH ANDERSON
 DANA ANDREWS
 FRED ASTAIRE
 FAY Bainter
 INGRID BERGMAN
 SHIRLEY BOOTH
 RONALD COLMAN
 JAMES DUNN
 MAURICE EVANS
 LYNN FONTANNE
 JOHN GIELGUD
 LILLIAN GISH
 REX HARRISON
 HELEN HAYES
 WILLIAM HOLDEN
 OSCAR HOMOLKA
 WALTER HUSTON
 GERTRUDE LAWRENCE
 ALFRED LUNT
 FREDRIC MARCH
 JAMES MASON
 RAYMOND MASSEY
 DOROTHY McGUIRE
 BURGESS MEREDITH
 BASIL RATHBONE
 GENE TIERNEY
 ROBERT WALKER
 CLIFTON WEBB

**They appeared in such
GREAT PLAYS as these:**

MACBETH
 BLITHE SPIRIT
 OUR TOWN
 DODSWORTH
 MEN IN WHITE
 THE ANIMAL KINGDOM
 LADIES IN RETIREMENT
 KIND LADY
 CRAIG'S WIFE
 A DOLL'S HOUSE
 BERKELEY SQUARE
 GOLDEN BOY
 ABE LINCOLN IN ILLINOIS
 NO TIME FOR COMEDY
 THE FIRST YEAR
 THE GREEN GODDESS
 ANGEL STREET
 THE TIME OF YOUR LIFE
 THE GREAT ADVENTURE
 THE OLD MAID
 BURLESQUE
 A BILL OF DIVORCEMENT
 BROADWAY
 THE AGE OF INNOCENCE
 WHAT EVERY WOMEN KNOWS
 THE FARMER TAKES A WIFE
 THE MAN WHO CAME TO DINNER
 THE IMPORTANCE OF BEING
 EARNEST
 THE MALE ANIMAL
 YOU CAN'T TAKE IT WITH YOU



says



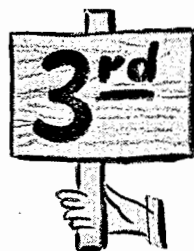
again to



and its sponsor



for the



successive year!

In its first season (1945-6) *The Theatre Guild on the Air* made radio history: it won more awards than any other program had ever won. During its second season, which ended last Sunday June 29th, the show has gained steadily in prestige, in popularity, in listenership: the increase in share of audience is *more than 200%* over the start of the first season. And climaxing *The Theatre Guild on the Air's* long list of awards this past year, the critics picked it their "favorite dramatic show" in Billboard's 16th annual poll. What a long way to travel in only two years!

In the fall, *The Theatre Guild on the Air* will again be broadcast on ABC Sunday evenings at an earlier hour (9:30-10:30 pm). We at the network will continue to do everything in our power to make the new season even more brilliant than the past two have been. It is with a tremendous amount of pride that we say to The Theatre Guild and to United States Steel: "Welcome from all your friends at ABC."

ABC American Broadcasting Company
 A NETWORK OF 250 RADIO STATIONS SERVING AMERICA

484194

LOS ANGELES

By RALPH WILK

PETER POTTER landed another new half-hour sponsor for his Sunday show over KFVB with the signing of the Veloz and Yolanda Dance Studios.

Eddy Howard and his Orchestra will wax batch of new songs for World Transcriptions on arrival in Hollywood.

Sydney Gaynor, general sales manager of the Don Lee Broadcasting System, left last week-end, for a week's tour of Don Lee stations in the Pacific Northwest. Gaynor visited Seattle from the 25th to the 29th, Portland on the 29th and 30th, and San Francisco on the 1st of July, returning here on the 2nd, today.

The Pied Pipers and manager "Bullets" Durgom are huddling with Capital execs on a new album, featuring eight sides of their top singing with arrangements by "Skippy" Martin.

Announcer Bernard Dudley is planning a six-weeks vacation. He left here June 29th via the Constellation. Dudley will visit his friends in New York and Boston, and spend some time at the family summer home at Croydon, New Hampshire.

KGO Announces Plans For 50,000-Watt Station

(Continued from Page 1)

er from 7,500 to 50,000 watts on next New Year's Day.

The date of January 1, 1948 was set by Gayle V. Grubb, station manager, after conferences with James L. Middlebrooke, ABC's chief facilities engineer from New York; A. E. Evans, KGO's chief engineer, and A. K. Cowell, district sales manager for the Austin Company, general contractors for the site and building construction.

The new transmitter will be located on a man-made island in the salt water flats on the shore of San Francisco Bay near Newark. This location provides a straight salt water ground path into the metropolitan areas of both San Francisco and Oakland, making possible one of the finest ground systems in existence, according to engineers.

A modern two-story concrete building will be erected on the newly made island which has been raised from the floor of the Bay. The building, sealed and air-conditioned to protect transmitting equipment, will include an engineers' lounge with apartment facilities, and a laboratory.

A Westinghouse transmitter of the latest air-cooled type will be installed, with directional antenna beaming a signal north and south from three 310-foot towers.

The new 50,000 watt transmitter is expected to increase KGO's daytime coverage area from 12,600 square miles to 27,348, and serve one million more listeners. The night time area coverage will be 179,200 square miles in which 7,500,000 persons live and will extend from the Canadian line on the north and south into Mexico.



Mainly About Manhattan. . . !

● ● ● Jim Gaines, WNBC's energetic manager, wrapped up the neatest sale of the year so far as local retail field is concerned—a \$100,000 a year deal with Tex & Jinx McCrary for Ohrbach's starting Sept. 1st and calling for five quarter-hours across-the-board and a half-hour on Sundays. Nice goin', James. . . . Hottest rumor of the week (even hotter than the thermometer) has Billy Rose buying into the ABC web. . . . ABC's "Listening Post" picks up a 52-week renewal Aug. 4th. . . . Kaiser-Frazier Automobile Co. still giving serious consideration to radio package submitted about a month ago with Phil Davis in charge of the music. . . . Kermit-Raymond have inked transcription deal with John J. Anthony on 15-minute across-the-board series. . . . "Winner Take All" goes into the Sat. nite slot (8 p.m.) this week in addition to its daily airings. . . . Nomination for the class looker of the week along Radio Row—Mrs. Edgar Bergen. . . . \$2,000 in prizes per week to be given away by the Maggi McNellis-Herb Sheldon setup. . . . Which reminds us that Ralph Edwards will spend most of his eight-week vacation plotting a new "consequence" for the fall which will make "Mrs. Hush" look like the consolation prize on amateur nite.

★ ★ ★

● ● ● Eleanor Kilgallen, casting director of Young & Rubicam, resigns this week to join the staff of her famous sister, Dorothy Kilgallen, who in mid-Sept. adds a Y & R coast-to-coast show to her already heavy schedule (Breakfast with Dorothy & Dick plus her daily B'way column). Eleanor was Dorothy's aide some five years ago when the columnist did a coast-to-coast gossip-interview session on CBS. The new show will have a similar format. It is also understood that she will assist her brother-in-law, Richard Kollmar, in casting his fall production—a musical comedy with a Caribbean background. Considered tops in her field, Eleanor hung up a brilliant record as casting head of Y & R.

★ ★ ★

● ● ● ONE MAN'S POINT OF (RE)VIEW: Without ignoring the evil of the atom and emphasizing the need for awareness of it, the CBS Documentary Unit dramatized its 'sunny side'—the side which will enable scientists to explore the why of human and natural growth, to contribute to a world 'without fear and disease.' Programs of this calibre reveal radio's sunny side, too. . . . Maggi McNellis and Herb Sheldon moved to WJZ Monday with daily half-hour session that premi-aired as a verbal bargain basement with much table-hopping at Latin Quarter luncheons. Both Maggi and Herb showed up with their usual sparkle.

★ ★ ★

● ● ● AROUND TOWN: Dick Linke, former radio publicist, named as N. Y. promotional and publicity head of Capitol Records. . . . Geo. (The Real) McCoy back in the publicity biz with Miriam Watkins. . . . Dennis Day pacted for the Benny show again next fall. . . . Plans under way to shift Kay Kyser to Friday nites in the fall—altho' Kay himself would prefer to remain in the Wednesday slot. . . . Adrian Rollini Trio celebrating ten years together tonite by playing only Irving Berlin tunes on their WOR ainer. . . . Irv Cahn (who did that terrific press job on Mel Torme) knows a crooner who is his own voice enemy. . . . Geo. Keane, one of the leads in "Brigadoon," being groomed for his own radio show. . . . Alan Courtney off for Denver, Col., to wind up his affairs there before taking up his new chores locally. Meanwhile, Ted Lloyd has set a deal for him to do a new gimmick on the platter shows from the Harem Club starting Aug. 28th. It was Courtney who originated the nite club interview shows about ten years ago over WMCA called "Courtney's Candid Mike". . . . Larry Finley hopes that the present gagging won't make the liberal commentator gun-Shirer.

PROMOTION

Window Cards Promote Program

Brightly colored 22" x 28" window cards, in black and red, the colors of the sponsor's package, have been produced in quantity by the Merchandising and Promotion Department of KABC, San Antonio, headed by Jerry Spengler, to merchandise the "Sheb Wooley and His Calumet Indians" new Monday through Friday program being heard over the station. Posters reproduce picture of Indian on can of Calumet Baking Powder and call attention to time of program and to theme of sales message given by Calumet on the program. The size and copy of the cards makes them suitable for both window and interior displays in the leading retail outlets of KABC's southwest area.

WLAW 50-Kw. Drive Press

An attractive brochure stressing the extensive advertising campaign which WLAW launched to bring the attention of New England radio listeners to its new 50,000-watt operation, which became effective April 20, is being given national distribution. It is an eight-page exhibit with the teaser, "Telling The World About" on the outside cover, which opens to this flash: "The Greater WLAW, 680 on your dial, From Maine To Rhode Island, New England's Most Powerful Radio Station." Specimen ads occupy the four inside pages with a coverage map, citing station's effective signal from Portland, Maine, to Newport, Rhode Island, featured on the back page.

Teaser Ads

WHLI - WHNY - FM, Hempstead, Long Island, are running a series of teaser ads in the L. I. daily newspapers to create interest among local listeners to tune in 1100 on the standard AM dial and 98.3 MC-252 on the FM dial on July 15, when both stations go on the air for the first time. Ads are supplemented with strategically located billboards on main crossroads and with posters in busses. Campaign will blossom into full page space on opening day, calling attention to the station slogan of "familiar good music and local news." Newspaper copy will be continued indefinitely.

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

★ AGENCY NEWSCAST ★

STUART DAWSON, radio director of Foote, Cone & Belding, has bought a one-third interest in Feature Productions, Chicago radio package show firm, and will leave his agency job as soon as a successor is named. Dawson has been prominent in the local agency field for years. Co-owners with him in the package firm are Chuck Acree, radio artist, and George O'Donnell. Chuck Logan, who has Dawson's assistant at Foote, Cone & Belding, left the ad agency June 15 to go with Feature Productions.

CAPITAL AIRLINES, of Washington, has placed its advertising account with French & Preston, Inc., New York. Newspapers and spot radio are now being used.

ADVERTISING FEDERATION OF AMERICA has elected to membership: Ford Motor Co., Dearborn, Mich.; Wesley Aves & Associates, Grand Rapids, Mich.; Bob Pendergast Advertising Inc., St. Paul, Minn.; Gray, Inc., Norfolk, Va.; Taylor Ward, Inc., Ithaca, N. Y., and N. A. Winter Advertising Agency, Des Moines, Iowa.

MICHAEL HALL, formerly with the Ed Wiener-Joc Moore office, and FRANCES STILLMAN, free-lance publicist, have formed a new publicity combine to handle radio, entertainment and industrial accounts. They have opened offices at 1697 Broadway, New York.

CHARLES STANLEY, commercial advertising artist and former staff artist of the newspaper Beverly Hills Citizen, has been named art director for the Robert B. Raisbeck Agency, Los Angeles.

MUSIC LICENSING agreements between 31 stations and Associated Music Publishers, Inc. (AMP), have been extended for additional periods. New agreements have been completed with KEEN, San Jose, Calif.; KORN, Fremont, Neb., and KRDU, Dinuba, Calif.

COMMONWEALTH HEATING CO., Pittsburgh, has appointed W. Earl Bothwell, Inc., as its advertising agency. The company plans to take over sponsorship of Louis L. Kaufman, news commentator on KQV, at 1 p.m., Monday through Friday, effective July 7.

Radio Theater Leads First Fifteen For June

(Continued from Page 1)
 Crosby, Duffy's Tavern, Fred Allen, Our Hit Parade, Dashiell Hammett's Hit Man, This is Your F. B. I., F. B. I., Peace and War, Can You Top This?, Like It or Leave It, Life of Riley.

Decca Announces New Line of 50c 'Blue Label' Records

Decca Records will soon have its 50-cent series on the market under "Blue Label," which will give the firm disks in each price class and also enable it to reissue various titles which have been unavailable for some years. New series will not interfere with the company's "Black Label" or "Personality" series which retail at 75 cents nor the "Red Label" catalogue which sells for \$1. Firm also has higher priced disks which are unbreakable and sell for \$2. There will be five records in the first of the new 50-cent series and Decca feels, will be of especial value to the juke box trade as well as general. Also the company plans to enlarge its staff to handle the new department. Expansion of all Decca disk-lines is being done concurrently with Jack Kapp, Decca head, preparing to leave for Europe with a huge line of Decca products.

George Carson Putnam Loses Bout To Heat

(Continued from Page 1)
 struck his head severely and suffered a mild concussion of the brain. Newscaster was en route to the 125th Street station of the New York Central R. R., to meet his wife and baby daughter who had been visiting her brother at Mt. Kisco, New York. Putnam had complained of the heat day before yesterday but did his 6 p.m., show Monday night and later on Mutual's "Did Justice Triumph." Hospital authorities stated that the 32-year-old newscaster's condition was not considered serious.

Coming Up!

- AIN'T NO HURRY, BABY (Stuart)
- EV'RYBODY AND HIS BROTHER (BMI)
- GET UP THOSE STAIRS MADEMOISELLE (Duchess)
- GOT A RING AROUND ROSIE'S FINGER (Dawn)
- HONEYMOON (Marks)
- IT'S SO NICE TO BE NICE (Tune-House)
- MY LOVE FOR YOU (Encore)
- THIS IS THE INSIDE STORY (Stevens)
- STORY OF SORRENTO (Pomora)
- WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

BMI *Pick-up Sheet*

Hit Tunes for July
 (On Transcriptions)

COME TO THE MARDI GRAS (Peer)

THE SAURUS—Sweetwood Serenaders STANDARD—Curt Massey
 LANG-WORTH—Frankie Carl

ILLUSION (Pomora)

LANG-WORTH—Chuck Foster
 THE SAURUS—George Wright
 WORLD—Jose Morand
 WORLD—Russ Morgan
 MacGREGOR—Henry King
 MacGREGOR—Barclay Allen
 STANDARD—Leighton Noble

IT TAKES TIME (London)

CAPITOL—Buddy Cole
 LANG-WORTH—Four Knights
 LANG-WORTH—Randy Brooks
 THE SAURUS—Sweetwood Serenaders
 STANDARD—Connie Haines
 MacGREGOR—Barclay Allen
 WORLD—Eddy Howard

I WONDER WHO'S KISSING HER NOW (Marks)

THE SAURUS—Music Hall Varieties
 STANDARD—Claude Sweeten
 ASSOCIATED—George Towne
 MacGREGOR—Artie Wayne
 WORLD—Frank Froeba
 LANG-WORTH—Chuck Foster
 LANG-WORTH—Randy Brooks

LOLITA LOPEZ (Encore)

ASSOCIATED—Art Mooney
 CAPITOL—Billy Butterfield

MY ADOBE HACIENDA (Peer)

THE SAURUS—Novatime Trio
 ASSOCIATED—Hank D'Amico
 STANDARD—Curt Massey
 STANDARD—Leighton Noble
 LANG-WORTH—Chuck Foster
 MacGREGOR—Sunshine Girls
 MacGREGOR—Barclay Allen
 MacGREGOR—Henry King
 WORLD—Eddy Howard
 CAPITOL—Jan Garber

MY PRETTY GIRL (Republic)

CAPITOL—Jan Garber
 CAPITOL—Del Porter
 WORLD—Russ Morgan
 STANDARD—Lawrence Welk
 MacGREGOR—Barclay Allen
 LANG-WORTH—Randy Brooks

POSSUM TROT (IN TENNESSEE) (Campbell-Porgie)

LANG-WORTH—Chuck Foster
 STANDARD—Curt Massey

THAT'S HOW MUCH I LOVE YOU

MacGREGOR—Barclay Allen
 STANDARD—Jack Fina
 WORLD—Bob Eberly
 CAPITOL—Hal Derwin (Vogue)
 LANG-WORTH—Randy Brooks

THERE'S THAT LONELY FEELING AGAIN (Mellin)

THE SAURUS—Music of Manhattan
 WORLD—Russ Morgan
 CAPITOL—Billy Butterfield
 LANG-WORTH—Chuck Foster
 ASSOCIATED—Art Mooney
 STANDARD—Curt Massey

IN CLEVELAND IT'S
WHK

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

Webs Now In NAB On Associate Basis

(Continued from Page 1)

president; Frank Stanton, CBS president, and Edgar Kobak, president of MBS, who has been sitting with the board as an observer. Russell served as director for 17 years, a record for such service.

While the NAB's new rules prevent networks from having permanent representation, network officials may be invited to sit in as observers "from time to time," the NAB pointed out.

"The new by-law," NAB said, "does not obviate the possibility of a network employee being elected to serve as a district director or a director-at-large through election while standing as a candidate representing a network-owned station."

WNYC Revamps Programs Adds Disc-Jockey Show

WNYC, WNYC-FM, city-owned station, undergoes a significant change in program policy today with introduction on this date of a disc jockey show, to be heard for 90 minutes across the board, two hours weekly devoted to shows for children and a two-hour show each Monday devoted to a "Women's Magazine of the Air." Revamp of schedule, however, includes a sizeable expansion of the serious music, the station has dwelt upon for some time.

Disc jockey show, titled "Disc Date" will be heard from 5 to 6:30 p.m. Monday through Friday and will feature ballads and sweet music with a "soupcon" of swing. Program will be in the nature of an experiment since it may show whether the station's present audience for good music will stay tuned for the popular diet, and also if it can attract fans from other stations since obviously, there will be no commercials.

Tele Audiences

Large screen television sets are viewed with a high as 81 people at one time, according to a survey made by Huber Hoge & Sons advertising agency for the U. S. Television Corp. The survey also reveals there are 1,000 sets in public places in New York.

**What Are You Doing
New Year's Eve**

IN CLEVELAND IT'S
WHK

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Here is an oddity . . . usually when a songwriter turns publisher his firm's initial plug tune is invariably his own brain-child . . . Marty Symes first publication in his Farrow Music Co. is "Rockin' Horse Cowboy" written by Frank Capano and Tony Starr . . . ● Sunset Music is working on a new novelty, (La la la la la la) "Lena," written by Fred Patrick, Claude Reese and Jack Val. . . ● Howcome Marian Spelman, song star of the Terrace Room Ice Show hasn't been getting NetWORK? . . . merely sings and looks like a million. . . ● Radio wit Herb Sheldon says that a man who overimbibes is headed for a 'bust in the hall of foam'. . . ● Jewel Music is reviving "Sunrise Serenade" . . . outfit has also taken over the novelty "Where Is Sam?" which we pegged as a hit months ago after hearing Bob Smith preem the ditty via NBC. . . ● Believe it or not but Bob Ripley has been to China more often than he's visited his New York office. . . ● Inspired?? by the touching sentiment often expressed by the WOR disciple Barry Gray, Lanny & Ginger Grey have penned "I Wish You A Happy Drop-Dead" . . . published by Orange Music Publishers . . . (who? us?)

★ ★ ★

● ● ● Did you know that WBT in Charlotte launched the careers of Joan Brooks, Lansing Hatfield, Norman Cordon, the Four Knights, John Scott Trotter, The Golden Gate Quartet and Mary Mayo? . . . ● Ernest Tubbs of "Grand Ole Opry" has been signed for a lead role in the forthcoming flicker "Hollywood Barn Dance." . . . ● Dick Haymes' Beverly Music is following "Stella By Starlight" with a revival of Dick Whiting's ballad of some years ago, "My Future Just Passed" . . . ● Eddie Wolper's staff at Famous Music is readying a number one plug on Frank Loesser's new ballad "What Are You Doing New Year's Eve?" . . . meanwhile Eddie is out to prove us wrong on the current "Tallahassie" . . . ● Claude Casey sang his "Journey's End" tear jerker for us last week and we predict big things of the ditty . . . written by Claude in collaboration with Mel Foree and published by Bourne, Inc. . . ● Peter Lind Hayes and his actress wife Mary Healy will co-star in a Broadway Musical "Cross Town" . . . ● Easily one of the finest ballads of the season is "Congratulations," written by Johnny Tucker and James Marchant and published by Marchant Music. . . ● George Bieber formerly with Campbell-Porgie joins the Dubonnet Music staff . . . firm has a hit in the novelty "Ev'ryone Is Buying My Love Song" (Just to get a picture of you).

★ ★ ★

● ● ● Look for big news in September about Teri Josefovits, whose piano magic has been a feature at the Paramount Theater these past 12 years . . . will baton his own orchestra at a top Gotham Hostelry. . . ● Benny Bloom's initial venture with his own music firm is the novelty "Sippin' Cider By The Zuyder Zee," penned by Abner Silver, Fred Wise and Al Frisch. . . ● The new song and dance man, who's headed places is George M. Cohan, Jr. . . with his natural talents and material by Johnny McLaughlin and his late dad, Junior is making a terrific p.a. tour . . . opens July 31 at Loew's State on Broadway. . . ● Songwriter and featured artist on "Grand Ole Opry," Wally Fowler has added publishing to his chores . . . has formed F & M Music, allied with Buddy Morris.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Duke Ellington will have three Ellington Albums on the market concurrently next month . . . Columbia will release an album of tunes the Duke made between 1932 and 1938 . . . Musicraft has his "Carnegie Hall" selections Album and Victor will release a special one. . . "Three Beaux and A Peep" the trio we recently raved about, has just cut two sides for Victor, supporting the vocals of John Paris . . . watch this group. . . ● Columbia has a commercial Kay Kyser waxing in "A Trout No Doubt," backed with the dreamy "Dreamland" . . . ● Al Rickey has been named Musical Supervisor at Willida Records. . . ● Red Benson, diskid at WINS has been signed by Metrotone Records—as a singer . . . Red can sing 'em as well as ride 'em.

Changes In Frequency Approved By The FCC

(Continued from Page 1)

250 watts, unlimited, to 610 kc., 1 kw., unlimited.

Lynchburg Broadcasting Corp., to change operating assignment of WLVA, Lynchburg, Va., from 1230 kc., 250 watts, unlimited, to 590 kc., 1 kw.

Virginia Broadcasting Corp., for a new station at Roanoke, Va., to operate on 1240 kc., 250 watts.

At the same time the Commission proposed to deny the applications of Eastern Carolina Broadcasting Co., to change assignment of WGBR, Goldsboro, N. C., from 1400 kc., 250 watts, unlimited, to 590 kc., 5 kw., unlimited and of Jonas Weiland to change assignment of WFTC, Kinston, N. C., from 1230 kc., 250 watts, unlimited, to 590 kc., 5 kw., unlimited.

The Commission also announced a proposed decision approving the assignment of license of standard station KMED and CP for new FM station in Medford, Oregon, from Mrs. W. J. Virgin to the Medford Radio Corp., the competing applicant, and a denial of the assignment of license to the original proposed transferee, Gibson Broadcasting Co.

The Commission also proposed to grant the application of Narragansett Broadcasting Co., for new station at Fall River, Mass., to operate on 1400 kc., 250 watts, unlimited time and to deny the applications of Southeastern Massachusetts Broadcasting Corp., and Bay State Broadcasting Co., seeking the same facilities at New Bedford, Mass.

Wedding Bells

Harry Ingram, director of NBC's "Big Story," and Gail Austrian, staff writer with the Foote, Cone and Belding agency, who assists Ingram on the show, will be married July 20 in Ridgefield, Conn., Gail's home town. The couple met three months ago when Gail joined the agency to assist on the program.

"Mr. Keen" Vacationing

"Mr. Keen, Tracer of Lost Persons," will be heard at a new time beginning Thursday, August 28. (WCBS, 8:30 to 8:55 p.m., EDT. Re-broadcast at 11:30 p.m., EDT).

ev'rybody's SINGING—
ev'rybody's PLAYING—

**"EV'RYBODY'S BUYING MY
LOVE SONG"**

(just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

REWARD!

"WHERE IS SAM?"

Communicate:-

JEWEL MUSIC, 1674 B'way, N. Y. C.

71 Nations Meeting For Radio Conference

(Continued from Page 1)

The treaty is subject to ratification by the governments of the delegates. The International Telecommunications Conference will revise the existing treaty promulgated at the Madrid Conference in 1932 and consider new business which has been presented by the International Radio Conference now in session. Several of the matters that will be presented to the International Telecommunications Conference are not technical communications problems but administrative questions, such as a set of procedural regulations to be used as a model for future conferences; the basis on which countries will be admitted to membership in the International Telecommunications Union; and the voting system to be adopted. Another important question that faces the delegates to the conference opening Wednesday is the use of other languages in addition to French as official languages. French has always been the diplomatic language and the present official text of the treaty and documents is in French. At the International Radio Conference it was suggested that provision be made for other official languages and formal proposals on this subject have been submitted in connection with the forthcoming International Telecommunications Conference. The official languages of the United Nations, for example, are French, English, Spanish, Russian and Chinese.

Simultaneous Radio System

The Radio Conference also introduces another innovation in languages by the use of small portable radio sets, with earphones, providing simultaneous interpretation. At this conference a delegate may address the meeting in English, French, Spanish or Russian and with less than a three word lag, his words are repeated over the simultaneous system in English, French and Spanish.

During the International Radio Conference the Latin American countries requested that Spanish be added to the official "working" languages and offered to pro-rate the added expenses among themselves. The request was granted on an experimental basis.

Charles R. Denny, chairman of the ICCC, chairman of the International Radio Conference and chairman of the United States delegation to that conference, and Francis Colt de Volf, chief of the Telecommunications

Vets Theater Wing School Will Observe Anniversary

(Continued from Page 1)

donated facilities. Both the Veterans Administration and State Board of Education (N. Y.) lent every advantage to the development of the project, in Theater, Screen, Radio, Music and Dance. This enabled the school to achieve its professional standards.

Radio division expanded rapidly, kept adding new courses and dropping the old or absorbed into the newer ones, the general trend, however, of the past year has been more practical experience and specialized work. From five basic courses, in acting, writing and producing with which the school started a year ago, it has grown to a nine-course division which covers practically every phase of the creative and business end of the industry, besides giving specialized and individual training on the top professional level.

AFRA Vet Response Tops 90%

Highlights of the year included the immediate response of AFRA veterans, over 90 per cent, and of networks and local stations, and studios made the project workable in its original design of teaching everything by experience, training and studio working methods. Studio facilities were contributed and staff members joined teaching projects. Radio Directors Guild furnished 55 instructor-directors for acting classes.

From the beginning there was a high employment record because of observation by, and work with, so many active directors who cast shows. This was in addition to the specialized training received. Because original acting classes had to be held for AFRA veterans returning to radio, they were given preference and filled all available acting classes before members of other talent unions could apply. Two new courses were developed for members of SAG, Equity, AGVA and AGMA, since some were entering radio activity for the first time.

In the acting, writing, directing and other courses, first class talent has been graduated as for instance, 23 original radio scripts were turned out by 18 writers, all on a highly professional standard and praised for originality and style. It is felt that the Wing is now in the groove and has

a first rate "basic training" school second to none.

Television Division

In the television field, the school feels it has the only video course of its kind in existence and it is indicated that there is now available a pool of excellent talent, trained professional capable of carrying their professional technique to stations throughout the country, a need declared already foreseen in the New art.

Most of these graduates can now do everything in tele from writing, acting to manning a camera. This is the result of two basic courses, one serving as a prerequisite to the other. The Television Seminar introduces students to methods and equipment, now in use and in production for future use. Facilities are made available at local outlets and many field trips are made to laboratories and guest lecturers are heard as well. Harvey Marlowe, ABC director, is chairman, having succeeded Worthington Miner of CBS who served earlier.

The Television Workshop is a highly successful course developed out of a class in television production, offered earlier in the season. The students' first efforts covering all phases were first televised by Du Mont. A successful dramatic series of workshop productions were directed by Edward Sobol of NBC and televised by the network.

At present the video workshop uses the facilities of the indie outlet W2XJT, owned and operated by William Still, in Jamaica, Long Island, doing 10 video shows during the 10-week term of the school. Twenty-two veterans, including a former WAVE are in this course and recently they were hired as a producing unit for a commercial tele program.

Jesse Mass Joins ABC

Jesse Mass, formerly director of Time magazine's program, "Time Views the News," has joined the writing staff of the American network's news and special events department. He replaces John Dunn, who has resigned.

tions Division of the State Department, and vice-chairman of the conference and of U. S. delegation, will retain their positions as heads of the United States delegation for the International Telecommunications Conference.


Third Conference Planned

A third conference, the International High Frequency Broadcasting Conference, which is scheduled to convene August 15, is the last of the series of international telecommunications conferences which will be held here this Summer. The conferences are expected to end about September 15. These conferences have been delayed by the war and have an unusually heavy volume of work, as

World War II caused the cancellation of the scheduled conference in Rome in 1942 and the matters that would have been settled or adjusted at that conference have accumulated along with the problems that have arisen with the rapid strides made in the communications field by war-born inventions and developments. Military expediency disrupted the spectrum and a whole new frequency allocations table must be devised.

Previous conferences were held in Berlin in 1903 and 1906; London in 1912; Washington in 1927; Madrid in 1932 and Cairo in 1938. In 1946, a short preliminary conference was held in Moscow in preparation for the present conferences.


SALES RESULTS AT LOW COST



W
K
B
O

HARRISBURG, PA.
(Established 1922)

A STEINMAN STATION



Represented by
RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago
San Francisco

Send Birthday Greetings To —

July 2

George C. Costleman

Dolores Craig

Allan Grant

Barry Gray

Key Station Of NBC Shows 10% Increase

(Continued from Page 1)

tion to many users of spot announcements and participations.

The Bob Smith 10-minute morning segment picked up three new sponsors which share the six-a-week series. They are Manufacturers Trust Co., Skol and F. G. Vogt & Sons for Thrivo dog food. Other new advertisers and their programs are Trans World Airline, "Hi! Jinx"; Maytag-Atlantic Co., "Patterns in Melody"; Book-of-the-Month Club, "Author Meets the Critics"; Gulf Oil Co., "Songs by Gordon MacRae"; Holt-DeLand, "Bill Stern"; and Metropolitan Life Insurance Co., (several programs). Sponsors which purchased news programs are Larus and Brothers for Alligator cigarettes, Simon Ackerman and Thomas Pack Productions.

New accounts for spot and participations were placed by American Tobacco, Dannon Milk Products, RKO Radio Pictures, United Fruit Co., Universal-International, Colgate-Palmolive-Peet, Readers Digest, Nescafe, Stahl-Meyer, Holiday magazine and Lever Brothers.

Renewing sponsors were Marlin Firearms, Horn and Hardart, Metropolitan Cafe, Eastern Air Lines, Ward Baking, Curtis Publishing, New York Telephone and Philip Morris.

Talent Scouts in Buffalo For "Big Break" Tieup

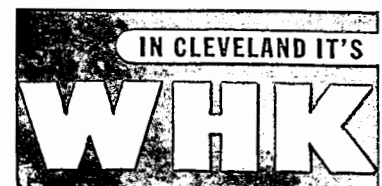
Talent scouts arrived in Buffalo yesterday to select four amateur or professional performers to appear on the August 6 broadcast of the new NBC Sunday night program, "The Big Break," starring Eddie Dowling.

Jack Hill and George Maynard of the Biow agency, producing "The Big Break," are handling the Buffalo auditions in collaboration with WBEN. Four amateurs selected will receive a trip to New York for appearance on the NBC show.

Each week a different city will be honored on the program. The talent will be selected in the same manner as the Buffalo auditions and the winners will appear on the program from the New York studios of NBC.

Merle Jones To WCCO

Merle Jones, who recently resigned as general manager of WOL, Washington, has been named general manager of WCCO, Minneapolis-St. Paul, Howard S. Meighan, CBS vice-president in charge of station administration, announced.



COAST-TO-COAST

—ALABAMA—

MONTGOMERY—Cliff Shelkofskey and William W. Hunt, WSFA staffers, joined Elmer Salter, Alabama Polytechnic Institute sports publicity director, in organizing the Auburn Broadcasting Company which will open a station there as soon as construction work can be done.

ALEXANDER CITY—Bob McKinnon is emceeing a 90-minute road show, consisting of fun and music by the Sunrise Serenaders, over WRFS. . . . **BIRMINGHAM**—Alabama Broadcasting Company's former announcer, Ralph E. Bennett, is announcing and serving as production assistant for WOFA, the Army's station in Vienna, Austria.

—CALIFORNIA—

OAKLAND—As a public service feature, KROW is co-operating with the United States Employment Service to give listeners information on job openings and requirements needed to fill them. The listings are broadcast Monday through Friday as a feature of the station's "Time Crier" program. . . . **ONTARIO**—New addition to KOC's staff is Wilbur Miller. Formerly with KFXM, KHJ and KXLA as an announcer and engineer, Miller has joined the commercial department of KOC. . . . **VENTURA COUNTY**—Ground-breaking ceremonies recently were held on Mills Road in this city, the transmitter site for KVVC, which expects to be on the air about August 15. The station has its studios in the Ventura Hotel.

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—American listeners recently got their first chance to hear "The Voice of America," actual excerpts from the State Department's shortwave broadcasts, when WOL aired it on Albert Warner's Review of the News. . . . Joe Dosh, the Washington boy who turned in a five-year hitch with the FBI for the "Sing It Joe" spot on The Hit Parade, has returned to Washington as permanent party with WINX and WINX-FM. Coming from New York where he has been recording under the Continental label since leaving The Hit Parade, Dosh will do two disc jockey tours a day on a five-day week basis and emcee the station's new Record Party show, a three-hour, Saturday afternoon remote from the local Teen Club where the station hosts an afternoon of dancing, games, prizes, hot dogs and cokes for the city's teen-agers.

—INDIANA—

FORT WAYNE—Paul Havens, program director for WGL for the past several years, has left the staff, going into the automobile business, where he holds a dealership in Logansport. . . . **INDIANAPOLIS**—Indiana University radio students will provide WIBC with a 10-week summer series of music and drama variety programs entitled "I. U. Review." Scripts, musicians, production, talent of all categories, will be provided from the newly-formed I. U. Radio Guild, and the series will open with "A Sonnet For Hollywood," the prize winning entry in the recently-judged scholarship contest, which was staged by the Association of Indiana Broadcasters.

—MISSOURI—

KANSAS CITY—New director of agriculture at KCMO is C. W. Jackson, who is on the President's Advisory Committee of the National Association of Radio Farm Directors, chairman of the radio committee for the American Association of Agricultural College Editors and a member of the radio committee for the National 4-H Club Congress. . . . **ST. LOUIS**—WIL-FM, the city's first FM station, recently observed its first anniversary. . . . **KANSAS CITY**—The "Bob Wills Show" is the title of a new half-hour, recorded program inaugurated by KCKN in response to popular demand by Kansas citizens after Bob Wills and his Texas Playboys' appearance here.

—CALIFORNIA—

LONG BEACH—Glenn Gardiner, KGER educational co-ordinator, will conduct a class in "Radio in Education," a U. S. C. extension course, in the Long Beach studios. Gardiner, a teacher in the Los Angeles City High Schools, is an expert in the field of audio-visual education. . . . **OAKLAND**—New addition to the announcing staff of KROW is Bob Heiberg, formerly with WEBC, Duluth. He succeeds Lenn Curley who has resigned.

—NEW YORK—

JAMESTOWN—WJTN announces the return of Jack Guinan as director of sports and special events. Guinan comes to this station from WGR, Buffalo. . . . **BUFFALO**—WEBR's Bob Wells is now doubling in brass. Besides handling the station's morning disk-jockey chores, Bob is also actively engaged in playing first flute for the Buffalo Philharmonic Orchestra, under the direction of Samuel Hershensoren. . . . **HEMPSTEAD, L. I.**—Rhoda Cantor, formerly with WLIB, N. Y. as director of script and continuity, and more recently with WMCA as script writer, has been appointed production director of WHLI and WHNY.

—OHIO—

COLUMBUS—Bob Miller, former associate director at WLW, has been named WRFD farm service director. . . . **INDIANAPOLIS**—In order to promote FM broadcasting and co-operation among such companies, the Indiana Frequency Modulation Assn. has been organized. The officers are as follows: Paul Wagner, manager of WCSI-FM, Columbus, president; Martin L. Leich, manager of WBOX and WBOX-FM, Terre Haute, vice-president; Merrill Lindley, radio director of Wm. H. Block Co., Indianapolis department store, secretary, and Marion T. Ayers, manager of WSRK-FM, Shelbyville, treasurer. . . . **MANSFIELD**—Bob Frere, who starred as vocalist on the WMAN winter series, "Music For You," has joined the station's staff as summer relief announcer.

—NEW JERSEY—

NEWARK—In appreciation for the help received in presenting to the public the "purposes and events of the year-long celebration" of Princeton's 200th anniversary, the University's Bicentennial Committee has awarded the Bicentennial Medal to WAAT personnel associated with coverage of the series of conferences.

**IT TAKES
ALL KINDS
OF PEOPLE
. . . to run a
radio station**

caricature by

BASIL WOLVERTON

Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



Big, breezy Bob Thomlinson is one of radio's solid citizens. He functions at the microphone with an urbane aplomb that carries him successfully through such diverse assignments as celebrity interviews, sportscasts and public events. He has broadcast from such out-of-the-way places as the top of Mt. Hood, and the Columbia River lightship. He is an honorary member of the Warm Springs Indian tribe. As KGW Chief Announcer, Bob heads a staff of eight. His men respect him; the radio audience invariably respond favorably to him. In short, to coin a phrase, we might say Bob is always "on the beam"! Bob is another one of the reasons why KGW continues to do such a superlative job for radio advertisers and their advertising agencies.



**REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.**

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 3

NEW YORK, THURSDAY, JULY 3, 1947

TEN CENTS

Independence Day Plans

Mundt Bill Hearing Continues In Wash.

Washington Bureau, *RADIO DAILY*
Washington—"There is good reason to believe that more and more broadcast time (for overseas shortwave broadcasts) will be purchased by commercial sponsors," Philip D. Reed, chairman of the board of the United States Associates, International Chamber of Commerce, told a Senate Foreign Relations sub-committee yesterday. Reed, along with Secretary of State Marshall and several members of the House Foreign

(Continued on Page 8)

WGAR's Boost To 50 Kw. Marked By Special Shows

Cleveland—WGAR, this city, increases power from five to fifty thousand watts Friday, July 4. Boost adds an estimated half million listeners to the station's coverage area. The switch will be made during a special dedication program 1:15 to 1:30 p.m. which will include messages by Cleveland's Mayor, Thomas Burke, and WGAR's general manager, John F. Patt. A remote will be broadcast from the new \$350,000 transmitter

(Continued on Page 4)

Borden Sets New Series For 26 Weeks On WNBT

Sharp indication that television is approaching its potential as an advertising medium is reflected in the announcement that Borden will launch an extensive 26-week series on WNBT, Sunday, July 6, which will embrace practically all phases of entertainment from oddity to straight drama fare. Programs,

(Continued on Page 3)

Squeeze Play

Ralph Edwards stunt of having a contestant squeeze orange juice for everyone named Edwards in 15 cities comes to an end today in Columbus Circle, New York, where squeezer Pat Clarke will also sell oranges at \$1 each for support of the Damon Runyon cancer fund. Jim Fleming's morning show on WNBC will carry an insert recorded on the scene.

No Paper Tomorrow

Tomorrow is Independence Day. *RADIO DAILY*, joining with the rest of the nation in celebrating The Fourth of July, will not be published.

Barry Gets Promotion; Elected ABC Web V.-P.

Election of Charles C. Barry to the post of vice-president in charge of programs and television of the American Broadcasting Company was announced yesterday by Robert E. Kintner, executive vice-president of ABC, in behalf of the web's board of directors.

Barry succeeds Adrian Samish who has resigned to become president of Show Productions, Inc., subsidiary of Dancer - Fitzgerald - Sample, Inc. In this capacity Samish will be in full

(Continued on Page 3)



BARRY

FCC Gets "Bulletin" Plea For Purchase Of WCAU

Philadelphia—Formal application of the Philadelphia Bulletin to purchase WCAU and WCAU-FM from J. David Stern for \$2,900,000 was

(Continued on Page 8)

Webs, Stations Sked Special Programs For July 4th Salute; President Truman To Be Heard

Jones Appointment Nears Confirmation

Washington Bureau, *RADIO DAILY*
Washington—Indications were yesterday afternoon that the appointment of Robert F. Jones, Ohio Republican Congressman, to the FCC would receive the approval of the Senate Interstate Commerce Committee this morning. Although at least one witness is reported ready to testify against Jones on charges brought

(Continued on Page 5)

Musical Experimentation Involves Tele Stations

Television may be moving to a showdown with James C. Petrillo and the AFM on the musicians ban if current programming of musical features are any indication.

During the last few days NBC's

(Continued on Page 3)

Rent Legislation Reaction Subject Of ABC Program

A nation-wide survey of the effect of the rent legislation on tenants will be made by ABC on Saturday, at 10:30 p.m., EDT., when the web will call in several cities for an ap-

(Continued on Page 2)

Deal For WKBW Settled; Litigation Proceeding Ends

Broadcasting Foundation, Inc., a subsidiary of Churchill Tabernacle, and the Buffalo Broadcasting Corp., have completely settled their differences and station WKBW, ABC affiliate, was yesterday sold by the latter to the Tabernacle for \$375,000 plus other considerations. James Lawrence Fly, former FCC chairman and counsel for Broadcasting Foundation, Inc., stated that the "considerations" covered all litigation being halted,

which included that pending in New York state and other courts, also that court and other fees incurred would be paid by the Buffalo Broadcasting Corp. The way is now clear for the FCC to approve the deal.

Buffalo Broadcasting Corp., originally owned WGR and WKBW in Buffalo and under the duopoly ruling was supposed to dispose of one of the outlets at least. Recently Leo Fitz-

(Continued on Page 3)

Networks and stations throughout the country have set the patriotic theme for their Independence Day programming, keyed on the great majority of affiliated outlets by President Truman's speech coming from the Jefferson Memorial at Monticello. Truman will be carried 1:30-2

(Continued on Page 6)

St. Louis Staffs Relax As Flood Crisis Ends

St. Louis—Staffs of St. Louis radio stations who have been on the alert since the flood waters of the Mississippi and Missouri rivers went on the rampage two weeks, prepared to resume normal schedules over the Fourth of July week-end and some were taking well earned holidays.

There have been two series of floods this month involving the Missouri and all other area rivers and

(Continued on Page 5)

Texas Safety Series Originating in Dallas

Dallas—"Your Life at Stake" will be the title of a new series of quarter hour programs to be aired each Wednesday over WFAA, Dallas. Series will open from Austin where

(Continued on Page 2)

Bagpipe Blast

Montreal—Higher pay for bagpipe players over the radio was vigorously urged in the Radio Committee of the Canadian House of Commons by Thomas Reid, the bagpipe-playing Liberal member from New Westminster, British Columbia. The bagpipe players of Canada do not get as much money for radio broadcasts as other "high-class musicians," he said grimly.



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

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FINANCIAL

(Wed., July 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.				
Am. Tel. & Tel.	157 3/8	157	157	+ 1/8
CBS A	297 3/8	291 1/2	295 3/8	+ 1/8
CBS B	29 1/2	29 1/2	29 1/2	+ 1/4
Farnsworth T. & R.	63 3/8	61 3/8	61 3/8	- 1/4
Gen. Electric	273 3/4	271 1/8	273 1/4	+ 1/2
Philo Pfd.	95	95	95	
RCA Common	8 1/2	8 1/4	8 3/8	+ 5/8
RCA First Pfd.	75 5/8	75 5/8	75 5/8	+ 1/8
Stewart-Warner	15 3/4	15 5/8	15 5/8	+ 1/8
Westinghouse	28 7/8	28 1/2	28 1/2	- 1/4
Westinghouse Pfd. A.102 1/4	102 1/4	102 1/4	102 1/4	- 1
Zenith Radio	18	17	18	+ 1 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	13 3/4	13 3/4	13 3/4	+ 1/8
Nat. Union Radio	2 1/4	2 1/4	2 1/4	

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6	6 3/4
Finch Tele Comm.	6	7
Stromberg-Carlson	13	14 1/2
U. S. Television	2 1/4	2 3/4
WCAO (Baltimore)	38	41
WJR (Detroit)	14	16

Putnam Recovering

George Carson Putnam, WOR news commentator, overcome by the heat Tuesday while rushing to the depot to meet his wife and daughter, has been removed from Harlem to Flower Hospital where, it is said, his condition continues to improve. Putnam suffered a slight brain concussion when he struck the sidewalk. Last night a portable recorder was brought to the hospital where the newscaster gave his version of how it feels to pass out and wake up in a hospital. It was to be heard on a subsequent news broadcast on WOR.

IN CLEVELAND IT'S

WHK

★ COMING AND GOING ★

BOB HAWK, Columbia network quizmaster, left yesterday for Hollywood, where he'll vacation for six weeks.

IGOR GORIN, baritone of radio, concert and opera, will be heard in recital tonight at Denver, Colo.

LEWIS H. TITTERTON, vice-president of Compton Advertising, Inc., has left for the West Coast on agency business.

TED CHURCH, director of news broadcasts for CBS, is expected back today from Cleveland, where he set the stage for the network's coverage of the National Air Races to be held next September.

PAT HURLEY, press head for WQXR, leaves the station today, vacation-bound.

GORDON P. BROWN, owner of WSAY, Rochester, N. Y., a caller yesterday at the offices of the Mutual network, with which the station is affiliated.

BILLY DE WOLFE, comedian, has arrived from the West Coast and will be heard tonight on WINS as guest of Dolores Craig.

ED DE GRAY, sales manager of WBT, Charlotte, N. C., is in Gotham for conferences with officials of CBS.

ALFRED G. HILL, president of WILM, Mutual network outlet in Wilmington, Del., is spending a few days in New York.

BOB WILSON, Mutual network exploitation luminary, has left on a vacation at Rouses Point Canada.

JOHN BALLARD, sales manager for WLAP, affiliate of ABC in Lexington Ky. is in town on station and network business.

ALFRED L. HOLLENDER, of Louis G. Cowan, Inc., off for the West Coast, where he will supervise production of the new Tommy Dorsey transcribed series.

RED BENSON, disk jockey on WINS, next Tuesday will start a tour of Loew's theaters, opening at the Tri-Boro.

LILY SUPOVE, director of special events at WNYC, has left for three weeks of leisure at Alexandria Bay, N. Y.

TED NELSON was seen yesterday chatting with officials of the Mutual network. He's the assistant manager of KPAB, the MBS outlet in Laredo, Tex.

DONALD COE, news editor at ABC, is in Albany, N. Y., where he was called by the illness of his father.

Texas Safety Series Originating in Dallas

(Continued from Page 1)

Gov. Beauford Jester and George M. Clarke, managing director of Texas Safety Association will speak. Subsequent broadcasts will emanate from other Texas towns where problems and traffic experts will discuss how to combat the method of reducing accidents on Texas highways.

Get WTTG Tele Posts

Walter Compton has been named executive assistant to the general manager of WTTG, Du Mont television station in Washington, and Roger Coelos elevated to the post of operations manager. Leslie G. Arries, general manager of WTTG, announced yesterday.

Will Discuss Station Relations

Charles Godwin, Mutual's director of station relations, will address the American Theater Wing class radio seminar today on the subject of "Station Relations." The entire session is being conducted by Tom Slater, director of program and talent development at Ruthrauff & Ryan, Inc.

Rent Legislation Reaction Subject Of ABC Program

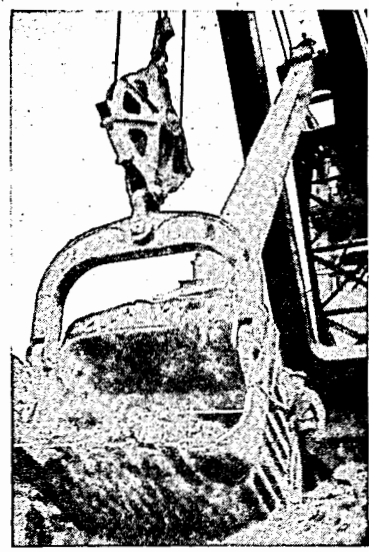
(Continued from Page 1)

praisal of the situation. The program titled, "Does The Rent Legislation Affect You?" will also include an explanation from Washington on the rights of tenants and landlords under the new legislation.

Commission Grants AM Station In Allentown

Washington Bureau, RADIO DAILY

Washington—The FCC announced its final decision granting the application of Allentown Broadcasting Corp. for a new station in Allentown, Pa., to operate on 1230 kc., 250 watts, unlimited. At the same time the Commission denied the mutually exclusive applications of Easton Publishing Co., for new station at Easton, Pa. Steel City Broadcasting Co. of Bethlehem, Pa., Inc., for new station at Allentown, Pa., both requesting 1230 kc., 250 watts, unlimited, and application of Associated Broadcasters, Inc., to change frequency of station WEST, Easton, Pa., from 1400 kc., to 1230 kc., operating with 250 watts power, unlimited.



Big scoop

That big baby is capable of biting off 35 cubic yards of earth and rock in one dip.

That's delivering in the kind of quantity strip mining likes to see.

We've got a big scoop story too. It's this: down here in Baltimore W-I-T-H delivers more listeners - per - dollar - spent than any other station in this big 5-station town.

That's delivering in quantity and quality the way time buyers like it.

And remember . . . there are 5 stations in this 6th largest city.

W-I-T-H belongs on any smart list.

W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Reed

FOR RESULTS IN THE Philadelphia MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

Barry Gets Promotion; Elected ABC Web V.-P.

(Continued from Page 1)

charge of all radio and television activities of the agency.

Credited with having created the new "Paul Whiteman Club" show on ABC, Barry was instrumental in launching the new full hour of recorded music, five times weekly this week in New York. The Whiteman show, under Barry's guidance, will originate on the West Coast the next few weeks and Barry will assume his new duties as vice-president of the ABC network upon his return from the coast on July 28.

"Youthful Veteran"

Bud Barry is one of radio's youthful veterans. He was born at Newton, Mass., in July 1, 1911, graduated from Boston University, and entered the advertising field as a salesman for the Boston Globe and later as an advertising copy writer for Montgomery Ward in New York.

Moving to Washington, Barry became advertising manager of Grosner's men's store from where he entered radio as an announcer for the National Broadcasting Company in Washington, D. C.

Was Presidential Announcer

Two highlights from Barry's Washington experiences include his assignment by NBC to be their special representative on the Willkie train which toured 20,000 miles in seven weeks and three months later when that network assigned Barry as special presidential announcer to the late Franklin D. Roosevelt.

In 1942, Barry created the nationwide "Mile O' Dimes" campaigns which are an important part of the work of the Committee for the Celebration of the President's Birthday for the National Foundation for Infantile Paralysis.

In addition to his duties as an announcer, Barry also has been associated with Station WMAL, the ABC affiliate in the nation's capital, and also with the NBC program department.

Executive With "Blue"

When the Blue Network, predecessor of ABC, was formed in 1942, Barry became one of the principal program executives, and until June 29, 1945 served as national director of program operations for ABC. At that time he was named Washington representative for ABC, a position he held until October 1, 1945 when he returned to New York as national director of programs for the network, his position at the time he was elected vice-president in charge of programs and television.

Public Service

The fame of Bound Brook, N. J., as a community which staged a United Nations Day last week is spreading with WCTC, New Brunswick, being allotted some of the credit for the success of the event. United Nations headquarters revealed yesterday. Learning of the civic enterprise of Bound Brook in declaring a U. N. holiday, WCTC placed the station's facilities at the disposal of the committee and carried remote pickups of the celebration.

Borden Sets New Series For 26 Weeks On WNBT

(Continued from Page 1)

which will run from 10 to 30-minutes, depending on the type of show, will be linked with a uniform "signature" opening and closing format.

Arrival of Borden's on the NBC outlet follows a period of "experimental" shows. During its three-month experiment on WNBT, Borden's bought station's television packages.

Stuart Peabody, assistant vice-president of Borden's said "these programs are picked with specific aims in mind. Borden television has emerged from the first experimental stages and is now in an important middle phase. Our feeling", he said, "based on almost a year of television programming, is that the commercial problem must be handled on a different basis than radio programming. We are convinced that television commercials can be integrated so successfully that they can carry on the entertainment thread without causing acute audience nausea — and blacked out screens."

New series will include such titles as "Borden Sunday Evening Supper Club," with short club acts; "Tele-Curiosities," featuring unusual oddities; "Elsie's Little Theater," a marionette show produced by Mary Chase and a half-hour dramatic show. Kenyon & Eckhardt, Borden agency, will produce the series.

New Family Type Series To Debut On WNEW

"Keeping Up With the Wiggleworths," an Aldrich family type of program which boils down world wide economic issues for the common man, is being heard over WNEW every Tuesday at 9 p.m. It started July 1. Several different groups are involved in the development, production and cost of the transcribed show which is currently heard on more than 40 stations. Program is a project of New Tools for Learning, backed by the Alfred P. Sloan Foundation, and is distributed by Harry S. Goodman. Production cost for the WNEW series is paid by the National Small Businessmen's Association with the station donating the time. Idea was originated by Laurence Hammond, who also produces the program, and the series is supervised by the New Jersey State Teachers College.

Musical Experimentation Involves Tele Stations

(Continued from Page 1)

WNBT has featured musical numbers which have been a departure from the usual use of music recorded on either records or films. On Friday night, as a part of the dedicatory program, directed to WNBW, new Washington tele outlet, a harmonic band was featured on the show. Sunday night, WNBT offered the Doctor's Symphony Orchestra, an amateur symphonic group.

In presenting the Doctor's Symphony, NBC special events crew made a motion picture of their rehearsal. The musicians participating, an NBC spokesman explained, were amateurs and not members of the AFM. Those holding AFM cards did not participate, he added.

Another example involving a musician was the appearance of Griff Williams, orchestra leader from the Waldorf Hotel, on WNBT, Sunday. Williams was offered "live," introducing puppet characters of Paul Whiteman, Cab Calloway, Ted Lewis and himself. The puppet orchestra leaders were put through their paces directing recorded music with Williams wielding the strings.

On WABD, the Du Mont station, live musicians appearing as soloists, have been seen and heard on the Adventures in Science series sponsored by U. S. Rubber Company. Also musicians have been used for musical bridges for dramatic productions, it was reported.

Buffalo Suit Settled; WKBW Sale Closed

(Continued from Page 1)

patrick and Ike Lounsberry bought WGR. The WKBW situation goes back to 1926 when the outlet was built, and in 1928 when the Tabernacle leased the station to an operating firm. Three years later the Commission objected to the arrangement and the station was sold to the Buffalo Broadcasting Corp. Under terms of the sale, the Tabernacle reserved the sole use of 17½ hours of broadcasting time on Sundays in a long term agreement.

Pact Was Basis Of Action

This contract was the basis for subsequent FCC action and a decision in the U. S. Court of Appeals for the District of Columbia. It was shortly after an FCC ruling ordering the Buffalo Broadcasting Corp., to terminate its time agreement with the Tabernacle that Broadcasting Foundation, Inc., filed application to the Commission for WKBW's facilities on 1520 kc., and 50,000 watts. Tabernacle also filed suit against the station owners in the New York Supreme Court, charging breach of contract.

Retires From RCA Post

Charles J. Pannill retired Tuesday as president and director of Radiomarine Corporation of America having reached retirement age under the RCA retirement plan.



Your Best Move For

Greater SALES

Here's a good move for you. Use Cleveland's Chief Station and win bigger sales!

Cleveland listeners have made their move. The recent Cleveland Press Radio Poll gives WJW more FIRSTS in listening popularity than any other Cleveland station.

Now . . . for increased sales and greater profits . . . it's your move!

COMPLETE TRANSCRIPTION SERVICE
STATE 5635



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

BASIC
ABC Network
CLEVELAND, O.

WJW

#50 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY REED COMPANY

LOS ANGELES

EDDIE GREEN, the intellectual waiter on NBC's "Duffy's Tavern," has a smile ever wider than usual these days in view of the arrival of a daughter, Elza Diane. Baby was born Sunday, June 22nd.

Haven MacQuarrie, emcee of "Noah Webster Says," will visit the NBC affiliated stations in the west that carry his program during his first vacation in six years. MacQuarrie's final broadcast of the current season was June 27th and he returns to the air on August 7. Ben Alexander will substitute for MacQuarrie on "Noah Webster Says."

Radiotele Productions has been formed by Edward A. Starnes, former New York advertising agency man, who will handle merchandising and sales; James Allen, who organized the Actors Workshop for the old Blue Network and was a dialogue director at RKO will be in charge of program production, and George Henderson, retired business man, will be business manager.

When NBC's "Duffy's Tavern" takes its vacation this week, Manager Ed "Archie" Gardner will hie to his yacht and spend most of the summer visiting Pacific Coast ports, from Mexico to the Northwest. He took time out to appear at the Hollywood Bowl benefit, "Music for the Wounded," July 2 and will spend a couple of August weeks in New York.

Walter Tetley, "Leroy" on "The Great Gildersleeve" show, led the race as top juvenile comedian in a radio poll conducted by the Endicott Daily News. Over 5,000 votes were cast in the survey.

Parkyakarkus has been invited to address the summer conference of the Baltimore Board of Education at their meeting in Laurel, Md., in August.

Lewis Allen Weiss, Vice-President and General Manager of Mutual-Don Lee, is happy to announce that his wife is recovering nicely from a major surgical operation and expects to be home from the hospital this week.

WGAR's Boost To 50 Kw. Marked By Special Shows

(Continued from Page 1)

plant in Broadview Heights, Ohio. Sportscaster Van Patrick will interview from the Cleveland Stadium, Indian president Bill Veeck, Manager Lou Boudreau and Bob Feller.

Following the switch, the first actual broadcast on 50 kw. will be the play-by-play Cleveland-Detroit ball game from the Stadium, with Jack Graney and Van Patrick.

WPDQ's TIME-BUYERS JACK POT

THIS WEEK'S WINNER
**HARRIET BELILLE
GREY AGENCY**

Next Week ? ? ? ?



Windy City Wordage. . . !

• • • The new Tommy Bartlett "Welcome Travelers" show on ABC was given a send-off Monday (June 30) with a press party held in the College Inn of the Hotel Sherman from 4 to 6 p.m., with the press boys as "Distinguished Guests". . . Clifton Utley, NBC commentator, will be awarded the Medaille de la Reconnaissance

Chicago

Francaise of the French government at a luncheon commemorating Bastille Day on July 14. He receives the award for his services in arranging for aid for French children sent to this country for safety during the war. . . Betty Davis, formerly of Benton & Bowles, New York, has joined the Chicago office of Mutual. . . I. Wagner, top executive of Olian Advertising Agency, suffered a heart attack a few days ago and is in Grant Hospital. . . H. Leslie Atlans, CBS vice-president, and Frank B. Falknor, general manager of WBBM, left Sunday (June 29) for a three-week cruise on the Great Lakes and into Georgian Bay. . . ABC's "Breakfast Club" had several distinguished guests this week. On July 1, George Jessel and Joe Howard were entertained by Don McNeill, and on July 2 June Haver, Martha Stewart and Mark Stevens were guests on the show.

☆ ☆ ☆

• • • Guy Savage, who during 21 years has worked as announcer and actor on 17 major stations and all networks, became the regular skipper of WENR's "Musical Caravan" Tuesday, July 1. Savage and Parks Johnson were the originators of "Vox Pop," and Savage was the original "Dr. I. Q." On "Musical Caravan" he will relate personal anecdotes of the platter artists and discuss their techniques.

☆ ☆ ☆

• • • Curley Bradley of Mutual's "Tom Mix" series is vacationing in California with his mother. . . Another member of the "Tom Mix" cast, Forrest Lewis, is touring Mexico with his family. . . Mort Hall, chief of WBBM continuity writing, has a new alliterative song title (no music yet), "I'll Meet Your Unk and Auntie When It's Spring In Ypsilanti". . . Kiwanis International held a get-together at the Continental Hotel just prior to the opening of the international convention, on this week, for reps of radio stations and newspapers "for past favors". . . Majestic, Inc., has appointed Chapman, Inc. as its ad agency for the promotion of Majestic record sales via radio. . . WBBM gave a press preview of its new juvenile delinquency series, "Report Uncensored," Monday.

☆ ☆ ☆

• • • Allied Mills, Inc., which has the program "Let's Go Visiting" on some 45 stations, threw a fifth anniversary party at the Illinois Athletic Club a few days ago for the station and agency reps. The affair, handled by John L. Richardson, director of advertising and sales promotion, was a pleasant, "homey" get-together enlivened by speeches and stories, and a generous portion of bouquets tossed at the radio boys for their part in making the show a success. Med Maxwell, who conducts the show, was given a good share of the credit.

☆ ☆ ☆

• • • "The Hobby Horse Presents," program sponsored by Carson, Pirie Scott & Co. to advertise children's books, will return to the air in September. During the 1946-47 season the show received 20,860 letters from listeners naming children's authors whose works the listeners want dramatized. Program is written by Mrs. Ruth Harshaw.

AGENCIES

AMERICAN MARKETING ASSN., has held elections in six of its chapters: four in the U. S. and two in Canada. Named as presidents were: Toronto Chapter, S. B. Stocking, University of Toronto; Minneapolis-St. Paul Chapter, Dr. A. C. Welch, Knox-Reeves Advertising, Inc.; Montreal Chapter, Paul Haynes, Industrial Surveys; St. Louis Chapter, Bee Angell, Bee Angell & Associates; New England Chapter, Bernard Gould, Gillette Safety Razor Co., Boston; New Jersey Chapter, E. H. Cargen, Jr., Sales Affiliates, Inc., New York, N. Y.

ELON G. BORTON, president of the Advertising Federation of America, has issued in booklet form his annual report to the membership of the association. Sections highlighted include: Growth of the AFA "Dealer Organization," Work With Advertising Clubs, Public Relations for Advertising, Public Service by Clubs, Finances, and the Future of the Federation.

CLARKE R. BROWN has been named media and research director of Harry B. Cohen Advertising Co., Inc. Brown's 17 years in the agency field include service with H. W. Kastor & Sons, Lake-Spiro-Shurman and Olian Advertising agency.

HARRIS SAMONISKY, former newspaperman and publicist, has joined Mark Larkin, New York public relations and publicity counselors. He served on the Swedish Tercentenary Commission under appointment by President Roosevelt and is widely known as a speaker and magazine contributor. He was city editor of a metropolitan daily for 17 years and has been active in veteran affairs, also has participated in many civic and fraternal affairs.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK
METROPOLITAN AREA
Send for WHO'S WHO
Among Advertisers on WEVD
HENRY GREENFIELD, Mgr. Director
WEVD 117-119 W. 46 St.
M.Y. 19

Louis Staffs Relax As Flood Crisis Ends

(Continued from Page 1)

The first flood was more disaster-laden in the north, with places like Hannibal, 100 miles north of St. Louis. The crests of the second floods have come steadily south, and passed St. Louis on Monday. All the radio stations here, they've followed the floods, have collaborated with the army corps of engineers, the Red Cross, the coast guard, and other flood-fighting and stress-relieving agencies to keep the people informed.

The stations have divided their contribution into three sections. These are regular news broadcasts, in all of which the latest flood information and advice have been fraternal; broadcasts to the nation through the networks, and by the networks themselves through the local stations; and special features thought up by the particular station involved.

KSD Special Skeds

KSD, for instance, has made 14 radio daily broadcasts, including flood news; has tied up several times with the Morgan Beatty, NBC late-afternoon news program and an early-evening network world-news round-up program; and has engaged in a number of events such as one in which Frank Eschen, the station's special news events director, broadcast to the nation from Hannibal via shortwave radio, telephone, and elaborate hookup, using KSD, coast guard, state police facilities, under special conditions that were heartbreakingly difficult.

WXOK, the Star-Times station which has its network outlet through American, has included flood news in its approximately 18 daily news-casts, and has been heard over the air and in special features. One such special feature was a broadcast from Clark Walnut, Mo., in process of being evacuated, wherein Harry Renfro and Bruce Barrington concluded their broadcast, gathered their equipment, and ran for it through water beginning to swirl up.

WK, with the Mutual network outlet, and KMOX, with the Columbia outlet, have been two of the other stations to distinguish themselves. The top compliment, from a former officer of the army engineers, went to KSD.

"This station," the officer told a reporter, "has given extraordinary service to the community in that, without neglecting the drama inherent in the situations, a greater-than-normal effort has been made to stick to exact factual aspects of the news in order to keep the people as unexcited and calm as possible."

SOUTHWEST SIDELIGHTS

BILL SHOMMETTE, Farm and Ranch Editor of WOAI, San Antonio, is author of a column which is appearing in various Texas weeklies called "Saddle Soap" and which contain news of interest and about farmers and ranchers in the WOAI service area.

James W. McClain, the former "Dr. I. Q." who resigned that post to become a minister, has realized that ambition. McClain has been ordained a minister of the Episcopal Church and will serve as pastor of a little mission in Eastland. McClain was a former announcer for WFAA, Dallas and WOAI and KABC, San Antonio prior to becoming the famous "Dr. I. Q."

KTRM, Beaumont, new outlet which operates daytime hours with 250 watts on 990 kilocycles will become local Keystone Broadcasting System outlet.

Lorraine Barry has been named promotion director for KEYS, Corpus Christi. Other staff changes includes Rosamay Minnich, traffic manager and Ralph Davis, news and sportscaster.

Following the presentation of a number of young singers over a period of several weeks, "Mrs. Tucker's Smiles" program originating from the studios of WFAA 820 has selected Myra Lee McNeill to fill the female vocal spot. She will be known as Myra Lee on the air, and is a voice student of Texas Christian University.

John Horn, formerly an accountant for the Texas State Network at Fort Worth, has been named head of the accounting department of KABC, San Antonio.

Jerry Lee, special events director of WOAI, San Antonio and program director for WOAI-FM, is on a two-weeks' vacation trip from his station duties.

Monte Kleban, program director of WOAI, San Antonio has been appointed commander pro tem of the newly organized Veteran of Foreign Wars Radio-Press Post No. 9175 in San Antonio.

Wes Jones, recently with a Des Moines, Iowa station, has rejoined the

announcing staff of KABC, San Antonio, following an absence of some 14 months from the station. Another newcomer to the KABC staff is Tessie Shirey, who joins the Audience Response department.

George C. Leslie, eminent record authority is being heard in a daily program over KIXL, Dallas. Leslie brings his years of musical background to the series as well as the recordings of the masters, which are presented on the program. Series is presented in co-operation with the Dallas Record Shop with which Leslie is associated.

Returning to their duties at KCOR, San Antonio following a fishing expedition to Port Aransas, Tex. were Billy Smythe, commercial manager of KCOR, San Antonio and Stan Morris, member of the sales staff.

Charles W. Balthrope, manager of KABC, San Antonio has announced that effective July 1, John Blair & Co., has been national sales representatives for the station.

Lofton L. Hendrick of KRRV, Sherman, is back at his desk following a trip to Washington where he participated in the meeting of the NAB Small Market Stations Executive Committee.

Thomas G. Harris and others of Austin have requested the FCC for modification of their application for a new standard broadcast station at Austin. They changed their request from 1340 kilocycles to 1260 kilocycles and from 250 watts unlimited time to 1000 watts daytime only.

Jones Appointment Nears Confirmation

(Continued from Page 1)

by Columnist Drew Pearson, there was no plan by the sub-committee handling the matter to hold any further public hearing.

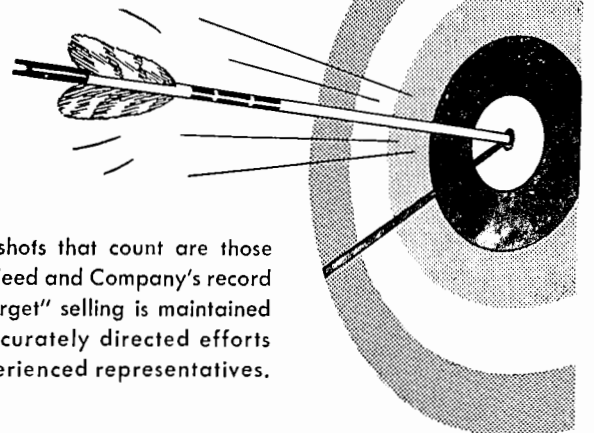
An executive session for the sub-committee was scheduled for 9:30, with the full committee to meet in executive session at 10:00. Sub-committee Chairman Owen Brewster of Maine will not be on hand, but he has given his proxy to Senator Homer Capehart of Indiana, who can be expected to move for immediate approval. Senator Ed Johnson, Colorado Democrat, is the other member of the sub-committee.

As for the full committee, a substantial majority is inclined to go along with the appointment. It was learned that the United Electrical Workers, CIO, had sent a statement attacking Jones to members of the committee yesterday, and Senator Glenn Taylor, Idaho Democrat, attacked the appointment on the Senate floor yesterday.

Soft Drink Tele Spots

Chicago — Dad's Old Fashioned Root Beer is now a pioneer in the use of spot announcements on television. Televising Advertising Productions has been commissioned to prepare a series of film spots which will be used regularly by Dad's on WBKB, the Balaban & Katz station. It started July 2, for a period of 26 weeks. The spots will carry the well-known "conga" theme, treated in a novel manner.

ON TARGET



The only shots that count are those that hit. Weed and Company's record for "on target" selling is maintained by the accurately directed efforts of its experienced representatives.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

Accepts AWB Post

Nancy Osgood, NBC broadcaster and director of women's activities for WRC, Washington, has accepted the chairmanship of the Washington, D. C., area of the Association of Women Broadcasters. In addition to her new AWB post, Mrs. Osgood is now corresponding secretary of the Women's National Press Club and chairman of the membership committee of the Women's Advertising Club of Washington.

Substituting For La Guardia

Howard Cullman, chairman of the Port of New York Authority, will substitute for F. H. La Guardia on the latter's weekly broadcast over WJZ on Sunday, July 6, at 12 noon, EDT. La Guardia is convalescing from a recent operation.

IN CLEVELAND IT'S

WHK

PROMOTION

Disc Jockey Tie-in

ABC's central division promotion department, Chicago, has formed the Station WENR-Paul Whiteman Club as a promotional stunt, and has invited listeners to the new Paul Whiteman program to join by sending their name and the name of their favorite recording. The promotion department designated June 30, the day the program made its debut, as Red Letter Day and sent several thousand letters, typed on red stationery, to WENR listeners. Another promotion gimmick includes distribution of 10,000 flier inserts to record dealers in the Chicago area, reminding record buyers of the program's debut. The department is currently planning distribution of cards on which a reminder to listen to the program is written in invisible ink. On each card is printed the instruction to "dip this card in water."

New RCA Tele Booklet

A new 16-page booklet prepared by the RCA Victor Home Instrument Advertising Department for distribution to consumers through franchised RCA Victor television dealers answers some frequently asked questions about television. Booklet is titled "What's Your Television I. Q.?" and is carried out in two colors in convenient pocket size. Questions are covered under such general headings as "What Is Television?", "What It Costs," "About Television Pictures," "Your Radio Vs. a Television Set," "Facts About Television Programs," etc, etc. Space is provided on back for dealer imprints. Questions were selected as a result of a survey conducted among tele receiver salesmen to determine common inquiries and the subjects in which prospects and customers indicated the greatest interest.

Promotes Disc Show

To promote Paul Whiteman's new disc show to be heard over the ABC network and KABC, San Antonio, L. Jerry Spengler, merchandising and promotion manager of KABC, has called a meeting of key distributors and sales personnel for the four advertisers sponsoring 15-minute segments of the program. An all-out promotional plan for the new show, designed to establish it in record time throughout the KABC 50,000-watt trade territory will be discussed with the local sales force. A full promotion campaign, including plugs, newspaper ads, window displays, posters, direct mailings and special folders have been planned to merchandise the Paul Whiteman show in the 105 county trade territory.

IN CLEVELAND IT'S

WHK

Radio Salute To 4th Of July Heard From Coast To Coast

(Continued from Page 1)

p.m., EDT, on the major networks and various additional outlets, some of whom plan to transcribe the talk and broadcast it at a later hour.

Other suitable fare has been programmed, some on the lighter side such as sports or special musical pickups. NBC for the network has booked General Dwight Eisenhower speaking from Vicksburg, Miss., Friday 1-1:30 p.m., EDT and following with Truman. NBC's key outlet in New York, WNBC, will rebroadcast the Truman address at 6:15 p.m., EDT, taking it down from the net earlier, but not carrying it at the time. At 6:15 to 6:40 p.m. the NBC network (WNBC excepted) will carry the Annual Music Festival from a Colorado point of origination. Various other items of patriotic nature will be heard in course of the day.

President's Address Skedded

Mutual in addition to Truman's speech on Friday will have a special program in "Landmarks in American History," at 4:30-5 p.m., EDT. This will feature pickups of ceremonies in Independence Hall, Phila.; and Concord, Mass.; Yorktown, Va.; Flagstaff, Arizona, and Pearl Harbor, Paul H. Griffith, national commander of the American Legion, will deliver his Independence Day speech in course of this program. Philadelphia pickup will feature a re-enactment of the signing of the Declaration of Independence, on July 4, 1776. Similar historical pieces will be worked into the other points of origination. To make way for this program Mutual has cancelled other commitments and also those in the time taken by President Truman. Mutual will also have a few special pickups and personalities on programs Sat., July 5.

CBS Carrying Sports

CBS will carry President Truman at 1:30 p.m. and while working the patriotic theme into various spots, will concentrate on sports for the day. Various CBS programs, however, will work the theme into its scripts. As to sports, the network will have a special pickup from Hoylake, England, with BBC broadcaster Stewart Macpherson describing the presentation of the trophy to the winner of the coveted British Open Golf Championship. This will be heard at 3:30-3:45 p.m., EDT and later in the day at 4:45 p.m. Lyle Bremser, sports reporter will be heard from the AAU Field Meet at Lincoln, Neb. Other AAU pickups are set for Saturday. Web sports director Red Barber will do a holiday feature on great American patriotic figures who also possessed athletic prowess, Friday at 6:30 p.m. WCBS-TV will co-operate with Du Mont in a Capital video pickup.

ABC on Thursday, today, will do a special feature using three voices to read the Declaration of Independence, signed 171 years ago. Network will also carry President Truman, Friday at 1:30 p.m. and

various shows will incorporate the July 4th theme as seen fit.

Indies Participating

Independent stations everywhere are programming specially, and some are making a tie-up for a line or recording the Truman speech for rebroadcast at a later hour. WINS, New York among other items will rebroadcast Truman at 9 p.m., EDT. WHN will include the Truman pickup and a special commentary by George Hamilton Combs, plus selected patriotic music for the occasion. Also in connection with July 4, WHN has scheduled for Thursday night a special program of George M. Cohan's songs, particularly those appropriate for the occasion when Mary Jane Walsh, singing star, will pay tribute to Cohan, born on the 4th of July.

WNEW has scheduled "Ballad for Americans" at 5 p.m. Friday and will carry President Truman at 1:30 p.m. Other patriotic features are being scheduled by Ted Cott, program director. These will be heard throughout the day and evening.

American music by American composers will be featured all day over WQXR on the 4th, and for the fourth consecutive year will do so from 7 a.m. to 12 midnight. The day will start with the station's "Breakfast Symphony," with one of the earliest American works, "Chester," by William Billings and written in 1770. The cavalcade will be brought up-to-date. WQXR will also carry the President's talk at 1:30 p.m.

Foreign-Language Shows Set

Among WMCA's various programs saluting Independence Day will be a special show at 8:03 p.m., consisting of George M. Cohan tunes, some of them dating back to the early 1900s. WMCA will also re-broadcast President Truman's speech at 8:30 p.m.

WBNX is carrying the broadcast of President Truman and special music throughout the day for its foreign-language audience.

Special programs on WOV, WWRL and WHOM will be aimed especially at the foreign language audiences. President Truman also will be heard.

WEVD will do a special forum program on the eve of July 4 titled "Our Hopes on Independence Day." Heard at 9:30 p.m., it will feature several prominent speakers.

West Coast Meetings

West coast members of the Institute of Radio Engineers and the West Coast Electronic Manufacturers Association will meet in San Francisco, September 24 to 28. The IRE sessions of technical papers will get underway September 23 and will run through the 25th.

"Radio's Best Plays"

"Radio's Best Plays" is the title of a new book compiled and edited by Joseph Liss, radio writer and formerly chief editor of OWI's Domestic Radio Bureau.

EQUIPMENT

Philco Battery Div. to Nat'l

Philco's Storage Battery Div. has been acquired and will be operated by the National Battery Co., as consolidation with its Gould Storage Battery Corp., for the manufacture and sale of industrial storage batteries, according to John Ballantyne, president of Philco Corp. The Gould Co. will assume warranty and service responsibility for all Philco storage batteries now in use and will have the right to continue manufacture and sale of Philco storage batteries during the transition period.

Du Mont Location

The Instrument and Tube Sales Div. of Allen B. Du Mont Labs., Inc. in order to expedite the handling of inquiries and orders, has located the company's Building No. 16, at 1,000 Main Ave., Clifton, N. J. Building already houses the instrument television receiver and tele transmitter production facilities as well as most of the company's engineering activities. With instrument and tube sales personnel now under the same roof, inquiries and orders will be handled more readily and fast.

W.E. Transmitter to WPLH-FM

A Western Electric 503B-2 1 kv. FM transmitter was shipped last week to the Huntington Broadcasting Co. Huntington, W. Va., for its station WPLH-FM. Transmitter will operate on 102.5 mc., and will be used in interim operation. WPLH-FM has 8 bay W. E. "Cloverleaf" Antenna at an effective power authorization 38 kw. Although original plans call for a frequency of 99.5 mc., no difficulty or additional parts will be required for operation on the new frequency allocation.

Send Birthday Greetings To—

July 3

Dorothy Kilgallen
John Lake Jo Lyons
John E. McMillin
Ruby Shepperd Jerry Vogel

July 4

Mary Patricia Alicoate
Irving Caesar Michael James
Mitchell Grayson Al Jarvis
Adelaide Klein Julia Mahoney
John F. Royal Alec Templeton

July 5

Milton Biow Howard N. Conn
Don Dunphy Thomas K. Neely

July 6

La Verne Andrews
Red Evans Don Mersereau
Clark Overton
Estelle M. Sternberger

TODAY'S

Program Directors

will present the

"SHOWS OF TOMORROW"

An avalanche of returns in RADIO DAILY'S poll of program directors throughout the nation reveal sound thinking and farsighted planning.

PENNSYLVANIA

Program Directors who have answered questionnaires

John Howard—WHJB—Greensburg
Paul Gamble—WPIC—Sharon
Sullivan Sages—WMBS—Uniontown
Franklin D. Coslett—WBRE—Wilkes-Barre
Hal Berg—WILK—Wilkes-Barre
Calvin Jackson—WRAW—Reading
Nancy Person—WRAK—Williamsport
David Benett—WKBO—Harrisburg
John Naylor—WPPA—Pottsville
Ben V. Kirk—KQV—Pittsburgh
Virginia Wade Ryder—WCED—DuBois
C. H. Simpson—WHUN—Huntingdon

D. Banks—WHAT—Philadelphia
John H. Stenger, III—WBAX—Wilkes-Barre
John L. McClay—WPEN—Philadelphia
Julian F. Skinnell—WLBR—Lebanon
Don Murray—WAZL—Hazleton
Virginia Donachy—WERC—Erie
Murray Arnold—WIP—Philadelphia
Dick Redmond—WHP—Harrisburg
Otis Morse—WSBA—York
R. Gaylord Walter—WARD—Johnstown
Rupe Werling—WIBG—Philadelphia
P. J. Stanton—WDAS—Philadelphia

Published July 30

Advertising Forms Close July 20

Wire or Write In Your Reservation Now

Mundt Bill Hearing Continues In Wash.

(Continued from Page 1)

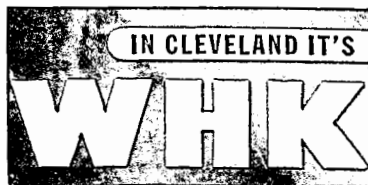
Affairs committee was testifying in behalf of the Mundt bill, to put our international broadcasting activities on a permanent basis. The bill was passed in the House last month.

Both Marshall and Mundt supported the measure strongly, although they offered nothing not already put forth during the hearings on the bill before the House Foreign Affairs committee, and during the debate on the floor of the house. Representatives Jarman of Alabama and Lodge of Connecticut were likewise heard. Reed, who served overseas as chief of the United States Economic Mission during the war, declared that "all reports, including my own observations abroad, confirm the fact that our foreign radio broadcasting activities are woefully inadequate both in content and in the strength of the radio signal. Other countries, Britain and Russia, for example, are doing a very much more effective job than we are on the continent of Europe. But inadequate as it is, our foreign broadcasting would shrink to a small fraction of the present output if the government withdrew its support and private broadcasters were relied upon alone. The reason for this is that in the present state of international broadcasting and foreign trade the operators of private broadcasting facilities would be unable to obtain commercial sponsorship of foreign broadcasts in sufficient amount to finance more than a small fraction of the hours currently devoted to such broadcasting.

"In these circumstances it would appear that the only satisfactory solution is to develop international broadcasting to the desired level through a government financed organization which is divorced from the operating departments of government and is given maximum freedom of action, program time being available both to the government and to private sponsors. Operating on this basis, there is good reason to believe that as foreign trade conditions improve and international broadcasting and the foreign trade audience grows, more and more of the broadcast time will be purchased by commercial sponsors and the job of providing adequate foreign informational service will gradually revert to private agencies."

Dept. Store Buys Program

"A Woman's Voice," is the title of a new program sponsored on KMPC, Los Angeles, beginning July 14 by Milliron's.



COAST-TO-COAST

—COLORADO—

DENVER—To help the busy housewife plan her week-end food shopping, KLZ is featuring on-the-spot wire recorded interviews between the station's homemaker program personality, Sue Carson, and wholesale produce dealers who will give tips on what fruits and vegetables are most plentiful and economical each week-end. . . . Donald E. Allen, former Naval Public Information Officer, has joined the staff of KOA as night manager and publicity director. He replaces Willis B. Ballance who rejoined the KOA announcing staff which he left a year ago, to fill a vacancy created by the recent transfer of announcer Ed Brady to KPO, San Francisco.

—MASSACHUSETTS—

BOSTON—Harry D. Goodwin, promotion, merchandising and publicity manager of WCOP, is the proud papa of Gail Elizabeth, his third daughter. . . . **LAWRENCE**—New member of WLAW's secretarial staff, assigned to duties with the sales and publicity offices of the station, is Jean Samperi. . . . **WORCESTER**—CBS news analyst Ned Calmer and Gloria Swanson, star of stage and screen, headlined the list of visiting personalities who were heard yesterday on WTAG in honor of WTAG Radio Club Day which climaxed the first club year of instruction which has been offered to high school students of this city interested in radio either as a hobby or career. On this occasion the radio club members took over the entire local operating schedule of the station.

—OKLAHOMA—

OKLAHOMA CITY—Lloyd Perrin, brother of popular west coast network announcer, Victor Perrin, and formerly of WIBA, Madison, Wisconsin, has joined the KOMA announcing staff. . . . **TULSA**—Program director and news editor of KOMA, Dick Campbell, has been appointed to succeed the late Harold E. Grimes as general manager. Campbell is a member of the Public Affairs Forum Committee of the Tulsa Chamber of Commerce, the Tulsa Junior Chamber of Commerce and the Tulsa Press Club, among other civic groups.

Sports Programs Popular Tele Survey Reveals

Sponsor identification by television viewers during sports programs and the number of sets-in-use is remarkably high according to a coincidental survey made by C. E. Hooper for CBS. The results, as revealed by Lawrence Lowman, CBS veepee in charge of television, showed that three out of four viewers correctly named the Ford Motor Co. as sponsor when they were queried by telephone one evening during a telecast of the Brooklyn Dodgers-Chicago Cubs telecast from Ebbets Field via WCBS-TV. Television sets-in-use June 6 were 54.5 per cent, over twice the Hooper evening average in June for radio sets-in-use which was 23.0 per cent.

—VIRGINIA—

ARLINGTON—Raymond Brown, Jr., formerly with WOL, Washington, D. C. and WGAN, Portland, Maine, has joined WEAM as commercial manager. . . . **DANVILLE**—Conveyed by the best wishes and congratulations of state and local leaders, WBTM-FM recently made its debut. The 32,000-watt station operates on 92.1 megacycles. . . . **RICHMOND**—Georgia Selph of WRVA's reception department, was one of three Richmonders to be selected for the cast of "The Common Glory," Pulitzer prize winner, which will be presented throughout the summer as a specially constructed outdoor theater near historic Williamsburg.

—MINNESOTA—

MINNEAPOLIS—No one can say there were any second-string subs running to emcee Bob DeHaven's WCCO mid-afternoon variety program during his recent vacation. Guest emcees were Mayor Hubert Humphrey of this city; Cedric Adams, number one radio personality of the Northwest; Sheriff Ed Ryan, of Hennepin County; Farm Service Director Larry Haeg and Halsey Hall, sports star, both of WCCO. . . . "Don Leary's Open House" is the name of a new show, featuring musical patter, informal interviews and the latest in popular recordings, all originating from Don Leary's Record Shop.

—PENNSYLVANIA—

PHILADELPHIA—Chief Bender, who helped pitch the Philadelphia Athletics to American League pennants in 1910, 1911, 1913 and 1914, recently made his debut on WFIL as a radio sportscaster. His new show, "The Goebel Sports Reporter," sponsored by the Bantam Beer Distributing Company, Philadelphia distributors of Goebel Beer, will feature stories about the outstanding plays and players of the day. . . . Noted WCAU feminine news analyst, Besse Howard, recently departed for Europe for a two-month trek through Italy, the Balkans, Austria, Switzerland and France. She is accompanied by Laura Lou Brookman, managing editor of the Ladies' Home Journal. This is Miss Howard's 29th crossing. Jane Read will replace Miss Howard on her morning broadcasts.

Fay Clark Chairman Of AWB's First District

Hartford—Fay Clark of WBRY, Waterbury, Conn., has been named chairman for the first district (New England) of the Association of Women Broadcasters, it was announced this week by Frances Farmer Wilder, national president of the AWB. Contributing to the appointment, it was said, was the quality of Mrs. Clark's program "Our Neighborhood" on the Waterbury station which "has accomplished much in the way of making Connecticut legislators and other State, County and civic authorities known to their constituents as friendly neighbors." The new AWB exec is familiar with the Washington scene also, it was added, having made recordings there.

FCC Gets Application For WCAU Purchase

(Continued from Page 1)

announced in Washington yesterday by the FCC. In another deal, the Bulletin asked approval of the Commission to sell WPEN and WCAU-FM to the Sun Ray Drug Co., for \$600,000. The Bulletin now owns WPEN and WCAU-FM and holds a CP for television station, WPEN-TV.

Sun Ray Will Own WPEN

If Commission approval is given, the Bulletin will wind up with its 50 kilowatt station, WCAU; WPE-FM, which will become WCAU-FM, and WPEN-TV, which will be known as WCAU-TV.

Rounding out the switch, Sun Ray Drug Co., will own WPEN and WCAU-FM, which will change call letters to WPEN-FM.

WNBW To Televis Sked Of Baltimore Grid Ch

As a regular service next fall, NBC's Washington television station, WNBW will cover football games of the Baltimore Colts of the All-American football conference at the Baltimore Municipal Stadium, according to an announcement made Friday, in connection with the formal opening of WNBW by general manager Carlton D. Smith.

Under terms of the agreement announced by Smith and Robert Rodberg, president of the Baltimore Professional Football Club, Inc., games will be seen also over television station now being constructed in Baltimore by Sta. WBAL, an NBC affiliate. Harold Burke, manager of WBAL, who participated in the football agreement has already announced beginning construction of the WBAL television tower.

Smith said that NBC television use its super-sensitive image ortho cameras to cover the Colts' games. Pictures will be transmitted to Washington from the Stadium to Washington by coaxial cable.

**FARGO
BISMARCK**

NOW SERVED
BY PROGRAMS BY

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North Dakota

**5000 WATTS
600 on the dial**

Represented by

Adam J. Young, Jr., Inc.

CBS - MBS



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 4

NEW YORK, MONDAY, JULY 7, 1947

TEN CENTS

PETRILLO-AFM INVESTIGATION OPENS TODAY

Canadian Copyright Session Held Important

Summon Witnesses To Testify In Ottawa

Regarded as of extreme importance to American users of copyrighted music for which performance rights fees are paid, formal hearings will open today in Ottawa before the Canadian Copyright Appeal Board, on the question of increased radio fees to be paid the composers, Authors and Pub-

(Continued on Page 7)

Both Houses Approve Fund For OIC 'Voice'

Washington Bureau, RADIO DAILY
Washington—The House and Senate gave final approval Thursday to an appropriation of \$6,857,000 for the State Department's "Voice of America" broadcasts during the next 12 months and sent the bill to the White House for the President's signature. The much debated budget, which produced heated discussions

(Continued on Page 8)

Wisner Lines Up Names For Salute To WGAR

Detroit — Automotive leaders of Detroit, government officials in Washington and others figured in WJR's salute to its sister station, WGAR, Cleveland, on its acquisition of 50,000 watts through arrangements made by Harry Wisner, ABC sportscaster

(Continued on Page 2)

Radio Sets For Hospitalized Vets

Sixty prominent Americans headed by Jack Benny have banded together as the Hospitalized Veterans National Radio Foundation, a non-profit, non-sectarian, non-political association to furnish bedside and pillow-type radio receivers to thousands of hospitalized veterans. The group comprises top personalities of stage, screen and radio as well as business men, industrialists, publishers and philanthropists from nearly every state in the union. With Benny as president, founders include Perry Como, Eddie Cantor, Rudy Vallee, Herbert Marshall, Joseph Cotten, Art Linkletter, Sophie Tucker, Larry Adler, Sammy Kaye and Louis Bromfield.

New Tele Service Proposed By Zenith

Chicago—A new system of television, part of the picture transmitted on the air and the rest by telephone, was announced Thursday by E. F. McDonald, Jr., president of Zenith Radio Corp. It would all be done on a "pay-as-you-see" plan, with set owners calling the telephone operator and asking to be plugged in on a certain program which has been announced a week in advance.

(Continued on Page 7)

WHN Raises \$20,000 For Cancer Fund Drive

More than 3,000 listeners pledged over \$20,000 during the 20-hour Damon Runyon Memorial Fund for Cancer Research drive conducted by WHN, New York, from 6 a.m., last Wednesday to 2 a.m., on Thursday. Ted Husing, on the air for six and

(Continued on Page 7)

Asks Ruling By FCC On "Editorializing"

Washington Bureau, RADIO DAILY
Washington—Opening the door for a test of the FCC's controversial "Mayflower" decision, Cornell University, licensee of WHCU, Ithaca, N. Y., on Friday asked the Commission for a declaratory ruling on the station's right to editorialize. An adverse decision from the Commission may send the case to the courts, thus providing the first head-on test

(Continued on Page 6)

Closer Union Sought Between ITU And UN

Urging a close union between the United Nations and the International Telecommunications Union, Garrison Norton, assistant Secretary of State for Transportation and Communications, addressed the opening of the International Telecommunications

(Continued on Page 7)

House Committee Will Consider Evidence

Hearing called for today in Washington by sub-committee of the House Labor Committee relative to the Lea Act and AFM President James C. Petrillo, has many leading broadcasters in a quandary as to what procedure to take in the interest of labor peace along the musician front. This pertains

(Continued on Page 7)

Business Increase Noted in WJZ Report

An increase of 9.7 per cent in gross local billings for the first six months of 1947 as compared to the same period a year ago was reported by WJZ, New York key station of WJZ, through Clarence L. Doty, sales manager of the station.

During the month of June local revenue showed a gain of 7 per cent while national and spot revenue in-

(Continued on Page 3)

Grant Of 8 CPs For AM Included In FCC Activity

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday granted CPs to eight applicants for new AM stations. In addition the Commission authorized three conditional FM grants and awarded CPs to nine applicants for FM stations;

(Continued on Page 8)

Industry's Exports For '47 Estimated At \$60,000,000

Export of radio receiving equipment abroad this year is expected to top \$60,000,000 for an all-time record, the Department of Commerce reported over the week-end. During the first four months of this year, exports totaled \$31,175,055—more than five times as much in the corresponding period in 1946 and equaling 85 per cent of the total for the entire year 1946.

"If exports should continue at the

same rate for the remaining eight months," the Department said, "the year's sales abroad would reach the amazing total of \$93,366,000."

Commerce experts said, however, that although this huge figure is not expected to be achieved, a record volume of more than \$60,000,000 is "practically certain to be attained."

"The most important obstacle to the maintenance of the current rate

(Continued on Page 6)

"Test Case"

FM broadcasters may make a "test case" of using network musical programs, it was indicated over the week-end. Several top FM broadcasters with AM stations affiliated with a network are considering "lifting" web musical programs to test the ban on such moves. Networks have not yet revealed their position on the question.

Family Affair

Irene Kuhn, assistant director of the NBC information department, and her daughter, Rene Kuhn, the authoress, launched a new program on the web's key station, WNBC, New York, last Saturday. The program, titled "The Kuhns," presents them giving their views on the affairs of the day. It will be heard each Saturday from 1:00 to 1:15 p.m.



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

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Andrew H. Older, Chief
6417 Dahlgren Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

WBAL Injunction Voided; FCC Hearing Now Likely

Washington Bureau, RADIO DAILY
Washington—District Court Justice James M. Proctor Thursday dismissed an injunction which has delayed FCC hearing on the WBAL, Baltimore, case. Continuance of the injunction was requested by Hearst Radio, licensee of WBAL.

The court action ended another phase of the WBAL controversy. WBAL was cited in the FCC Blue Book for its programming. A hearing was set on the station's application for a license renewal. Newsmen Drew Pearson and Robert Allen are seeking WBAL's facilities.

The injunction preventing the Commission from holding the scheduled hearing was granted in February by Justice T. Alan Goldsborough. The FCC called for a hearing before a three-judge court and asked the injunction be dismissed.

Justice Proctor turned down the request for a three-judge hearing but ruled that on merits of case injunction should be dismissed.

There was some question here that if an appeal were made by Hearst whether the FCC hearing would be further postponed.

In dismissing the injunction, Justice Proctor said that administrative action had not been exhausted. He said that continuing the injunction would hold up orderly Commission procedure and added that if the Commission rendered a decision adverse to WBAL a further appeal could be made.

IN CLEVELAND IT'S WHK

★ COMING AND GOING ★

CHARLES C. BARRY, newly-elected vice-president of ABC in charge of programs and television, and founder of the "Paul Whiteman Club," left New York with Whiteman last Thursday for the West Coast, where the maestro's program will originate for the next five weeks. Barry will return to New York July 28.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is back in the Quaker City after having conferred with Government and Mutual network officials in Washington.

ELIZABETH MCKEAN, receptionist at RADIO DAILY, has withdrawn to Dover Plains, N. Y., for two weeks of repose.

ROBERT N. PRYOR, public relations director of WCAU, Philadelphia, is vacationing on Cape Cod.

GORDON F. HAYES, account executive in the Chicago office of CBS Radio Sales, who has been visiting WAPI, Birmingham, Ala., and WBT, Charlotte, N. C., is expected back tomorrow.

JOHNNY THOMPSON, whose voice is heard on three shows a week over ABC, left by plane yesterday for Hollywood. His broadcasts during the next six weeks will come from the film capital.

GEORGE CROTHERS, director of "In My Opinion" heard on CBS, is back at the network following a few days spent in Albany, N. Y., on business.

JERRY DANZIG, program director at WINS, is expected back at his desk today.

H. V. KALTENBORN, commentator on NBC, spent the latter portion of last week in Merrill, Wis., his home town, where the local citizenry turned out with a brass band to welcome him. Thursday was proclaimed "H. V. Kaltenborn Day."

JACK KAPP, president of Decca Records, is on his first trip to Europe in 11 years. He'll confer with foreign record and radio executives in England, France, Belgium, Holland and Switzerland.

HENRY GROSSMAN, director of technical operations at CBS, has returned from a short trip to Cleveland.

JUDY CANOVA arrived in New York last week and left by plane Saturday night for South America, where she will join her husband, Chester English.

DAVE BAYLOR, general manager of WJMO, Cleveland, is back at the station following a business trip to New York, during which he engaged Adam J. Young, Jr., Inc., as national representatives.

DWIGHT COOKE, moderator of "Cross Section, U. S. A." heard on CBS, leaves tomorrow for Washington, D. C.

ELEANOR G. McCLATCHY, president of McClatchy Broadcasting Co., Sacramento, Cal., is in Stockholm, Sweden, attending the 8th International Management Congress.

LEW VALENTINE—"Dr. I. Q."—and the members of his NBC program company are in Denver for a seven-week engagement at the Denver Theater starting today.

Wisner Lines Up Names For Salute To WGAR

(Continued from Page 1) and WJR executive assistant to President George A. Richards.

The roll call of personalities lined up by Wisner on last Thursday for the salute of WGAR on Friday included: Henry Ford, II, president of the Ford Motor Car Company; Harry Klinger, president, Pontiac Motor Company; George Mason, president of Nash Motors and president of AMA; George Christopher, president of Packard Motor Company. Others included Senator Arthur Vandenberg, Senator Homer Ferguson, J. Edgar Hoover, Eddie Rickenbacker and Bing Crosby.

George Cushing, WJR news editor, edited the program which was heard on the Detroit station Friday from 7:30 to 7:55 p.m.

Paul Girard Leaves AP To Form Own ET Firm

Paul Girard, executive producer in the radio division of The Associated Press, has resigned to form his own transcription and program producing firm of Girard Productions, with offices located at 50 Rockefeller Plaza in New York. The new firm will start with a five-minute open-end novelty program titled "Musical Mysteries." Other programs are in the making and will be announced shortly.

Alexander Leftwich, Jr., former AP Radio Productions program director, is associated with the new package firm and will be in charge of all directing and casting. Prior to joining AP, Leftwich was a program director at ABC.

Mutual Books Sen. Pepper For "Meet The Press" Show

Mutual has booked Senator Claude Pepper (Fla. D.) for its Friday, July 11, program "Meet The Press." Since Congress will recess during the week, and Pepper's name has been linked in the newspapers with that of Henry Wallace as mulling a possible third party, network feels that considerable interest will be attached to the show. Newspaper men to be on the show are not yet named.

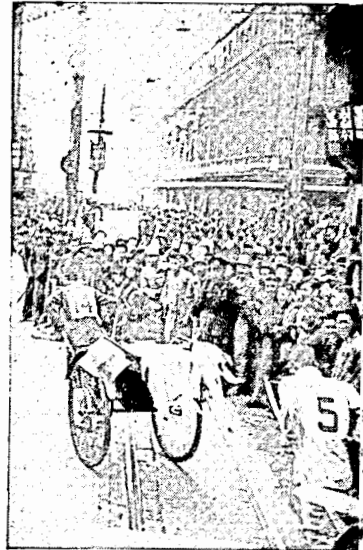
Sorry, Mr. Fantle

Sam Fantle, Jr., president of KELO, Sioux Falls, reports that his station's call letters were omitted in a RADIO DAILY story on June 30th which told of power increases granted NBC outlets. KELO was upped from 250 to 5,000 watts and changed from 1230 to 1320 kc.

Harry Woods To WWRL

Harry Woods, former announcer at WNEW, New York, has joined the announcing staff of WWRL, Woodside.

KOCS DELIVERS ONE OF SOUTHERN CALIFORNIA'S IMPORTANT MARKETS



China derby

"That's a race, that is." And if you don't think this W-I-T-H ad could go a lot of places from there, YOU write it.

But it seems in November, 1945, a million and a half people saw this Shanghai rickshaw race. What a tough time, we thought, that guy must have had in getting through the crowd.

But there WAS a winner. And it is further proof to us that no matter how tough competition seems there is always a winner.

We have made a habit, down here in Baltimore, of helping smart radio advertisers not to get through the crowd . . . but to get to the crowd.

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

Facts are available.

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

★ THE WEEK IN RADIO ★

Network Switch Approved By NAB

By JIM OWENS

REFERENDUM vote of 629 to 28 by NAB members allowed the switch in network membership from a vote to associate basis. Switch calls for retirement from the NAB board of Frank M. Russell, NBC vice-president; Frank Stanton, CBS president; and Edgar Kobak, president of MBS, who had been observer on the board. Dr. Justino Jimenez de Arechaga, director of the permanent office of the Inter-American Association of Broadcasters, stressed freedom of speech as the most important problem confronting international radio, and only by widespread establishment and adoption will any conception of international democracy prevail, was the opinion of Dr. Arechaga.

Both the ABC and MBS networks are adding a total of 15 new affiliates between them, 12 of which will go to Mutual and three to ABC. This brings the total of ABC affiliates to 33 and MBS affiliates to 44. . . . Radio manufacturers voiced an opinion together with the FM Association that an effort should be made by networks to make musical programs available to FM stations.

The Business Extension Division of the College of the City of New York will handle all entries for the American Market Association's Leadership Awards. Charges that motion picture companies and the AFM combined to restrain trade in the television industry was made by the House of Representatives' Labor Committee which may seek Dept. of Justice action. . . . Roy Hofheinz, president of the FM Association, forecast the development of an independent FM network on a nation-wide scale, envisioning a rosy future for a new service. . . . The Yankee Network, Boston, reported continuation of heavy spot business.

The American Theater Wing's school for veterans of entertainment

fields, which started July 8, 1946, made plans to celebrate its first anniversary as having established itself as a national and international standard for practical and professional success as a trade art school teaching radio and television. . . . Representatives of 71 nations gathered in Atlantic City last Wednesday for the opening of the International Telecommunications Conference which ran simultaneously with the International Radio Conference which opened May 16 and will conclude August 1.

NBC's key station, WNBC, showed a 10 per cent increase in business for the second quarter of this year over the same period in 1946. . . . Key-note of Independence Day programming by networks, affiliates and independent stations was the airing of President Truman's speech from Jefferson Memorial, Monticello, with salutes to Independence Day being heard over stations from coast to coast. . . . WKBW, ABC affiliate, was sold last Wednesday to Churchill Tabernacle for \$375,000 plus other considerations, after settlement of litigation proceedings by Broadcasting Foundation, Inc., a subsidiary of Churchill Tabernacle, and the Buffalo Broadcasting Corp.

Charles C. Barry was elected to the post of vice-president in charge of programs and television of ABC, according to an announcement by Robert E. Kintner, executive vice-president of the network. Barry succeeds Adrian Samish, who will head Show Productions, Inc., a subsidiary of Dancer-Fitzgerald-Sample, Inc. . . . Appointment of Robert F. Jones, Ohio Republican Congressman to the FCC appeared favorable late last week in view of the fact that the Senate Interstate Commerce Committee might approve the appointment.

News Service Appointments Announced By CBC

Ottawa—Ira Dilworth has been appointed general supervisor of the CBC International Service, with headquarters in Montreal, and Jeanne Beaudet, CBC regional representative in British Columbia, according to an announcement by Dr. Augustin Frigon, general manager of CBC. The appointments are to take effect at once and are for two years. At the same time, Arthur L. Phelps is leaving his position of general supervisor of the CBC International Service to join McGill University.

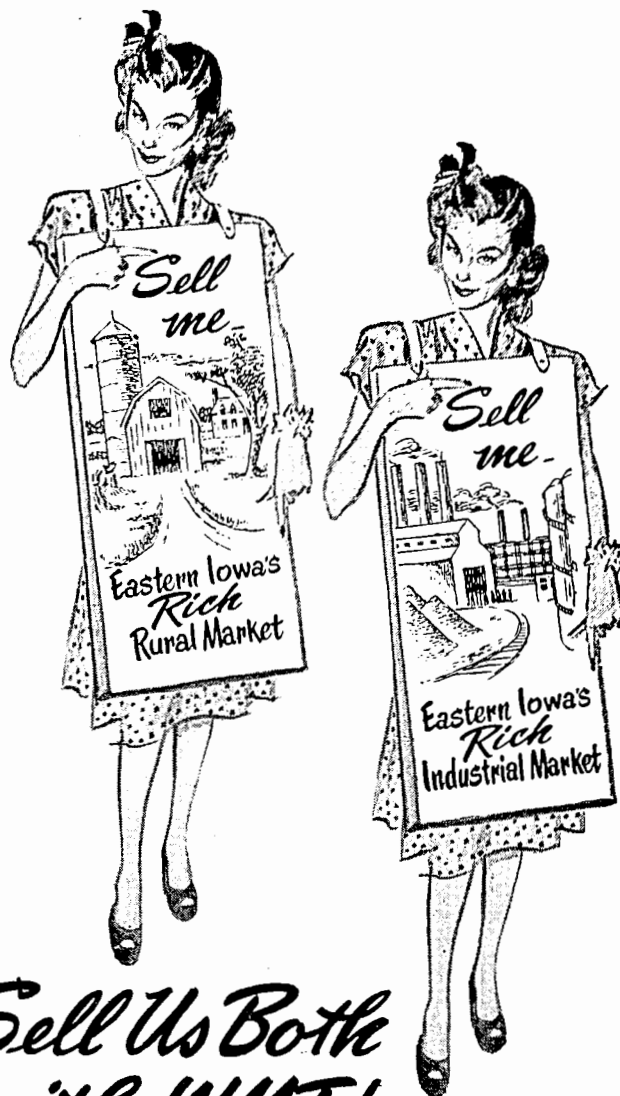
Business Increase Noted In WJZ Report

(Continued from Page 1)

increased 4 per cent over June, 1946, Doty reported. Total revenue from all sources, national, local and spot for the first half of this year showed improvement over the comparable figures for 1946.

New business booked during June includes Lanvin Perfumes and Stromberg-Carlson radios who signed to participate in "The Fitzgeralds," while the Rhea Lightning Rod Company and Vineland Poultry Laboratories joined the roster of sponsors on Phil Alampi's program, "Farm News."

Renewals signed for spot business include the Philip Morris & Company, Oldsmobile division of the General Motors Company and the Potter Drug Chemical Company. In addition, the station also carried the spot announcement schedule for the American Turpentine Association during the past month.



Sell Us Both with WMT!

Iowa leads the world in per capita income. And WMT leads Eastern Iowa where your market is a happy blend of city and farm listeners. It's the only CBS outlet in Eastern Iowa.

Ask your Katz Representative for full details on the WMTland "twin markets" story.



Cedar Rapids

"In the heart of the greatest farming country on earth"

BASIC COLUMBIA NETWORK

Day and Night Member Mid-States Group

600 Kilocycles 5,000 Watts

W M F F
PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSISTENTLY SELLING THE NORTH
COUNTRY'S RICHEST MARKET
JOSEPH HERSHEY MCGILLVRA, Nat. Rep.

Hey, bub, you've



dropped something!

THE other day a certain network (let's call it network "B") published some special arithmetic about its national circulation based on BMB data. It counted only those listeners to its network who lived in areas where 75% of the radio families listened to network "B" at least once a week. And it did the same for the other networks.

It dropped out all listeners in all other areas. ❑

It dropped out listeners, for instance, in New York City, the largest in the nation.

- In New York City *no station* reaches the 75% level in the daytime. (Oddly enough, in selling its New York station, network "B" bases its argument on a 50%-or-better level.)

It dropped out listeners, for instance, in Philadelphia, the third largest city in the nation.

- In Philadelphia CBS is *the only network* that reaches the 75% level in the daytime.

Why did network "B" so casually disenfranchise the daytime listeners in New York and Philadelphia? BMB defines circulation as the number of families listening in all areas above 10%. It must be fairly obvious that circulation is circulation — *wherever it exists*. Circulation is *all listeners* — at the 35% level, the 50% level, the 90% level.

Could it be that network "B" was straining for a lead out of all proper proportion?

Why strain?

BMB data offer a perfectly valid (and perhaps far more useful) basis for measuring the potential audience a network delivers. It can properly be called a measurement of *effective coverage*, and is readily defined as all radio families in areas where 50-to-100% listen.

This particular level stems from the fact that virtually all stations effectively cover their home cities. And BMB itself established that 92% of all

stations attain the 50-100% level in their home cities. This level provides the traditional yardstick used by broadcasters to reveal their potential value to advertisers.

This level includes the listeners in New York City and Philadelphia which network "B" blandly chose to drop.

By this yardstick of *effective coverage* you obtain quite a different picture... quite a different relationship between the four networks from the one calculated by network "B".

Here's what you really get:

EFFECTIVE NETWORK COVERAGE*

Nighttime Radio Families

CBS	32,400,150
NETWORK "B"	33,869,330
NETWORK "C"	26,518,730
NETWORK "D"	23,281,760

Daytime Radio Families

CBS	31,685,080
NETWORK "B"	33,457,250
NETWORK "C"	28,255,660
NETWORK "D"	24,982,230

*Based on BMB Study No. 1 conducted in March, 1946 and projected to the BMB estimate of 33,998,000 U.S. radio homes (January, 1946).

You discover clearly — and perhaps for the first time — that CBS and network "B" are virtually on a par in their ability to supply effective coverage of the U.S. radio market.

The Columbia Broadcasting System

Radio-Exports For '47 Seen At \$60,000,000

(Continued from Page 1)
of exports," the department said, "is the foreign exchange situation. In 1946, United States goods were purchased by many foreign countries at a much greater rate than was anticipated by their governments, with the result that their dollar reserves are now becoming depleted."

During 1946, exports of radio receivers, tubes, components and accessories reached the second largest volume since this group was separately classified in the foreign trade statistics in 1922. Exports by this group totaled \$39,637,427 in 1946—one-third greater than in the pre-war peak, almost double the 1939 trade. However, exports were about \$5,000,000 below the all-time record radio export year 1944, when the total was \$44,781,829, including \$32,941,637 of lend-lease.

Despite many obstacles to trade, receiving equipment and components are still being widely distributed abroad, the department said. Latin America has tripled its pre-war imports and continues our best export market. Sales of radio receiving equipment to Latin-American countries in 1946 were valued at \$23,615,930 and accounted for about 60 per cent of the total trade.

United States exports of radio receivers alone during 1946 totaled 832,377 units, valued at \$23,232,973, compared with 551,846, valued at \$10,448,017 in 1939. Of our total 1946 receiver exports, 84 per cent was accounted for by 11 markets, namely, Brazil, Mexico, China, Cuba, Union of South Africa, Canada, Columbia, Venezuela, Chile, Argentina, the Phillipine Republic.

Delay Jones Appointment; ICC Hearing Set For Today

Washington Bureau, RADIO DAILY
Washington—Final confirmation of Rep. Robert F. Jones, Jr., of Ohio as the seventh member of the FCC was delayed again Thursday as the Interstate Commerce Committee of the Senate elected to hold another open hearing on the matter this morning. Anyone interested and possessing information bearing on the appointment is invited to testify.

Senator Hawkes of New Jersey objected to the further hearing along with Ohio's Senators Bricker and Taft, both of whom were present. Hawkes insisted upon immediate confirmation by the committee. Bricker and Taft are not members of the committee and had no vote. Editor Robert Barton of Lima, Ohio, News, testified briefly in Jones' behalf.



California Commentary . . .

• • • Latest contribution to Americana as distinguished from the English language comes from Jack Meakin, star and musical director of NBC's "Summerfield Bandstand." H. L. Mencken, the Sage of Baltimore,

Los Angeles

will use Meakin's contribution of musical jabberwocky in his new book on American speech. To delour lengthy musical terms during rehearsals, Meakin uses short cuts, including "Svwomp," a heavy downbeat in waltz time; "Whap," a short note, and others. Mr. Meakin, we non-musicians have just one question: What in the staccato is a glissando? . . . It is reported that Fibber McGee has closed that "clothes closet" for good and will not use it in any of his future programs. . . . Although the California-Notre Dame football game does not take place until December, Ronnie Ames, vice-president of International Recorders, is starting to worry, because four of his Miami, Florida, pals, have wired him, asking him to make hotel reservations here for Dec. 4, 5 and 6. . . . Lou Marcelle, KFVB staff announcer for 13 years, has resigned to free-lance. . . . John McEnroe, of the NBC Western division publicity staff, has been spending his vacation in Minnesota as a fisherman, while Les Raddetz, head of the department, spent his vacation time working on his new house in Van Nuys. Howard Wormser, another member of the department, is spending his holiday in San Francisco.

• • • One of the best recent publicity promotion jobs is the special mailing created by A. L. Rackin Associates to plug Eve Arden's summer tenure on NBC's "Sealtest Village Store" program and distributed to more than 300 newspaper radio editors and press bureaus. Solid, constructive publicity of the finest type! . . . Don Fedderson, general manager of KLAC, is all smiles these days, because of the excellent progress that has been made by his station and because Hooper ratings for April and May show that KLAC leads other Los Angeles independent outlets. . . . "What's Doin' Ladies" has moved its Portland, Oregon, origination ahead a week to July 27-August 2. Troupe will do four shows a day, including 2 p.m. Monday-Friday broadcast from the stage of J. J. Parker's Broadway Theater.

• • • Zeke Manners says his two-year old son, Charlie, is going to grow up to be a "baby sitter," as he always stays awake while the young college girl who comes in to watch him—falls asleep. . . . When Eddie Albert made his debut as a star of his own ABC comedy program, he got added "moral support" from his pretty wife, Margo, stage and screen star, who was watching "closely" from the client's booth. . . . When Louella Parsons had an unscheduled ten seconds of "dead air" on her June 29th program, she wasn't "faded"; she merely got a "frog in her throat" and couldn't utter a sound for a few seconds. . . . Paul Whiteman arrives today to hustle guest appearances on his new ABC recorded show—Bud Barry, new ABC v. p., accompanying him. . . . Within 24 hours after the premiere of his Blue Ribbon Music Time program over NBC, David Rose received several requests to repeat an original composition, which highlighted the initial show. The composition is "Waukegan Concerto," conceived by the young composer-conductor as a tribute to a great showman and comedian, Jack Benny. Rose built his theme around a violin practice session, including strains of "Love In Bloom," which is a recognizable Benny trademark. It is a serious composition, despite the Benny label, and has been hailed by music critics as the first great modern concerto since Gershwin's "Rhapsody In Blue". . . . Staying close to home this summer is Ted Bliss, producer of "Adventures Of Ozzie And Harriet" for Young & Rubicam, Hollywood, who expects a new brother or sister for his two daughters some time this month.

Asks Ruling By FCC On "Editorializing"

(Continued from Page 1)
of the FCC's decision in the "Mayflower" ruling.

Seeking a declaratory ruling from the Commission, WHCU said it "is uncertain as to whether it may present its own views" over the station in the light of "Mayflower" edict.

Although the University said it would continue to present other views on controversial issues, "it is the petitioner's belief that it can more adequately fulfill its responsibility and that it can more properly serve the community if it is afforded an opportunity to present to the listening audience the views of the licensee itself."

The station said it "recognizes that the request made in this petition raises a question of policy affecting all licensees and is ready and willing to present testimony on this problem if the Commission desires to order a hearing thereon."

The university specifically requested the right to editorialize on a local problem involving proportional representation in the Tompkins board of supervisors.

The Commission's Mayflower decision has long been a chief target of the NAB and many of the nation's broadcasters, who have stated that radio has the same right as the press to editorialize.

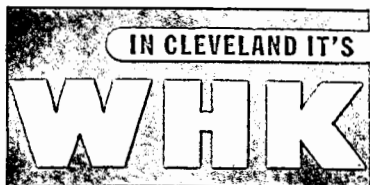
Attorneys for the petitioners are Marcus Cohen and Leonard Marks.

Suit Extended

Los Angeles—Columbia Broadcasting System has secured from Attorney Harold A. Fendler an extension of time until October 1, 1947, to answer Arthur Kurlan's \$150,000 lawsuit. Kurlan is suing CBS for breach of implied contract, breach of trust, and plagiarism on Columbia's new show "My Friend Irma," which Kurlan claims is stolen from his characters in the play made famous in "My Sister Eileen."



"But, Pop — WFDF Flint said the Supreme Court decided against Child Labor."



Ottawa Hearing Today Probes Canada-Ascaph

(Continued from Page 1)

fishers Assn. of Canada, Ltd., the Dominion branch of Ascaph.

Hearings which will take place in the Canadian Supreme Court building, are the first since 1935. The British Empire being at war, precluded an earlier adjustment of the situation which is now to be a full dress rehearsal of what may transpire when Ascaph and the U. S. broadcasters meet for their contract renewal next year. Many important witnesses will be heard and their testimony and the findings of the Copyright Appeal Board, it is indicated, will be used to advantage if possible by the NAB here and others. It is felt that the new agreement may be applicable in the United States.

Ascaph Has Canada-Indie Pact

Ascaph has an agreement in force with the Canadian Association of Broadcasters, covering the independently owned outlets in Canada. The hearing scheduled is for a new pact to be consummated with the Canadian Broadcasting Corp., with which Ascaph has been dealing under a "standstill agreement" since 1939, due to the war. Under the so-called Judge Parker report the fixed performing rights fees received by the society were four cents per-year per-set licensed in Canada. Payments to the societies are arrived at by setting a ratio in proportion to the use of the various catalogues extant. Ascaph is seeking a sizable increase.

Last year the Appeals Board in effort to arrive at new rates based on new evidence, appointed Dean Vincent MacDonald, K. C., to draw up a report and this will be important at the hearings. Ascaph will be at the hearing against the recently instituted anti-trust suit and late last week, CAPAC as its affiliate Ascaph, resigned membership in the International Confederation charged by the U. S. government as being a cartel in violation of restraint of trade. H. T. Jamieson, F. C. A., who is president of CAPAC will be the main representative for the Ascaph affiliate or subsidiary.

At this particular hearing Broadcast Music, Inc., will merely be a bystander, having this year concluded a five-year agreement with both the CAB and the CBC. However, Bob Burton, head of BMI of Canada will attend as an observer.

Heads Tokyo Club

George Thomas Folster, NBC correspondent in Tokyo, has been elected president of the Tokyo Correspondents club.

Petrillo Hearing Starts Today; Trade Studies Possible Effect

(Continued from Page 1)

not so much to the current situation but the all important future. Consensus of network thought on the matter is that they do not want to needlessly antagonize Petrillo in the face of contracts not running out until February 1948, and the fact that they will soon be negotiating a new pact to follow.

With the two labor laws now on the books, the Taft-Hartley and Lea acts, broadcasters feel that they should have an opportunity to study and see how they jibe and accept what protection applies to their particular needs.

Committee Counsel in N. Y.

Early last week, preparatory to the hearings scheduled to open today, Irving G. McCann, general counsel to the House Labor Committee, was in New York and summoned network representatives to what was described as an "informal and unofficial" fact finding procedure to dig up abuses etc., to which the networks might wish to complain and otherwise supply information for the House Committee. Networks had no alternative but to send representatives to discuss the matter with McCann, but according to reliable sources, they also pointed out that they were going to abide by their agreements with the AFM and later with the two laws under consideration, would seek to work out a new pact with the AFM accordingly.

Kearns to Conduct Hearings

Washington Bureau, RADIO DAILY
Washington—The Petrillo hearing will be conducted by a subcommittee headed by Rep. Carroll D. Kearns (R. Pa.). Kearns has been in direct

charge of gathering information on the far-flung activities of Petrillo in preparation for the hearing.

Whether any other witnesses will be called depends on the results of the committee bout with Petrillo, Kearns said. In addition to information gathered during on-the-scene investigations, the committee has on file statements from nearly 2,000 broadcasters and more than 250 specific charges against Petrillo and the AFM.

In broad outline the House probe will include Petrillo's activities in the entire radio, motion picture and entertainment fields. Specifically, Petrillo will be quizzed on his attitude towards FM and television. Type of contracts and "understandings" with networks and motion picture companies will also come under committee scrutiny. Petrillo's use of the secondary boycott weapon, long a thorn in sides of broadcasters also will be probed, as well as Petrillo's many "featherbedding" deals. Petrillo is expected to have a full array of counsel with him, including Joseph Padway, AFL general counsel.

Although some broadcasters and television representatives may be called, as well as film officials, according to committee members there are no such plans at present. The committee has copies of various contracts signed by Petrillo and radio stations and networks. In addition, investigations have been made in Hollywood and other sections of the country.

Committee members said Petrillo will be heard today and tomorrow. The subcommittee then will recess for several days to determine whether additional witnesses should be heard.

Closer Union Sought Between ITU And UN

(Continued from Page 1)

conference. There were 71 nations represented by more than 600 delegates when the conference opened at Atlantic City last Wednesday.

In aligning the ITC with the UN, Secretary Norton pointed up the proposals made by members of the Western Hemisphere who met at the Third Inter-American Radio conference in Rio de Janeiro in 1945 and the countries which met in Moscow in October, 1946, asking for the establishment of a new Union. The proposals envisaged an actual working Union instead of the present loosely organized body.

Denny a Chairman

Charles R. Denny, chairman of the FCC and Francis Colt de Wolf were named chairman and vice-chairman of the International Telecommunications conference. They are also serving as chairman and vice-chairman, respectively, of the International Radio Conference and of the United States delegations to both conferences.

WHN Raises \$20,000 For Cancer Fund Drive

(Continued from Page 1)

a half hours, raised \$7,000 during his two regular "Bandstand" shows and the special disc jockey session introducing radio, recording and theater stars, from 1:05 to 4 p.m. Connie Desmond and Red Barber raised \$6,370 in pledges from listeners during the broadcast of the Brooklyn Dodgers game from Ebbets Field.

Milton Berle guesting on Morrey Amsterdam's half-hour evening show raised \$3,000 in the 30-minute period.

During the day and evening more than a score of stars appeared in person or on transcription to ask support of WHN's drive for the Cancer Fund.

Joins N. Y. BBC Staff

Henry Straker, BCC program executive from London arrived in New York Thursday to become assistant program director of BBC's New York office. William Reid, North American director, announced. Straker will be assistant to Sam J. Slade, program director for BBC in New York.

New Tele Service Proposed By Zenith

(Continued from Page 1)

month's end the telephone company would bill the subscriber for program service rendered. Thus, AT&T would act as a box-office for the plan.

Many highly important details of the system remain to be worked out, but McDonald estimates that it will take from six months to a year to get sets into production. Before it's available to the public, however, the matter will require special FCC action. Development so far has been made entirely by Zenith, although McDonald stated he discussed the idea with telephone officials some months ago. AT&T is known to be definitely interested in the system but is awaiting further developments before making any ruling.

Called "Phone Vision"

The term "phone vision," as the system is called, cannot be copyrighted or registered. Licenses to make sets will be granted to all qualified manufacturers who apply, McDonald said.

Gimmick which puts the system on a "pay-as-you-see" plan is the key signal transmitted by telephone line. The other part of the picture transmitted by air is nothing but a hopeless blur as picked up on the screen.

A "phone vision" set, as proposed, actually boils down to a combination television receiver. As well as providing special entertainment for which the owner pays an "admission fee," the set would also receive free all standard television broadcasts. McDonald stated video sets now in use cannot be adapted to wired television and predicted they will become obsolete. He added that the price of "phone vision" receivers will be no greater than current receivers. Zenith engineers claim the new system works equally as well with color television, projection receivers or black and white.

Whereas current television receivers are no good for "phone vision," video transmitters can be easily converted to handle the new system. On the receiving end a small box would be attached to the telephone and a connecting line run to the television set. McDonald predicted the attaching device would cost about \$5.

Stork News

Mr. and Mrs. Robert Morton announce the arrival of a seven pound, 10 ounce daughter, Susan Ann Morton at the West Suburban Hospital, Oak Park, Ill., on June 29. Mr. Morton is assistant supervisor of the NBC Central division transcription department.

"Shopping by Radio"

A new formula for capturing the morning audience. Write for details.

WDRC, Hartford 4, Conn.

IN CLEVELAND IT'S
WHK

COAST-TO-COAST

—CONNECTICUT—

HARTFORD—"Backstage at Ivoryton," a series of programs featuring informal interviews with stage and screen favorites who are appearing at the summer theater in Ivoryton, has just been inaugurated over WTIC.

... **MERIDEN**—WMMW, local station on the air just three weeks, recently planned and carried through a series of broadcasts covering a celebration honoring Connie Mack, who, 63 years ago, played his first professional baseball game in this city and who returned for the first time since that date, on July 1, "Connie Mack Day" in Meriden.

—IOWA—

DAVENPORT—Carleton J. Smyth has joined the staff of WOC as a radio interne. Formerly publicity director and journalism instructor at Duquesne University, Pittsburgh, Pa., Mr. Smyth is a graduate of the Columbia School of Journalism and was employed by the Washington, (D. C.) Times-Herald. His internship is part of the third series, sponsored by the Council of Radio Journalism and administered by the National Association of Broadcasters. ... **WATERLOO**—KXEL farm director, Hugh Muncy, and Elizabeth Gahre, station promotion manager, recently attended the Radio Clinic of the National Dry Goods Association in Chicago. Panel discussion included consideration of "R.F.D.-1540," a farm program which won the specially created National Grand Award in the NRDGA contest of January, 1947 and which is sponsored by James Balck Dry Goods Company of this city.

—MICHIGAN—

FLINT—Don DeGroot, formerly with WFDF, WWJ, Detroit and WBAL, Baltimore, Maryland, has been appointed manager of WTCB. ... **DETROIT**—Arrangements have been completed for the exclusive shortwave pickup broadcasting of the start of the 23rd annual Mackinac Race, over WJR, July 12. The program will be broken into three segments, giving word description of the starts, first for slow boats, second for medium speed craft and the final start for the fast sailboats. The broadcast will be handled by WJR's Bud Mitchell and Donn Chown, whose hobby is boat designing.

—OHIO—

TIFFIN—The Tiffin Broadcasting Company, with authority to issue 250 shares of no par value stock, has been incorporated to broadcast FM programs from this city. Officers are Jay R. David, industrial sales superintendent of the Cleveland Electric Illuminating Co.; Richard T. Roll, announcer at WTAM, Cleveland and Wayne Byers, part-time writer for WTAM. Firm hopes to begin operation by September.

PICTURE OF THE WEEK



Gayle V. Grubb, manager of KGO, San Francisco, gave a 50,000-watt wallop to the pile driver's job of 'planting' the first piling for the station's new high powered transmitter. Scheduled to go on the air January 1, the new KGO transmitter will cost an estimated \$400,000.

Grant Of 8 CPs For AM Included In FCC Activity

(Continued from Page 1)

AM construction permits were awarded the following:

Tri-Borough Broadcasting Co., Apollo, Pa., to operate on 910 kc., 1 kw., daytime; Pocono Record, Inc., Stroudsburg, Pa., to operate on 1350 kc., 1 kw., daytime; Tri-City Broadcasting Co., Bellaire, Ohio, to operate on 1190 kc., 1 kw., daytime; The Daily News Broadcasting Co., Bowling Green, Ky., to operate on 930 kc., 1 kw., daytime; Cecil Roberts, Farmington, Mo., to operate on 1350 kc., 1 kw., daytime; Antigo Broadcasting Co., Antigo, Wisc., to operate on 900 kc., 250 watts, daytime; Gillespie Broadcasting Co., Fredericksburg, Texas, to operate on 1340 kc., 250 watts, unlimited; Benton County Broadcasters, Kannewick, Wash., to operate on 1230 kc., 250 watts, unlimited.

Conditional FM grants were given

the following applicants for stations: WGR Broadcasting Corp., Buffalo, N. Y.; Rahall Broadcasting Co., Inc., Beckley, W. Va.; Newberry Broadcasting Co., Newberry, S. C.

The following stations were authorized FM construction permits:

Macon Broadcasting Co., Macon, Ga.; The Bowling Green Broadcasting Co., Bowling Green, Ky.; Loyola University, New Orleans, La.; Radio Station WOW, Inc., Omaha, Neb.; Capitol Broadcasting Co., Greensboro, N. C.; Jackson Broadcasting Co., Jackson, Tenn.; Hoyle Barton Long, Front Royal, Va.; Larus & Bro. Co., Inc., Norfolk, Va.; WFBM, Inc., Indianapolis, Ind.

OFFICE SPACE AVAILABLE

Immed. Poss.

Transcribed Radio Shows
2 W. 47th St. N. Y. C.

AGENCIES

SOUTHWEST PRINTING CO., Inc., Dallas, announces the return of Roy Cowan from New York City, where he has been on a year's leave of absence as manager of the New York office of Taylor-Howe-Snowden Radio Sales, from which position he recently resigned. He now will resume active participation in the affairs of the Southwest Printing Co. as president, the position which he held prior to his service as lieutenant colonel in the Army Air Forces.

JOHN W. SHAW and **NORMAN W. LEVALLY**, co-owners of Shaw-LeValley, Inc., Chicago advertising agency, have announced the dissolution of their firm to form separate agencies. The new corporate names are John W. Shaw, Inc., located at 228 N. La Salle St., and LeValley, Inc., with offices at 360 N. Michigan Ave.

ALICE LLOYD now is doing the publicity for the One World Award.

Both Houses Approve Fund For OIC 'Voice'

(Continued from Page 1)

in recent weeks, amounted to \$1,775,098 less than William Benton's International Broadcasting Division had requested. The State Department had asked for \$8,632,098 for actual operating cost of IBD plus some \$6,000,000 to construct new transmitters and relay stations overseas.

The new transmitters, which would have been located in North Africa to beam programs to the Balkans, are now definitely out of the question during the 1948 fiscal year. Reduction of the "Voice of America's" operating budget also means that the broadcasting day will have to be shortened. It has not been determined yet what programs will be cut.

During the closing days of the debate last week over continuance of State Department broadcasts to foreign countries, Philip D. Reed, General Electric board chairman, was one of those speaking in favor of the program. He said that if it was worth Russia's time and money to spread "false" doctrines abroad about U. S. policy, it certainly should be worth an American effort to tell the truth about itself.

Send Birthday Greetings To —

July 7

Arlene Harris David Ross
Hal Schenker Verne Smith
Everett West

IN CLEVELAND IT'S
WHK



AFM Recording Threat

Brazil Broadcasting In No. American Way

Latin American broadcasters are increasing their study of U. S. radio, both program-wise and commercially, according to Alfredo A. de Carvalho, the youthful general manager of the four-station United Network in Sao Paulo, Brazil, now in this country on a two-year business and study trip. With stations in the southern hemisphere already using techniques suggested by U. S. radio, Carvalho thinks the main difference between the industry here and in his native land is a matter of "money"; that is, (Continued on Page 5)

Ziv Holds Conference With Field Sales Force

In order to get the utmost out of its merchandising plan to market its top-budgeted syndicated ET "Favorite Story," the Fred W. Ziv Co., held a closed circuit conference from its Cincinnati headquarters with its field representatives in New York, Hollywood and Chicago. Main purpose of the confab was to convey and discuss the findings of a survey taken to determine whether local and (Continued on Page 7)

Colwell Succeeding Gunts As Treasury Radio Chief

Nathan P. Colwell, producer, writer and advertising executive, has been appointed chief of the radio section of the United States Savings Bond Division succeeding Brent O. Gunts who has resigned to set up his own radio producing agency in New York, Louis Carow, Jr., Director of Radio, Press and Advertising for the (Continued on Page 6)

All-Star Game

Broadcast of the annual All-Star baseball game between the American and National Leagues will be carried by Mutual from Wrigley Field, Chicago, today at 2:15 p.m., EDT, under sponsorship of Gillette. Contest will be described for the radio audience by Mel Allen and Jim Britt. Broadcast will also be carried by outlets in Canada and the Armed Forces Radio Service.

Jones Hearing Ends; Confirmation Expected

Washington Bureau, RADIO DAILY
Washington—A Senate Commerce sub-committee yesterday wound up hearings on the nomination of Rep. Robert F. Jones to the FCC after hearing a variety of witnesses testify on the Ohio Congressman's alleged connection with un-American organizations. Approval of the nomination by the sub-committee and the full committee seemed certain, all (Continued on Page 5)

M-G-M Buying Spots For "Hucksters" Movie

M-G-M, through Donahue & Coe, is giving added radio promotion to "The Hucksters" in buying spot time on stations not under contract to the film company on a 52-week basis. Already some 75 stations in key centers where the picture will open on July 16 and 17 are carrying from (Continued on Page 2)

Petrillo Tells House Labor Committee Of His Proposed Radio Music Ban And Own Recording Plans

Washington Bureau, RADIO DAILY
Washington—A threat that the American Federation of Musicians is contemplating going into the recording business was made by James C. Petrillo, president of AFM, during an appearance before a House labor sub-committee yesterday. Petrillo, testifying as the first witness in the committee's investigation of AFM activities, further said that the union might seek to ban radio network broadcasts of music when present contracts expire December 31 and added his "present intention" was to let all music recording contracts expire at the end of the year.

Representative Kearns, (R.-Pa.), a music teacher and member of the AFM, as chairman of the sub-committee, charged Petrillo with having "dictatorial powers" over his union, as the hearing got under way. He stated that the committee's study had left doubt whether the federation is a regular union entitled to the protection and exemption of the Federal statutes. Kearns charged it differed from other unions on these points:

Small Market Clinic Opening In Denver

Denver—What is believed to be the first summer radio clinic designed specifically for small market station operation, is having final plans completed for the five one-week sessions at the University of Denver, July 21-August 22. Neville Miller, former NAB president and now practicing attorney in Washington, has been secured to complete the staff of directors for the various sessions. Mil- (Continued on Page 6)

1. "The vast majority of its membership is composed of people who do not earn their entire livelihood as musicians."
2. "In the average union, payments (Continued on Page 7)

Says CAPAC's List Now Only 4% Active

Ottawa—Most of Monday's hearing of the copyright appeal board on the application of the Composers, Authors and Publishers Association of Canada was taken up on the examination of William S. Low, who is chairman of the association's executive committee, and Miss Ruth I. (Continued on Page 4)

"Anniversary Song" Tops 1946-47 Popular Song Hits

Al Jolson's "Anniversary Song," from the film "The Jolson Story," a song with a modern lyric but composition almost unchanged from the public domain "Wave of the Danube," had the largest radio audience for the 1946-47 season with more than 31,000 ACI points, according to the Peatman Annual Survey of song hits. This is held to be the equivalent to more than 600,000,000 radio listening-home impressions, and possibly ac-

counts for the fact that the song was one of the largest, if not the largest sheet-music seller of the year. Mood Music published the song.
Slightly more than half of all the leaders for the season were either film or stage production hits. Runners-up included "Zip-A-Dee Doo-Dah," from "Song of the South," and "(I Love You) For Sentimental Reasons", both of which were in the (Continued on Page 6)

Strawberry Flavor

Nashville—Staff of WLAC, Nashville, defeated the WSM crew at a strawberry picking contest at Portland, Tenn., as a feature of the annual strawberry festival. F. C. Sowell, general manager of WLAC, claimed a foul when he found four green berries and a grass pad in one of the WSM baskets. Harry Stone of WSM retaliated by disqualifying two pickers as "pros."

All Gummed Up

When "The Handy Man," television show on WPTZ, Philadelphia, made a visual offer of six sticks of double bubble gum to each child watching the show, he didn't know what he was getting into. Yesterday David Arons of Gimbel Bros., sponsor of the show, had counted 2,500 written requests for gum and more are expected from the 6,000 television set owners in the area.

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MARVIN KIRSCH : : : Business Manager

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6417 Dahlonga Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg. 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Mon., July 7)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8	7 7/8	7 7/8	+ 1/8
Am. Tel. & Tel.	160 1/8	159	160 1/8	+ 1 3/8
CBS A	30	30	30	0
CBS B	30	30	30	+ 1/8
Farnsworth T. & R.	6 7/8	6 5/8	6 3/4	+ 1/8
Gen. Electric	36 1/4	36 1/4	36 1/2	+ 1/4
Philco	29 3/4	28 3/4	29 1/2	+ 3/4
RCA Common	8 7/8	8 7/8	8 7/8	+ 1/4
RCA First Pfd.	78	77 1/2	78	+ 2
Stewart-Warner	16 1/2	16 3/8	16 1/2	+ 1/8
Westinghouse	28 7/8	28 3/8	28 7/8	+ 1/4
Westinghouse Pfd.	105	104 1/2	104 1/2	- 1/2
Zenith Radio	25	23 3/4	23 3/8	+ 1 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	5	5 3/4
Finch Tele Comm.	6	7
Stromberg-Carlson	13	14 1/2
U. S. Television	28	29 1/2
WCAO (Baltimore)	38	42
WJR (Detroit)	14	15 1/2

★ COMING AND GOING ★

JAMES S. KNOWLSON, president of Stewart-Warner Corp., also chairman of the organization's directorate, has left for Europe. He will tour England, France, Belgium, The Netherlands, Italy and Germany as a member of the Business Advisory Council of the Department of Commerce, of which he is vice-chairman.

THEODORE C. STREIBERT, president of WOR, is enjoying three weeks of leisure on Long Island.

W. WARD DURRELL, vice-president of C. E. Hooper, Inc., left yesterday on an extended trip to the West Coast. En route, he will hold station meetings in six key cities. During July and most of August he will headquarter at the Hollywood offices of his organization.

ROBERT B. MCCONNELL, manager of WISH, is in Gotham for conferences at the headquarters of ABC, of which the station is the Indianapolis outlet.

RICHARD FISHER, program director of WHAS, Louisville outlet of the Columbia network, chatted for a while yesterday with officials of the web.

KEN YOURD, senior attorney for CBS, is in Washington, D. C., on business. He'll be back Thursday.

J. W. WRIGHT, chief radio engineer for CBS, leaves today for Washington, D. C., where he will confer with officials of WTOP, the web's owned-and-operated station.

CATHERINE JOHNSON, receptionist at WWRL, is enjoying a nautical vacation off the coast of New England.

F. B. RYAN, Jr., president of Ruthrauff & Ryan, Inc., and L. G. FRIERSON, vice-president of the agency, have left by plane in England, where they will study conditions in connection with anticipated expansion of the firm's operations in Albion.

NAN (PAGE) ERDMAN, continuity director of WMPG, Memphis, Tenn., is in New York for conferences with officials of several advertising agencies and executives of ABC, with which the station is affiliated.

JACK HOINS, script editor and producer-director of the Margaret Arlen program on CBS, has left on a three-week vacation with MRS. HOINS and their children.

L. J. DUNCAN, president of WRLD, West Point, Ga., is visiting at American network headquarters in New York.

DICK HYMAN has left for Albany, where he will arrange that city's salute to Bob "Believe It or Not" Ripley, whose co-op program is heard on NBC.

LOU SPOSA, IRENE MURPHY and IRINE PETROFF, of the RCA-Allied Stores "Television Caravan," will put on their show today in Grand Rapids, Mich.

HALSEY HALL, sportscaster on WCCO, Minneapolis, also writer and columnist for the Minneapolis Tribune, is in Chicago, where today he will attend the All-Star baseball game at Wrigley Field.

DORIS LOCKHOFF, of the Columbia network's educational division, is sojourning at Montague, L. I.

New "Lest We Forget" To Premiere On WNEW

New series of transcribed 15-minute dramatic programs titled, "Lest We Forget—The American Dream," will be premiered over WNEW, New York, at 9:15 p.m., on Wednesdays starting tonight. The thirteen programs, designed to promote better inter-group understanding, is offered by the Institute for Democratic Education, Inc., New York, as a public service feature without charge. Helen Hayes, Fredric March, Paul Lukas, Ralph Bellamy, Canada Lee are among the stars who will be heard in the series.

Rent Control Programs

"Rent Control" is the subject for two discussion programs on WNBC, New York. First program was offered from 6:15 to 6:40 p.m., yesterday and the second will be presented at the same hour tonight. Federal, state and city officials are participating in the discussions.

M-G-M Buying Spots For "Hucksters" Movie

(Continued from Page 1)
two to ten announcements a week. Radio ad budget for the picture will be increased to buy special time in the bigger markets. Air campaign in New York starts July 11 with stations here scheduled for about 130 spots during the first seven days. Movie opens in New York on July 17.

AWB President Speaking

Frances Farmer Wilder, CBS consultant on daytime programs and president of the Association of Women Broadcasters, will address the NBC-Northwestern University Summer Workshop in Chicago on July 10. From Chicago, Mrs. Wilder goes to Hollywood for a three weeks vacation. On August 2, Mrs. Wilder will address a regional AWB luncheon in Kansas City and on August 7 will address the WTOP Workshop conducted at Catholic University in Washington.



Output

That English Bull Terrier is the unusually proud mama of ten pups. You can't count them all in the picture . . . but they're there. Some have gone below to chow. Mother "Puggie" has produced twice the normal number of puppies.

We've picked this picture to make a radio record and production point. The sales producing station is W-I-T-H. The record . . . more listeners-per-dollar-spent than any of the four other stations in town.

You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers.

W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

MUSIC has power

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

WDAS

No wonder WDAS audiences say "Thank You!"

WEVD

5000 WATTS 1330 K.C.

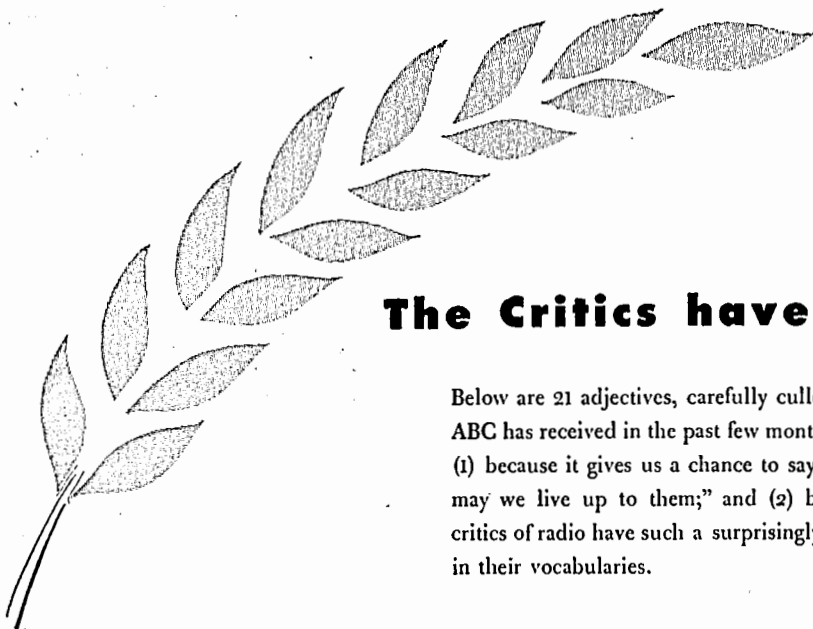
PROGRAMS OF DISTINGUISHED FEATURES IN

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19



The Critics have 21 words for us

Below are 21 adjectives, carefully culled from the long list of citations which ABC has received in the past few months. We print them here for two reasons: (1) because it gives us a chance to say, "Many thanks for the bouquets—and may we live up to them;" and (2) because it is interesting to realize that critics of radio have such a surprisingly large number of *complimentary* words in their vocabularies.



"IMPORTANT"
"CHALLENGING"

World Security Workshop

Ohio State Univ.: First Award



"UNIQUE"
"TOP"

Hiroshima

Ohio State Univ.: First Award
George Foster Peabody Award
Motion Picture Daily Award
CCNY Public Service Award
Billboard: 2 Awards



"COURAGEOUS"

Drew Pearson

Council Against Intolerance in America:
Citation



"MATURE"
"VITAL"

Youth Asks the Government

Ohio State Univ.: Honorable Mention



"FAVORITE"

Theatre Guild on the Air

Billboard: First Award
Ohio State Univ.: First Award
Motion Picture Daily Award



"DELIGHTFUL"

Henry Morgan Show

George Foster Peabody Special Citation
Billboard: 2 Awards
Motion Picture Daily: 3 Awards



"MOST PROMISING"

Walter Winchell

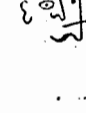
National Conf. of Christians and Jews
Award



"DISTINGUISHED"

American Farmer

National Safety Council Award



"LUCID"

Raymond Swing

Ohio State Univ.: First Award



"PROVOCATIVE"
"INFORMATIVE"

Are These Our Children?

Ohio State Univ.: First Award



"BEST"

Bing Crosby

Motion Picture Daily: 4 Awards



"OUTSTANDING"

Boston Symphony Orchestra

Bruno Walter, guest conductor



"SUPERLATIVE"

Metropolitan Opera

Milton Cross

Musical America: First Award



"STIMULATING"

The Greatest Story Ever Told

Variety: Special Award



"MERITORIOUS"
"EXPERT"

America's Town Meeting of the Air

Ohio State Univ.: Honorable Mention



"CONSISTENTLY EXCELLENT"

Elmer Davis

1946 Du Pont Radio Commentators' Award

Do we print this list of 21 pats on the back simply because it's *our* back that's being patted? No; we have a better reason than that. The significant thing about this list is that it is **RADIO** that's being praised. The critics (and the public) are acclaiming the mature and stimulating things that are happening more and more these days on *all* networks. Radio has grown up—with press notices like the ones on this page to prove it. And, you know, when you *feel* like an adult, there's nothing more gratifying than being told you're *acting* like one.

ABC

American Broadcasting Company

A NETWORK OF 250 RADIO STATIONS SERVING AMERICA

Says CAPAC's List Now Only 4% Active

(Continued from Page 1)

Passy of Toronto, secretary of the association. Most of the evidence was basic information.

The association has not yet made known its definite request for fees to be collected this year from the Canadian Broadcasting Corporation but the applicants had already completed a five-year deal with the 89 independent stations associated with the Canadian Association of Broadcasters. This agreement calls for a fee of seven cents per receiving set for the current year and an increase of one cent for 1948.

In her examination Miss Passy said that four per cent of the CAPAC repertoire was in actual use each year, and out of a total of 2,000,000 musical works controlled by the Canadian society not more than 200,000 compositions are on the active list.

Whether the Government-owned CBC would agree to the seven cent fee per receiving set was expected to be the issue which would be settled in forthcoming discussions by the board, which is headed by Mr. Justice J. T. Thorson of the Exchequer Court of Canada as chairman.

An array of lawyers was present at Monday's sitting in the Justice Building here, as well as observers from BMI (Canada) Limited, which is the Canadian counterpart of Broadcast Music, Inc., and the Musical Protective Society of Canada, which had Col. John A. Cooper, secretary, of Toronto, in attendance to represent the interests of Canadian theaters, hotels, fairs and other public users of music.

BMI of Canada was not directly involved in the current hearing because it had concluded an agreement whereby the CBC and independent stations would pay one-and-one-half cents per receiving set this year for the public use of its repertoire. The theaters are paying from 12 to 15 cents per seat to CAPAC for the latter's controlled musical works this year, which is the same as last year's schedule.

Jimmy Stewart Jinx Guest

Screen star James Stewart and singer Mel Torme will be guests of Tex McCrary and Jinx Falkenburg on NBC's "Tex and Jinx Show" Wednesday, July 9 (9:00 p.m., EDT).

TO ALL PRODUCERS OF TRANSCRIBED RADIO SHOWS

Our National Sales Organization is now Ready to Accept Up to Three Additional Transcribed Shows For Sales Representation. Only Completed Shows will be Considered.

FINLEY TRANSCRIPTIONS, INC.

8983 Sunset Boulevard
Hollywood 46, Calif.
Phone—Bradshaw 2-2711



Broadway Bulletin Board...!

● ● ● Latest entry in the disc jockey sweepstakes is Danny Kaye. Comic has just cut a series of 15-minute platter sessions plugging tunes from his forthcoming "Secret Life of Walter Mitty"... Walter Gorman, who just took over his new duties as head of production at Kenyon & Eckhardt, has resigned already, effective last week. He'll return to free-lance directing... Radio Row rumor has Mutual squarely in the middle of a fabulous deal for five half-hour stanzas a week for an auto mfr... Whatever happened to that squad of poll-takers who were stopping everybody on the streets a month ago surveying the reaction on those ciggie singing commercials? Somebody prob'ly told them the truth... One of the major recording companies just put through a 10 per cent cut on all salaries—from the office boy right up to the prez. Biz is off 70 per cent, they claim... Jan Peerce gets the Kelvinator show in the fall... Fred Allen returns over 30 complete half-hour scripts to would-be Allen writers each week... Ken Banghart's 6:00 p.m. news period on NBC has jumped up to 5.3 on the Hooper parade... Perry Como, who makes in the nabe of a million bux a year, has just renewed his barber's union card "because in this biz you can never tell."

★ ★ ★

● ● ● BY ANY OTHER NAME: After listening to the first two broadcasts of the David Rose show (Eddie Cantor's summer replacement), we're convinced that the youngest of our modern music men has solidly established himself as one of the great composers of our time—the greatest force for new music since George Gershwin. His "Waukegan Concerto" (inspired by Jack Benny's humorous violin routines) is a masterpiece of musical interpretation. This, together with his already famous "Holiday For Strings," stamps him among the tops in his field. In this observer's opinion, when the history of American music is written, Dave Rose will be a cinch to rate an important spot in its Hall of Fame.

★ ★ ★

● ● ● SMALL TALK: Harriet Rhoday (who's as efficient as she is lovely) is the latest to invade the public relations field. She's the one responsible for the lusty press build-up being given Larry Douglas on the Mutual Block Party plus his own three-a-weeker on WHN... Dick Hymn in Albany this week to pave way to city-wide salute to Bob Ripley early next month... Herb Gordon switches from World Broadcasting over to Decca this week where he'll work with Dave Kapp handling artist's repertoire duties. He'll also continue handling talent for World... Announcer-actor Charley Irving, of the Henry Morgan ainer, huddling with Y & R execs re the emcee role on "We, the People"... Communique from the Frank Cooper front: Jim Backus show sold to Pharmaco Products starting Aug. 3rd on Mutual (replacing "Double or Nothing")—Al Pearce sold co-op on ABC starting July 26th—and Alan Young (who recently injured his back in an auto accident) starts Aug. 3rd on the Texaco ainer... Mel Torme, Monica Lewis, Pamela Britton and Lee Sullivan were among those on hand Sat. to help WINS commentator Dolores Craeg celebrate her 19th birthday.

★ ★ ★

● ● ● LOVE 'N' KISSES: Noro Morales' blending of jazz and rhumba rhythms at the Havana-Madrid. Rhumbop... Eviolin's disc of "Ave Maria" with the Phil Spitalny croo... The terrific terp-twirling of Copsey and Ayres at the Copa... Lanny & Ginger's new kiddie platters due out shortly... Skitch Henderson's rhythms at the Penn... Ruth & Gil Braun's scripting and direction of "The Avenger"—top mystery in the WNEW Mysteries at Eight series... Mel Torme's mel-lowdown balladeering at the Copa... Bobby Breen's Sat. nite sessions via WHN... Jimmy Atkins' warbling on "Calling All Girls."

8.688%*

OF THE TOTAL
U.S. RETAIL SALES
ARE IN THE
WAAT AREA

*SALES MANAGEMENT 1946
SURVEY OF BUYING POWER

ARE YOU USING
WAAT TO REACH
THIS AREA?

MORE AND MORE
ADVERTISERS ARE,
BECAUSE THEY
KNOW THAT:

WAAT DELIVERS
MORE LISTENERS
PER DOLLAR IN
NORTH JERSEY
AND NEW YORK
CITY THAN ANY
OTHER STATION
...INCLUDING ALL
50,000 WATTERS.

✓ FIRST IN AM
✓ FIRST IN COMMERCIAL FM (WAAW)
✓ SOON FIRST IN TELEVISION

New Jersey's 1st Station
WAAT
970 ON THE DIAL
NEWARK-NEW JERSEY

LOS ANGELES

BARRY SULLIVAN. Richard Rogue on "The Rogue's Gallery," Sunday night air show, is finishing a hand-book on sandlot ball to be distributed free to boys clubs.

Don McNeil was so impressed by Gale Evans' performance at the Steel Pier in Atlantic City, which he caught while there with his "Breakfast Club" show, that he's asked Gale to do a whole week's guesting with him while she fulfills her July 17 engagement at the Oriental Theatre in Chicago.

Barry Sullivan has been signed by Hamilton-Whitney Productions to star in 13 recorded dramas in a new radio series entitled "The Unexpected." Frank Danzig is producing the 15 minute shows, the first of which was transcribed last week. Sullivan also is starring in "Rogue's Gallery" over NBC Sundays.

Radio's most versatile actress, Lurene Tuttle, will soon have the opportunity to prove her versatility on the screen in the Orson Welles production of "Macbeth." Lurene has been cast as both the witch and the gentlewoman for the Republic Studio's picturization of the Shakespeare classic.

Jones Hearing Ends; Confirmation Expected

(Continued from Page 1)

Though a fight may develop on the senate floor.

Although two witnesses testified that Jones was inducted into an organization alleged to be un-American in principle, members of the sub-committee brought out that both had had trouble with the law.

Two Accuse Jones

Testifying that they assisted in inducting Jones were Frank Barber, ne-man police force of Beaver Dam, Ohio, and Glenn E. Webb, a Westinghouse Electric Corp., employe in Lima, Ohio.

Committee members, however, produced records showing that Barber had been arrested several times and for 61 days in 1922 was committed to hospital for the insane. Barber termed this committal to the asylum as a "frame-up."

It was also brought out that Webb

Says Broadcasting In Brazil Follows North Amer. Pattern

(Continued from Page 1)

local sponsors down there don't spend as much to produce programs as they do in the U. S. One reason is that Latin American audiences are more easily lured to radio listening than here.

Carvalho has just appointed Fremantle Overseas Radio as New York representative, the first rep his stations have had in this country, although about 35 per cent of his network's business comes from U. S. advertisers. Some current sponsors include Coca-Cola, Sterling Drug, Readers Digest, Kolynos, General Electric, Gillette, Elizabeth Arden, Coty, Colgate-Palmolive-Peet, Helena Rubenstein, Williams Shaving Cream and Molle.

Four Station Network

The four-station network in Sao Paulo, three 5,000 watt and one 50,000, is probably one of the most unique operations in broadcasting anywhere. Stations are jointly owned by Carvalho's father, Dr. Paulo de Carvalho, and his uncle, Joao B. do Amaral, latter being president of the federation of Sao Paulo broadcasters, a group of 58 stations. Each of the four Carvalho stations, all located with their individual studios in the same city, is typed according to four separate audiences. The 50,000 watt station, Radio Record, carries programs of national interest while the other three cater individually to audiences classified as feminine, male and youth. Shaving cream commercials, for instance, would be aired over the station with the male audience, known as Radio Panamericana, whose programs consist of news, politics, sports and music. Should a sponsor sell cosmetics, his commercials would be broadcast over the women's station.

Soap Operas Popular

Outlet catering to a feminine audience, incidentally, is loaded with the Latin American version of the U. S. soap opera. According to Carvalho, Radio Sao Paulo carries 15 soap operas a day, some 15-minutes in length and others a half-hour, which are written by a staff of nine writers. Each series lasts for only one month, however, and then a new

had admitted he forged, in 1942, 19 payroll checks totaling \$653.86.

Another witness, Virgil Effinger, "couldn't remember" whether Jones had been a member of the organization in question, despite an affidavit which he had signed in 1938 stating that Jones definitely had been a member.

All three witnesses were subpoenaed to appear before the committee after Columnist Drew Pearson charged that the Ohio Congressman was a member of the un-American outfit.

Jones has categorically denied all of the Pearson charges. Before the committee closed the hearing a long list of witnesses testifying in Jones' behalf was heard.

one begins. This means that nine writers, besides sustaining 15 dramas daily, must dream up 15 new stories every month.

One half-hour program carried three times weekly on the United Network apparently is patterned after "Juvenile Jury" on WOR-Mutual. Program is called "Kolynos Radio School" and is sponsored by the Kolynos Co. Format employs a youthful jury which renders decisions for problems of youngsters who appear on the program. Carvalho said the idea was suggested by one of the Brazilian staff writers after he had visited the U. S.

Carvalho entered radio at the age of 12 when his father set up Radio Record, one of the three 50,000 watt stations in Latin America. This was the station, the young general manager says, where Carmen Miranda got her first send-off toward fame back in 1933. When Carvalho started in radio his job, as he describes it, was to "open mail and put a record on." He became general manager for the four stations about three years ago. Although the four Carvalho radio outlets program for different audiences, they do not monopolize the city since there are a total of 11 commercial stations in operation.

AGENCIES

AFA announces that the following were elected to membership in the Federation: The Fuller Brush Co., Hartford, Conn.; Anderson, Davis & Platte, Inc., New York; Evening Outlook, Santa Monica, Calif.; Critchfield & Company, Chicago; Radio Station WOSH, Oshkosh, Wis., and The Daily Sun, Goose Creek, Tex.

MRS. MARJORIE WILTEN, head of the St. Louis advertising agency bearing her name, has been appointed fashion director of KSD-TV, the St. Louis Post-Dispatch television station. Mrs. Wilten, a daughter of the late Melville Stolz, press agent for the fabled David Belasco, has been in the advertising business since 1929, when she began as an apprentice copywriter for the Famous-Barr department store.

RADIO ADVERTISING CO. has been engaged as exclusive national sales representatives for WGAT, American network outlet in Utica, N. Y., and WARK, affiliate of ABC in Hagerstown, Md.

SEIDEL ADVERTISING AGENCY, Inc., New York, has been appointed to handle all advertising for A. H. Schechner & Son, Inc., manufacturing furriers, as well as for Druher Jewels.

TAKE THE GUESS OUT OF BUYING WITH WOV'S 5 Audited Audiences



We want you to be a WOV sponsor with the knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers; each the result of a penetrating revealing listener survey. Get the facts on these 5 AUDITED AUDIENCES today and ... "TAKE THE GUESS OUT OF BUYING"

Ralph N. Weil, General Manager
John E. Pearson Co., National Representative



SALES DOLLARS TRAVEL FAR

Ben Ludy, GEN'L. MGR. .. when you use them on

WIBW

The Voice of Kansas TOPEKA

"Anniversary Song" Top '46-'47 Pop Tune

(Continued from Page 1)

Peatman ACI Surveys for six months. Consistent progress of the leaders is indicated in that about one-third of top 35 tunes of the year were on the weekly ACI surveys for six months or more.

Irving Berlin's "The Girl That I Marry," from "Annie Get Your Gun," and his revival of "Blue Skies," had the year's record run of 34 weeks each. "They Say It's Wonderful," also from "Annie Get Your Gun," is 22nd on the list for the season, but accumulated more than 16,000 ACI points over a period of 12 weeks, prior to July 1, 1946.

Motion picture with the greatest number of hits among the top 35 songs is Warner Brothers' "The Time, The Place And The Girl."

Peatman annual survey also lists separately 30 standards (other than those actively exploited) with the largest radio audiences. Cole Porter's "Night and Day" leads the list but the same composer's "Begin the Beguine" is a close runner-up, thereby maintaining its position of popularity for the fifth consecutive year in the Peatman surveys. It was first in 1943, 1944 and 1945, and runner-up in 1946. Irving Berlin, Jerome Kern, George Gershwin, and Vincent Youmans, together with Porter, continue to account for most of the favorite standards, regarded as America's folk music of today.

Colwell Succeeding Guntz As Treasury Radio Chief

(Continued from Page 1)

Treasury Department, announced. Coincident with Colwell's assumption of his new duties this week will be the moving of the Savings Bond Division radio office from New York City to Washington.

Colwell has been associated with the radio industry virtually from its beginning. He started out as an entertainer over 40 radio stations from Kansas City in 1921. Later he worked as a staff member of stations WBBM and WJJD, Chicago; KMOX, St. Louis; WTMJ, Milwaukee and KOIL, Omaha. From 1930 on he was a radio executive with Lord and Thomas, J. Walter Thompson, N. W. Ayer, Ruthrauff and Ryan, advertising agencies. He also held positions with Canadian radio agencies. In the past year he has been active in developing television presentations.

Carow said that Guntz' administration of the radio section was highly successful. Local stations totalling 1,273 are now scheduling the Treasury transcribed series Guest Star as well as transcribed and live announcements.

James Sheldon Joins WOR

James Sheldon, former radio director for the agency of MacFarland, Aveyard & Co., has joined WOR as executive producer. Sheldon also formerly worked for ABC and NBC.

NETWORK SONG FAVORITES

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

Survey Week of June 27-July 3, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
Across The Alley From The Alamo.....	Capitol
Almost Like Being In Love.....	Sam Fox
As Long As I'm Dreaming.....	Burke & Van Heusen
Ask Anyone Who Knows.....	Witmark
Cecilia.....	ABC
Chi-Baba Chi-Baba.....	Oxford
Come To The Mardi Gras.....	Southern
Deep Down In Your Heart.....	Triangle
Every So Often.....	Harry Warren
Heartaches.....	Leeds
I Believe.....	Sinatra Songs
I Do, Do, Do Like You.....	Harms
I May Be Wrong.....	Advanced
I Wish I Didn't Love You So.....	Paramount
I Wonder Who's Kissing Her Now.....	E. B. Marks
I Wonder, I Wonder, I Wonder.....	Robbins
Ivy.....	Burke & Van Heusen
Linda.....	E. H. Morris
Mam'selle.....	Feist
Midnight Masquerade.....	Shapiro-Bernstein
My Adobe Hacienda.....	Southern
My Heart Is A Hobo.....	Burke & Van Heusen
Old Devil Moon.....	Crawford
Passing By.....	Chappell
Peg O' My Heart.....	Robbins
Red Silk Stockings And Green Perfume.....	E. H. Morris
Roses In The Rain.....	Barton
That's My Desire.....	Mills
Time After Time.....	Sinatra Songs

Second Group

After Graduation Day.....	T. B. Harms
An Apple Blossom Wedding.....	Shapiro-Bernstein
Anniversary Song.....	Mood Music
As Years Go By.....	Miller
At Sundown.....	Feist
Beside You.....	Famous
Cu-Tu-Gu-Ru.....	Sinatra Songs
Feudin' And Fightin'.....	Chappell
If I Had My Life To Live Over Again.....	General Music
Illusion.....	Pemora
I'm So Right Tonight.....	Leeds
It Takes Time.....	London
It's The Same Old Dream.....	Sinatra Songs
Kate.....	Berlin
Love And The Weather.....	Berlin
The Man Who Paints The Rainbow In The Sky.....	Mutual
Say No More.....	Advanced
Stella By Starlight.....	Beverly
Tallahassee.....	Famous
There's That Lonely Feeling Again.....	Mellen
Would You Believe Me.....	Remick
You Should Have Told Me.....	Jefferson

Small Market Clinic Opening In Denver

(Continued from Page 1)

ler himself will direct the session on Radio Law the week of August 4-8. The week's discussion will center around those areas of law and procedure having to do specifically with the daily problems of station operation.

Besides the session on law, other weekly clinics and their directors are: Radio Journalism, July 21-22 under the direction of Arthur Stricker, director of special services and news consultant, NAB Radio Sales, Advertising, a Promotion, July 28 - August 1, headed by J. Allen Brown, a assistant director of broadcast advertising, NAB Use of Community Resources, August 11-



MILLER

directed by Rex Howell, owner-manager of KFJX, Grand Junction, Colorado; and the final week on Programming Problems, August 18-19, headed by Allen Miller, director of the Rocky Mountain Radio Council.

"Although these clinics will certainly be open to University of Denver radio students" declared Russell Porter, University Co-ordinator of Radio, "it is hoped that they will appeal especially to many small market station personnel as opportunities for short term 'refresher' courses. Trade journals these days are filled with the cries of small market station operators lamenting the dearth of adequately trained personnel," Porter explained. "Short term courses such as these under the direction of top-flight men in the industry should be of real value to those station members who have not had opportunities for training or experience or who feel the urge to talk over their problems with recognized industry leaders."

The series of clinics is designed to fit into an overall pattern of radio training now being encouraged at the University of Denver. A new four-year course, launched a few weeks ago, is designed through industry operation to train students specifically for the general operation skills demanded in small market station operation.

Promotion Managers Clinic

Fifty stations have accepted invitations to participate in a Promotion Manager's Clinic which will be staged at the CBS headquarters in New York September 8-10, Herbert Akerberg, vice-president in charge of station relations, announced yesterday. David Frederick, CBS director of sales promotion and advertising, and Thomas D. Connolly, director of program promotion, will conduct the clinic.

House Petrillo-Investigation Opens; 7-Point List Of Charges Submitted

(Continued from Page 1)

made to its members for services usually rendered. The investigation our committee indicates that your operation, by means of a strike, has retarded the recording industry to pay approximately \$2,000,000 as tribute to all the members of your organization.

"Your organization, through the heat of strikes and boycotts, has retarded theater owners throughout the United States to employ standby orchestras they did not need, want or use.

"Your organization has dictated to the licensed broadcasters of the United States the amount of money they should spend for music.

"You and the board of the AFM have engaged in a concerted effort to retard the technological improvements in radio and in television.

Cites Church Action

"Your federation has interfered with, and restricted the inalienable right of the people of the United States to enjoy freedom of religion and education. Numerous complaints have been made to the effect that amateur musicians are denied the right to perform; churches must pay exorbitant fees for organists; orchestras, bands and choruses in many schools have been denied the right to broadcast, and the service bands of the United States have been denied the right to make records.

"Your federation is a monopoly which exercises the right of licensing businesses and autocratically determines the amount of money which must be paid by non-union members to your organization."

Committee Chairman Fred Hartley, New Jersey Republican, opened the hearing with a pointed reminder that the committee might have some recommendations to make to the artist-division of the Department of Justice. Immediately Judge Joseph Padway, AFM counsel, broke in to insist that if prosecution is in the mind of the committee, he will use all means to protect his client from incriminating himself while on the witness stand.

Qualified Threats

Significantly, Petrillo did not omit to qualify his various threats against the broadcasters and the recording industry. "It is my present intention," he said slowly, "as of this moment" to ban recording at the end of the

year. More than once he sadly said, "We cannot stop progress."

At another point, he said—and this seemed especially significant in view of the fact that present contracts have six months to go, "Maybe none of these things will happen. I hope not. I don't want to go out of business and I don't want to put the other fellow out of business. Maybe the

Defends Petrillo's Acts

Montreal—The Canadian House of Commons Radio Committee has heard a flat denial that James C. Petrillo, president of the American Federation of Musicians, in any way dominates or dictates policy of Canadian affiliated unions.

"Canadian locals have absolute local autonomy," Walter Murdoch, Canadian executive officer of the A.F.M., declared as he faced a barrage of questions about the famous union chief. He said the picture of Petrillo as a dictator was created by the U. S. press and termed it "silly" and "ridiculous."

In the course of testimony that brought him into frequent clashes with committee members, Mr. Murdoch charged that the majority of private stations are failing to use live musical talent and are simply "milking the industry for all it's worth" with recordings without regard to the interests of radio, the public, or musical development.

recording companies will find a way—maybe the radio stations will find a way."

Rep. Richard Nixon, Los Angeles Republican, referred to questionnaires sent by the committee to 2,000 broadcasters and broadcast officials. Of 1,500 replies, he said, only that of WNYC, New York City station, did not complain about the AFM. "A common bone of contention," he said, is the AFM's "quota system," whereby the union stipulates how many of its members should be employed by broadcasters. Nixon also referred to complaints from FM licensees that AFM is blocking the development of their service.

Hollywood Pact Criticized

Petrillo said he could not understand why 1,500 licensees should complain when only about one-fifth that number actually had AFM contracts. Of 904 network affiliated stations in 1945, he said, only 301 employed any live staff musicians.

Committee Counsel Irving McCann acidly referred to the contract with Hollywood producers blocking the use of sound track and film showing AFM members for television. "Is there any doubt in your mind that you are in restraint of trade in the

entire amusement industry?" he asked.

"No," Petrillo replied, "we're just changing our policies."

Petrillo charged that many radio stations are pulling music from network programs for later performance. "I wish we could prove how many," he said, after Kearns had expressed doubts that such practices were indulged in by broadcasters.

When Nixon declared that the AFM attitude toward technological improvement was not constructive and could lead only to grief, both Petrillo and Padway insisted that they had been seeking some proof that FM and tele would not mean less jobs for musicians—but that the networks refused any such assurance.

The AFM head kept committee members and a large audience smiling with numerous quips and funny stories. At one point he went into a long story whose only point could have been to compare the committee with monkeys—refused comment in relation to the anti-trust laws. Asked about possible illegality of making records himself, he admitted, "I would prefer, being a labor union, to remain in the labor business."

When Kearns pressed his point that only about 10 per cent of AFM members make their whole living from music, Petrillo disagreed, offering a figure of 30 per cent. In addition, he said, about 30 per cent make a partial living from music, and another 20 per cent "have had to hock their instruments because they haven't got the jobs they need." Another 20 per cent, he said, are doctors and lawyers, "professional people who use their cards to go out and get business—like Congressmen and Senators."

Speaking directly to Kearns, he said, "Now, you know you don't need your card today." A moment later he added, "but I understand you're a good musician, Congressman."

"Do you also understand I'm a good Congressman," Kearns asked?

"Not yet," Petrillo replied.

The AFM chief goes back before the committee this morning for further questioning.

"Flying Disc" Show On ABC

ABC has scheduled a special broadcast titled the "Search for the Flying Discs" on July 10 at 10:15 p.m., EDT, during which Walter Kiernan will cruise above New York in a special United Airlines plane "in an attempt to learn if the flying discs have jockeys." Kiernan will describe his search while in flight. Web is arranging interviews with persons who claim to have seen the flying discs and will make pickups from various parts of the country. One interview will also be made with a London scientist and another pickup will come from the California Institute of Technology where a giant telescope has been searching the skies.

Ziv Holds Conference With Field Sales Force

(Continued from Page 1)

regional sponsorship of a transcribed syndicated program follow a preference familiar to a live show heard nationally. Also whether a fixed ET program format calls for a client of the same general type; still another answer was sought to the question whether a specific product that has a given type of program geared to sell it to the exclusion of all other types of products or services, and can a half-hour dramatic show, for instance, sell a wide-range of products or services.

Understood that the results of the survey has caused the Ziv company to re-evaluate sponsor trends in "less than full network" operation. Examination of the survey of John L. Sinn, executive vice-president, included seven areas taken into consideration, New England, Middle Atlantic, Southeast, Central States, Middle West, Southwest and Far West. In these areas it developed that the "top 10" sponsor types were more diversified than has been the Ziv Company's experience in recent years, particularly since the program being sold is held to be smartly handled drama.

Each of the 10 sponsor types repeats itself sectionally four or more times; other sponsors, not in the top 10, pick up the show three or less times in the seven areas. Top 10 sponsors, not necessarily in the order named were: life insurance, automobile dealers, department stores, banks, wine companies, public utilities, dairies, laundries, bakeries and breweries.

Sinn stated that one of the unexpected developments in the survey was that in approximately 75 per cent of the cases, the sponsors are already the largest advertisers (radio or otherwise) in their locality, and that the remaining 25 per cent stand among the first five in paid space and time. In which case, according to Sinn, this follows budget lines, since "Favorite Story" is the top budgeted show on the Ziv list.

Further breakdown of sponsor trend reveals that six of the "top 10" dispense products and four supply services. After the first 10, actual products begin to show much greater superiority as to numbers. As to the third 10, Sinn says it's a runaway for sponsors selling something you can touch.

Ziv is now in process of making another sponsor "preference" study on another subject.

Griswold On CBS July 9

On Wednesday, July 9, CBS will air Dwight P. Griswold, chief of the American Mission for Aid to Greece, 6:15-6:30 p.m. Griswold is the former Governor of Nebraska, having assumed his recent duties upon appointment by President Truman and recently returned from Greece for a brief visit here. This will be his first broadcast report on US aid to Greece and will be heard over the facilities of WTOP, Washington, D. C.

Send Birthday Greetings To—

July 8th

John Brewster Sydel Forbes
Dou Fuller Gertrude Niesen
Percy A. Grainger
Ann Thomas Bill Thompson

★ ★ COAST-TO-COAST ★ ★

BEHIND THE MIKE

By SID WEISS

— ARIZONA —

PHOENIX—Unusual feature of KOOL's recent opening was glad hand extended by rival station KRUX, independent outfit in nearby Glendale. As a public service, KRUX utilized a series of station breaks to inform listeners that "KOOL is coming to Phoenix . . . for the newest and best in radio entertainment tune 950". . . . KTAR program director, J. Howard Pyle, took a "busman's holiday" during his July vacation. During the 4th, 5th and 6th of this month, Pyle was master of ceremonies at the All-Indian Pow-Wow in Flagstaff.

— FLORIDA —

DAYTONA BEACH—Darts For Prizes is the new feature recently added to WMFJ's "Man on the Street" program. Upon finding out, from a thorough study made by the station's commercial staff, that most of the people interviewed on the show came from the Southeastern states, the emcee, Skeets Wolfe, mounted a large map of these states on a huge board, marking a red circle within each state and giving each contestant a dart preceding the interview. Object is for the contestant, standing eight feet from the board, to land the dart within the circle of his home state and win the prize of the day. . . . **MIAMI**—For broadcasting the naturalization ceremonies from the Federal courtroom in commemoration of

"I Am An American Day," WQAM was recently presented with a special award by the Harvey Seeds Post, American Legion.

— NEW JERSEY —

NEW BRUNSWICK—Four members of the Constitutional Convention committee on Executive, Militia and Civil Officers will discuss issues facing their committee this evening as the Rutgers University Forum presents the first in a series of five programs on convention committees. Moderated by Marshall G. Rothem, director of broadcasting at Rutgers, the forum will be broadcast by WAAT and WAAW in Newark, WSNJ in Bridgeton and WCTC in New Brunswick. . . . **TRENTON**—Newsy local gossip, interviews and platter chatter are on the menu of a new disc-jockey show handled by "Pat" Page and Jean Lamont, two charming junior leaguers in this city.

— NORTH CAROLINA —

CHARLOTTE—WBT vocalist, Helen O'Neill, with Johnny Matthews and his orchestra, furnished music for dining and dancing to over six hundred North and South Carolina Philco dealers in a convention recently held at the Hotel Charlotte. WBT's staff announcer, Lee Kirby, acted as emcee of the festivities. . . . **NEW BERN**—Gordon A. Scheihing, program director of WCAO, Baltimore, Maryland, has been appointed manager of WHIT.

— ILLINOIS —

PEORIA—New member of WEEK's staff is Bill McKeever, who will handle promotion and merchandising. . . . **ROCK ISLAND**—WHBF believes it holds a record as to the youngest radio performer. She is Emily Andrea Wells, born at 12:02 a.m., July 1, at the Moline Public Hospital. At 12:15 noon, same day, just 12 hours after her birth, Emily's voice, squall, cry, yell or whatever you label a newborn's sound effects, was recorded on the WHBF sound mirror and used to open the station's "Rockaby Time" daily baby show. A high chair, donated by the program's sponsor, the Kay Furniture Company of Davenport, was her reward as being the "baby of the month," title which is given, each month, to the first baby born in a quad-city hospital.

— COLORADO —

DENVER—New show on KFEL is "Rod and Road Reporter." Sponsored by Cottrill's local men's store, the thrice-weekly program series features highway bulletins and information on road conditions, plus tips on good fishing in Colorado's many mountain streams. . . . New additions to KLZ's staff are ex-GI's Jack Tipton and Claude Thornton. Tipton, graduate of the University of Missouri School of Journalism, is in the local sales department, while Thornton is doing station announcing.

JAY JOSTYN, radio's "Mr. D.A.," who is currently emoting on the Straw Hat Circuit, figures that his little jaunt into the legit field is costing him some \$500 a week which he is sacrificing in radio fees. Say it's worth it, tho'. Has had the yen for eight years.

"Quiet, Please," one of the few adult-thinking shows on the air, is shopping around for a new time on Mutual—all because its producer/narrator, Ernest Chappell, is a bus agent. Seems he's on an opposition network at the same time Mutual wanted to spot it Wed. nites.

Note from John Paris informs the he'll be back from So. America next week.

The Frank Law office handling the terrific publicity campaign on "M In-Between."

A new weekly series of wire-recorded on-the-spot 15-minute broadcasts will be heard every Friday ayem (at 2:05) over Mutual featuring interviews with celebs at Ca Society Downtown. Eddie Newme will do the interviewing.

Maxine Keith being sought for new commentator spot.

Charley Powers, director of the Henry Morgan program, produced and directed the U. S. Navy program called, "That Guy Jones," starring Ralph Bellamy, over ABC on July 6th.

why you get more

for less on WOR

We have said in previous ads . . .

1. WOR has not raised its daytime rates since November 14, 1937.

2. WOR's discounts to sponsors have not decreased. In some cases they have been extended 25 to 30%.

3. WOR's nighttime rate has not changed since November 1, 1943.

4. WOR delivers the second lowest cost-per-thousand rate in the United States.

Good —

But, let's dig a little deeper. Let's show you, more minutely, why you get *more* for *less* on WOR.

Let's talk about programs; how very economically they get into people's homes and minds when you use WOR.

★ A WOR show, weekdays, 1:30 P.M., is heard in 538,489 homes at a cost to the sponsor of 1/12th of 1 cent per home!

★ A WOR show, weekdays, 11:15 A.M., is heard

in 589,774 homes at a cost to its sponsors of 1/3rd of 1 cent per home!

★ A WOR show, weekdays, 8:15 A.M., is heard in 1,630,853 homes at a cost to its sponsors of 1/27 of 1 cent per home!

Little wonder why WOR regularly carries more accounts with a greater total dollar volume than any station anywhere.

Little wonder that WOR frequently carries more accounts than the combined total carried by New York's three other major stations.

WOR—that power-full station at 1440 Broadway, in New York

mutu



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 6

NEW YORK, WEDNESDAY, JULY 9, 1947

TEN CENTS

Petrillo Offers Concession

India Has 8-Year Plan For Developing Radio

Bombay — An eight-year plan, which will form the first stage of the development of broadcasting in India, has been prepared and approved by the Development Board, but the Government of India will not permit the broadcasting of commercial advertising nor is any provision being made as yet for television. Furthermore, private companies will not be allowed to set up broadcasting stations, and, unlike BBC, All-India Radio will not be turned into a public corporation by the Government.

The general pattern of the post-war (Continued on Page 3)

Swift Co. Experimenting In Farm Program Field

Swift & Company has bought the "KLZ Farm Reporter," Denver, a show travelling 30,000 miles annually and broadcast five days a week, in what is considered to be a tryout by the sponsor in the farm program field with anticipated extension of the campaign on a regional basis. Swift contract, signed through Needham, Louis & Brorby agency in Chicago, runs for 52 weeks. Sponsor plans to (Continued on Page 2)

WHOB Manager Drowned While On Fishing Trip

William M. Harris, station manager of WHOB, Gardner, Mass., met with a fatal accident while fishing on Saturday July 5. Harris was seized with a fainting spell while fishing from a raft and tumbled into the water. He was alone (Continued on Page 2)

Aid Disabled Vets

Stations in five southern states loaned transcription facilities to VA hospitals in their areas recently during a music contest for patients. Among the all recorded entries were barber shop quartets, guitar players, hillbilly bands and soloists. Best entries were sent to Atlanta VA branch office and final winners got engraved cigarette lighters.

Decision This Week

Washington — The Senate subcommittee will decide this week whether to recommend confirmation of Rep. Robert F. Jones (R. Ohio) as a member of the FCC. Chairman Owen Brewster said yesterday. Final Senate confirmation is expected, although there may be a fight on the Senate floor. Prior to the windup of hearings, Jones reiterated that he was never a member of any subversive organization, as charged by two witnesses before the sub-committee.

WHN Leases Quarters In Former NBC Home

Through terms of a 10-year lease the Marcus Loew Booking Agency, operators of WHN, 50,000-watt New York indie, will move from its present quarters in Loew's State Theater building, to the 15-story structure at 711 Fifth Avenue, formerly the home of the National Broadcasting Company. The World Broadcasting System, Inc., present occupants of 711 Fifth Avenue quarters, are expected to vacate in December and WHN occupies (Continued on Page 3)

Yankee Football Games Signed Again By WINS

Deal has been signed by WINS and Dan Topping, owner of the New York Yankees professional football team, whereby the station will again broadcast (Continued on Page 2)

Radio Joins Speculation On 'Flying Saucers' Stories

While speculation as to what the "flying saucers" may portend is rife in newspapers, radio is cautiously doing its speculation more or less through straight explanations or news stories, all according to the information at hand. Orson Welles has already gone on record as being "jealous" of the vast amount of publicity given the saucers and some sources fear a new film will shortly appear entitled, "The Flying Yo Yo's." So far only one network has (Continued on Page 3)

AFM's President Would Discuss Airing Of School And U. S. Service Bands; Hearings To Continue Monday

CAPAC Would Double Music-License Rates

Ottawa — The copyright appeal board of the Dominion Government strove to place a value on performing rights yesterday, in the second day of the hearing on the application of Composers, Authors and Publishers Association of Canada for increased 1947 fees from the Canadian Broadcasting Corp. CAPAC seeks a new (Continued on Page 7)

Chicago News Writers Seeking New Contract

Chicago — The news writers at NBC are seeking a new contract that will provide for an increase in salaries and other changes that will put them on a par with the news writers of New York. Negotiations were started (Continued on Page 2)

Three Shows On Mutual Being Set By Feen-A-Mint

Pharmaco Co., Inc., for its products, mainly Feen-A-Mint, has set three periods on Mutual network, with programs scheduled to start during the month of September. Program (Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington — AFM President James Caesar Petrillo, in an unusually chastened mood, told the House Labor Committee yesterday he would be glad to sit down separately with educators and representatives of the military service bands to work out present difficulties. During a lengthy afternoon session with the committee he also admitted personal responsibility for the AFM position regarding FM, and said the musicians are "scared to death" of television. Further hearings are postponed until (Continued on Page 7)

Facsimile Progress Reported By FCC

The FCC announced yesterday that "co-operative activity" by manufacturers, broadcasters, newspaper publishers and others indicates that facsimile "may soon" become a regular broadcast service. The Commission noted that the Radio Technical Planning Board recently submitted proposed transmission standards. "Since there has been difference of (Continued on Page 2)

Kreml Sponsors Duchin With New Show On ABC

Kreml Hair Tonic and Kreml Shampoo, will sponsor Eddie Duchin in a new series over ABC, starting Monday, July 14, 4:30 p.m., EDT. The show (Continued on Page 2)

Training Program

In a move to develop new programming and executive talent, WOR, New York, has inaugurated an apprentice training plan on a junior executive level. Frank Muckenhaupt and Frank Sedwick, both veterans who have graduated from Columbia and Princeton, respectively, have been selected to work as "understudies" in all program department positions.

RADIO DAILY



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

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WEST COAST OFFICES
 Ralph Wilk, Manager
 6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
 Andrew H. Older, Chief Manning Claggett
 6417 Dahlgone Rd. 2122 Decatur Pl., NW
 Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
 Nat Green
 1417 Ashland Bldg., 155 No. Clark St.
 Phone: State 2332
 Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Tues., July 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8	7 5/8	8	+ 3/8
Am. Tel. & Tel.	160 1/4	159 3/8	159 3/8	- 3/4
CBS A	30 1/8	30	30	- 1/8
Farnsworth T. & R.	6 7/8	6 3/4	6 7/8	+ 1/8
Gen. Electric	36 7/8	36 1/2	36 7/8	+ 3/8
Philco	30 1/8	29 5/8	30 1/8	+ 5/8
Philco Pfd.	95 1/4	95 1/4	95 1/4	+ 1/4
RCA Common	9	8 3/4	9	+ 1/8
Stewart-Warner	16 1/2	16 3/8	16 1/2	+ 3/8
Westinghouse	29 1/2	28 3/4	29 1/4	+ 3/8
Zenith Radio	24 7/8	24	24 3/4	+ 7/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	23 3/4	25 3/4
OVER THE COUNTER		
Du Mont Lab.	6	7
Finch Tele. Comm.	5 3/4	6 3/4
Stromberg-Carlson	123 1/2	141 1/2
U. S. Television	2 1/4	2 3/4
WCAO (Baltimore)	38	40
WJR (Detroit)	14	15

WHOB Manager Drowned While On Fishing Trip

(Continued from Page 1)
 on the raft when the drowning occurred.

Harris had been in radio for seven years serving with WSPR, Springfield, and WHAI, Greenfield, as time salesman. Later he became commercial manager of WNOC in Norwich, Conn., and last March went to WHOB as station manager under David M. Richman, general manager. He leaves a widow, Mrs. Marcia Harris, who was employed prior to her marriage at WHAI, Greenfield, Mass.

★ **COMING AND GOING** ★

DAVE DRISCOLL, director of the news and special features division at WOR, will sail today with MRS. DRISCOLL aboard the S.S. America for England. They will also visit the Continent, remaining away for about five weeks.

DOROTHY KNOX LUTHER, wife of Decca's Frank Luther, and heard Saturday mornings on NBC, arrives in New York today from Montego Bay, Jamaica, B. W. I., where she spent the past two months.

TOM CARR, manager of WANN, Annapolis, Md., spent a few hours in New York yesterday on station and network business.

EDWARD DE GRAY, sales manager of WBT, Columbia network outlet in Charlotte, N. C., is back at the station following a short business trip to New York.

MERLE H. TUCKER, vice-president and general manager of KOAT, Albuquerque, N. M., and connected with the Zia Network, is here for confabs at the headquarters of the American network, with which the station is affiliated.

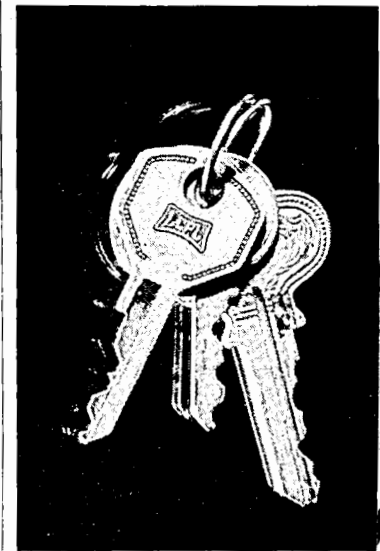
GORDON GRAY, assistant general manager and director of sales at WIP, Philadelphia, spent yesterday in New York on station business.

VICTOR SHOLIS, formerly executive secretary of the Clear Channel Broadcasting Service in Washington, D. C., has arrived in Louisville, Ky., to take over his duties as director of WHAS and WCJT. He succeeds W. Lee Coulson, who will remain with the station in advisory capacity and as a member of the board of directors.

ARNO HUTH, of the New School of Social Research, is in Chicago, where yesterday he delivered a special lecture on international broadcasting at the NBC Summer Radio Institute of Northwestern University.

FRED BARR, program director at WWRL, is vacationing at his newly-purchased place in Bayside, L. I.

FRANK VAGONI, manager of the American network's music division, is on the West Coast, where he'll remain three weeks.



Swift Co. Experimenting In Farm Program Field

(Continued from Page 1)

use the show as a goodwill builder and present plans call for no advertising of individual products.

Although Swift & Company has not revealed plans as to how far it might go into radio's farm program field, it did make intensive checks before signing up the "KLZ Farm Reporter." F. M. Simpson, director of Swift's agricultural research, and his assistant Frank McKnight, made a special trip to Denver to survey the field and talk with station manager Hugh Terry and Lowell Watts, who handles the program. George Brown of Swift's advertising department, and W. D. Horne, Jr., and Allan Wallace of the agency, also made the trip. Later farm reporter Watts spent a week in Chicago studying the Swift plant operation.

KLZ is sparing no effort to give Swift a successful package, having purchased a new car for the exclusive use of Watts for his 30,000 mile annual journey through the Rocky Mountain region. Watts also flies a small plane when distances are too great to be made by auto between broadcasts. Station uses 19,000 miles of leased wires to air the program by direct broadcast.

Chicago News Writers Seeking New Contract

(Continued from Page 1)

ed immediately following expiration of the old contract on June 30 but have been temporarily discontinued because of the absence from the city of several members of the staff. They are expected to be resumed on July 23, according to Ben Meyers, attorney for the group.

For some time the local writers, who are members of the Radio Writers League, have been dissatisfied with the differential between New York and Chicago on both money and other matters, and decided to take action. Some of their grievances have been ironed out, but no agreement has been reached as to salaries.

Yankee Football Games Signed Again By WINS

(Continued from Page 1)

broadcast all 14 games of the team this fall starting August 31. Yankees will pay the line, engineering and announcing charge, as well as air time, whether a sponsor enters the deal or not. A sponsor is expected to buy the package, however, before the season gets under way. Pabst was the sponsor last season.

All games of the football Yankees will be broadcast live by Mel Allen and Russ Hodges who will accompany the team on trips to Buffalo, Chicago, Los Angeles, San Francisco, Baltimore and Cleveland. Topping-MacPhail-Webb corporation, will split up and divide their assignments where baseball and football conflict during the over-lapping period. Football series will run from August 31 to Dec. 7 with the first broadcast originating in Buffalo.

Facsimile's Progress Reported By The FCC

(Continued from Page 1)

opinion in the development of the proposed standards, however," the FCC said, "as to whether both 8.2 inches and 4.1 inches scanning lines should be provided at the same line rate of 105 lines per inch, and since there has been a limited amount of experimental operation and demonstrations to indicate public preference, the Commission has requested that further operation and comparisons be conducted. Upon completion of such tests, it is believed that standards may be adopted promptly."

Kreml Sponsors Duchin With New Show On ABC

(Continued from Page 1)

quarter-hour program will be heard Monday, Wednesday and Friday at the same time, immediately following the Paul Whiteman Club. Duchin will have an instrumental group to augment his piano playing and guest singers.

Look, Richard..

Maybe we ought to be ashamed of ourselves for riding that gag too . . .

But it's such a natural we couldn't pass it up!

Our point, as you know if you read these W-I-T-H ads, is that "the way to open the door in Baltimore radio is W-I-T-H, the successful independent."

That's the way to get yourself sales in this 6th largest city . . . because W-I-T-H delivers more-listeners-per-dollar-spent than any other station in this big 5-station town.

Smart lists carry 4 important radio call letters.

W-I-T-H!



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

Radio 'Saucer' News Treated Temperately

(Continued from Page 1)
 "Frontiers Of Science," had Quincy Howe leading a discussion. On the trout show, commercial airline pilot Captain Emil J. Smith was interviewed on his version of seeing the discs. Also last night WOR's weather reporter, Nemo, offered a scientific explanation of what saucers might be. Around the country various stations areas where the missiles were re-

Saucer Suspension

Milt Bergh, news director of Mutual Network, thought about doing a special program about the saucer invasion, but nothing happened. Yesterday morning as he entered his office, 11 saucers suspended from strings began swirling around the desk, all first class Woolworth stock.

ported as having been seen, special agent crews have endeavored to bring the listeners some first-hand information. In St. Louis, station KXOK interviewed local citizens who called to report the discs, descending on or orbiting through the southern part of the city. KXOK reported seeing them about the same time. Bruce Barington, station news editor, made the recordings which were later inserted in the regular news periods, containing a general roundup on the elusive saucers.

So far transmitter engineers, usually the look-out for such phenomena and who hasten to report such human interest items as field mice or eagles building nests at the plant, have failed to come through with anything program or news editor could sink its teeth into.

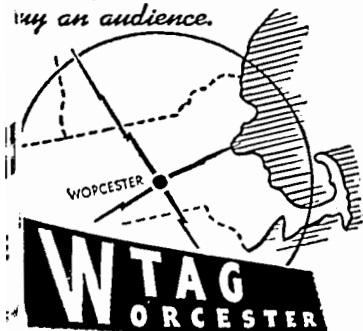
In addition to the usual news treatment, NBC on Monday night had David Deitz, science editor for Scripps-Howard papers, give a scientific appraisal of the saucers.

Elgin Signs On WGHF

Elgin Watch has signed to sponsor six time signals daily over WGHF, the tenth FM station in New York. Contract was signed through J. Walter Thompson agency.

Only WTAG covers Central New England.

When you buy time—buy an audience.



Special Service

Just before Mutual began airing the All-Star baseball game yesterday, a long distance phone call from one Jack Wagner, visiting in Shreveport, La. complained he had only a small radio and couldn't get the game. Would Mutual put a loud speaker near a phone and charge it to him. Ed Kobak being away they used his desk and the game went to Wagner via phone to the Washington-Youreco Hotel. The oil man, whose home is in Chandler, Okla. will have a phone bill close to \$100. Now MBS outlet opens in Shreveport, August 1.

WHN Leases Quarters In Former NBC Home

(Continued from Page 1)
 occupancy of the 13th, 14th and 15th floors will start in January, 1948.

Station WHN will spend more than \$500,000 for new engineering equipment and alteration of the studios, artists' quarters, audition and sponsor rooms. Approximately 36,000 net square feet of usable space, housing seven broadcasting studios, will be utilized by the station. In addition to serving as a center of activities for WHN, there will be studios for WMGM, WHN's FM sister, one of the pioneer FM outlets in the country.

A quarter of a century of radio broadcasting will be celebrated by WHN when it moves into its Fifth Avenue building next year. Originally a 250-watt, the station was acquired by the Marcus Loew Booking Agency in 1923. From its original site, it was moved to the Loew's Building on Broadway and in 1932 several small stations were merged with WHN on the 1010 kc., frequency and the station became a 500-watt operating full time. In 1934 it was granted a boost in power to 1,000 watts and two years later it became a 5,000-watt daytime. In March, 1941, it moved to 1050 on the dial and on Dec. 1, 1941 its power was stepped up to 50,000 watts.

Pittsburgh Radio Club Elects

Pittsburgh—The Radio & Television Club of Pittsburgh recently elected the following officers: President, Carl Dozer, sales manager, WCAE; vice-pres. in charge of programs, Dick Bachman, Mutual representative; second vice-pres., Marjorie Thomas, Wiltman & Callahan Advertising Agency; third vice-president, Walter Sickles, Sickles-Hines Recording Co.; secretary, Patti Littell, program manager, KDKA-FM; treasurer, Marie Wilk, program manager, WMOT-WWSW-FM; director (representing radio), James Murray, sales manager, KQV. T. J. McWilliams, of Smith, Taylor & Jenkins Ad agency, outgoing president, in his final report announced that the club in its first year had grown from a mere dozen agency and radio station executives banded together for a mutual study and exchange of ideas in radio, to a club numbering 132 members representing all radio stations and advertising agencies in the Pittsburgh area.

India Has 8-Year Plan For Developing Radio

(Continued from Page 1)
 plans of the Government of India is to draw up schemes for five years at a time. A five-year plan was drawn up in the first instance for All-India Radio also, but because of the wide demands from various interests and the foreseeable difficulties regarding equipment and staff, it became apparent that the five-year plan was not sufficiently balanced. It was accordingly decided to prepare an eight-year plan, though at the moment only the finances for five years have been taken into account.

The main features of the eight-year plan are as follows:

1. Construction of studio buildings at Madras and Calcutta as well as provision of additional office accommodation and studio facilities at the existing broadcasting centers.
2. Installation of eight high-power medium-wave transmitters for urban programs; two each at Bombay, Calcutta, Madras, and Delhi.
3. Installation of three 20 kw., medium-wave transmitters for rural programs; one each at Bombay, Calcutta, and Madras.
4. Installation of two high-power and one 20 kw., medium-wave transmitters at Allahabad.
5. Installation of 20 kw., medium-wave transmitters, one each at Karachi, Nagpur, Hezwarda, Ahmedabad, Cuttack, Dharwar, Gauhati (or Shillong), and Calicut.

Five Zones Considered

For the purpose of administrative economy and convenience and to facilitate planning, five zones have been considered, taking into account linguistic, musical, and similar cultural affinities. Delhi, Calcutta, Madras, Bombay, and Allahabad, for which high-power transmitters have been provided, will be treated as zonal centers. The zonal centers as well as the following new centers will be completed or opened during the first five years of the plan: Nagpur, Cuttack, Shillong (or Gauhati), and Ahmedabad.

The eight-year plan has been approved by the Standing Advisory Committee attached to the Information and Broadcasting Department of India. The new transmitters will be installed as and when necessary equipment and staff become available.

New "Sportsman's Show"

A new weekly "Sportsman's Show" which was first presented last week, will be heard over the mid-east stations of the CBC Trans-Canada network on Wednesdays at 11:15 p.m., EDT. Jack Hambleton, fishing and hunting editor of the Toronto Globe and Mail, will appear regularly on the series.

Join WHLI Staff

George Ball and Milton D. Platnick have been added to the announcing staff of WHLI and WHNY-FM, the Elias Godofsky stations in Hempstead, L. I., which will go on the air about July 15. Ball was formerly chief announcer for WBRY, Waterbury, Conn., and Platnick has worked for WINS, WMCA and WOR, New York.

A STEINMAN STATION

W D E L

WILMINGTON
DELAWARE

SELLS

5000 WATTS
DAY & NIGHT

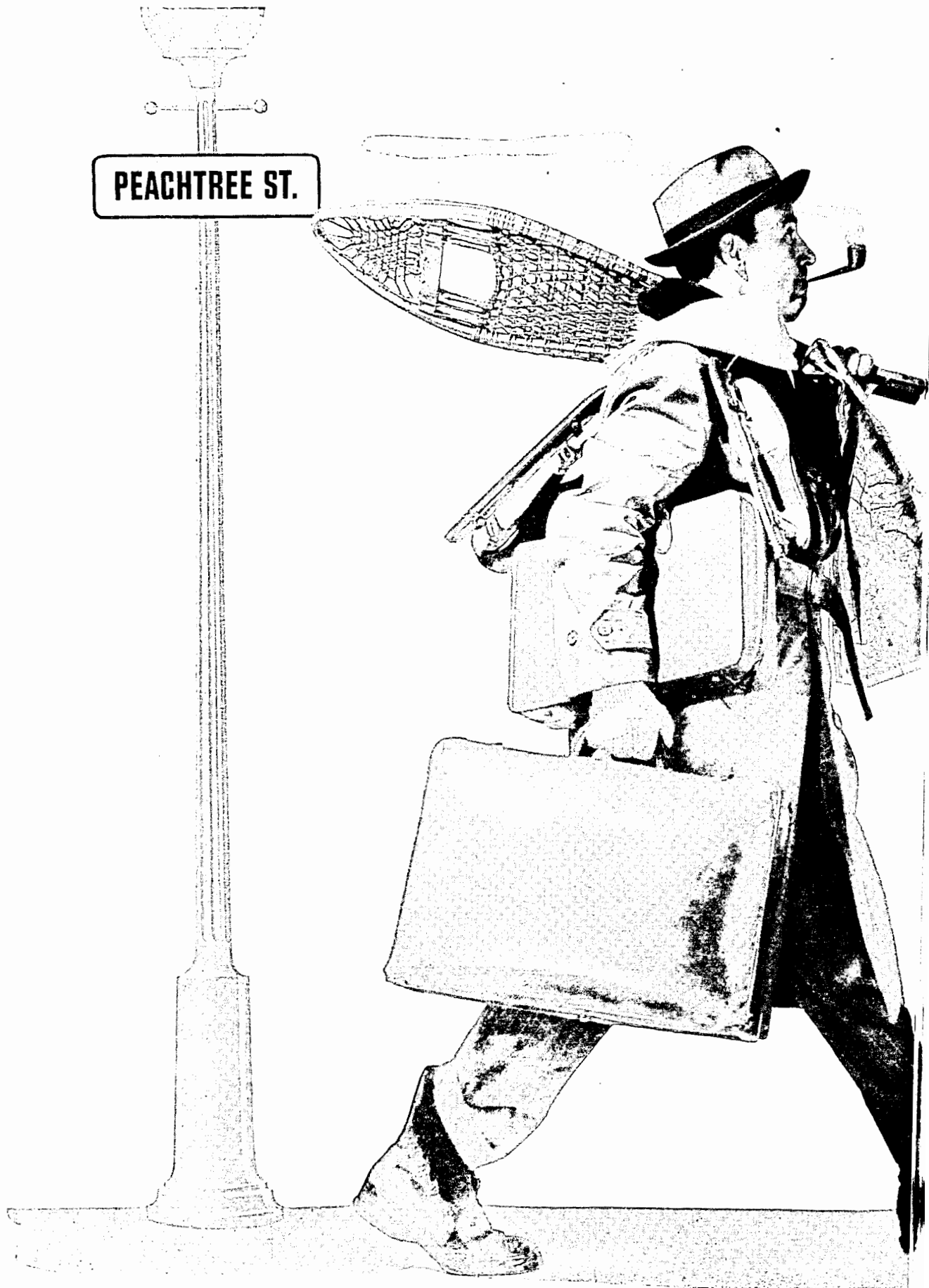


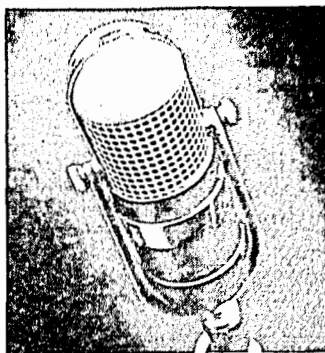
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New York • Los Angeles • Chicago
San Francisco



PEACHTREE ST.



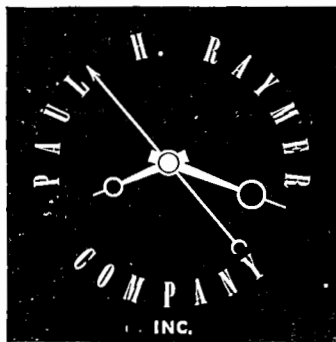


We never put a Yankee on Peachtree Street . . .

Our man in Atlanta is a born and bred Southerner. When he says "you all," he means more than one person. He eats hickory-smoked ham, black-eyed peas and turnip greens; he talks the language of his people.

Your interests are best represented by Southerners in the South, by Californians in California and by New Yorkers in New York. Each in his market has an at-home familiarity with the local customs and traditions and knows far better than an outsider how to do business there.

This "local" representation is another special feature that helps to build the quality and character of our company. This has been our consistent policy for 15 successful years. We never put a Yankee on Peachtree Street.



Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

LOS ANGELES

By RALPH WILK

SAMUEL C. FULLER, director of radio for Sherman & Marquette, announces his resignation from that agency effective July 26.

Jorja Curtwright planned to Vancouver Sunday (6th) to represent the trade premiere of "Flicks and Flashes," which is believed to be the first Hollywood show to be aired t-c in history of Canadian Broadcasting Corp. Accompanied by Cally Curtis, of the Mal Boyd radio-film liaison office, Miss Curtwright was honored at a civic reception, at press party in her honor and on CBC network coast-to-coast airshow, tying in with plugs for her initial Seymour Nebenzal starring role in "Heaven Only Knows." They returned to Hollywood Tuesday, July 8.

KFWB will present on Bill Anson's "Hollywood Bandstand" a very unique organization of 26 voices, known as The Boy's Choir from Tucson, Arizona. This will be their only radio appearance in Hollywood, as they are here to make recordings.

Fifty-seven Stations Accept CBS Promotion Clinic Bid

Fifty-seven affiliates of CBS have signified their intentions of sending representatives to the network's Promotion Managers' Clinic which will be held in New York, Sept. 8-10, William C. Gittinger, CBS vice-president in charge of sales, announced yesterday. The stations which will participate are:

WADC, Akron, Ohio; WGST, Atlanta, Georgia; KTBG, Austin, Texas; WGAR, Cleveland, Ohio; WRBL, Columbus, Georgia; KRDD, El Paso, Texas; WEOA, Evansville, Indiana; WBIG, Greensboro, N. C.; KMBC, Kansas City, Mo.; WLAC, Nashville, Tenn.; KOMA, Oklahoma City, Okla.; KFAB, Omaha, Nebraska; WMBD, Peoria, Illinois; WRVA, Richmond, Va.; KSL, Salt Lake City, Utah; KTTS, Springfield, Missouri; KTUL, Tulsa, Oklahoma; WBYR, Waterbury, Conn.; WTAG, Worcester, Mass.; KIMA, Yakima, Wash.; WKBN, Youngstown, Ohio; WAPI, Birmingham, Alabama; WPAV, Portsmouth, Ohio.

WDBJ, Roanoke, Va.; WREC, Memphis, Tenn.; WCAX, Burlington, Vermont; KFH, Wichita, Kansas; WDSO, Des Moines, Iowa; WBT, Charlotte, N. C.; WJR, Detroit, Mich.; WCHS, Charleston, W. Va.; WCAO, Baltimore, Md.; WKNE, Keene, N. H.; WDRC, Hartford, Conn.; WMBS, Uniontown, Pa.; WJLS, Beckley, W. Va.; WDOJ, Chattanooga, Tenn.; WKRC, Cincinnati, Ohio; WSBT, South Bend, Indiana; WIBX, Utica, N. Y.; WGR, Buffalo, N. Y.; WNBZ, Binghamton, N. Y.; WMT, Cedar Rapids, Iowa; KDSH, Boise, Idaho; WGAN, Portland, Maine; WHEC, Rochester, N. Y.; WHP, Harrisburg, Pa.; WTRY, Troy, N. Y.

KGLO, Mason City, Iowa; WCSC, Charleston, South Carolina; WED, DuBois, Pa.; WHUB, Cookeville, Tenn.; WTAQ, Green Bay, Wisconsin; WCAU, Philadelphia, Pa.; WGBS, Miami, Florida; WJAS, Pittsburgh, Pa.; WBNS, Columbus, Ohio.



Notes From An Aisle Seat. . . !

• • • What will prob'ly turn out to be the most talked-about party in H'wood, (which is noted for its talked-about parties) will take place this Sat. out there, when Garry Moore, the comic, and Herb Sanford, the director, play host to what they playfully call an "Unemployed Party." In sum, all of Hollywood's unemployed air stars will be invited to bring along their own refreshments and ideas. A humorous twist will be added by roping off an enclosure (packed with agency talent buyers, they hope) and have the stars ogle them or vice versa. Among those expected to be on hand will be Dinah Shore, Ginny Simms, Abbott & Costello, Alan Young, Eddie Bracken, Dick Haymes, Rudy Vallee, Hoagy Carmichael, Bob Burns, Joan Davis, Jack Haley, Benny Goodman, Peter Lind Hayes, Joan Edwards, Danny Thomas, Parkyakarkus, Ann Sothern, Mel Blanc, Victor Borge and Shirley Ross, to give you an idea. . . . Peter Lorre, we hear, doesn't care much for remote control setup re scripts for his summer Camel series, preferring instead to have the original and carbons prepared out there. In sum, one supposes: Lorre sorry—rips scripts. . . . Executive committee of the FMA has decided to hold its first national convention in N. Y. on Sept. 12 and 13, if proper arrangements can be made. Bill Bailey, exec director of the ass'n, is in town now to set up arrangements at the Roosevelt. . . . NBC pitching like mad for the Prudential account. Has offered them 16 weeks of Toscanini and any RCA recording artist they want for the rest of the 52 weeks. Same time (5:00-6:00) on Sundays. . . . William Esty agency is reported to have bought "Screen Guild Players" for Camel cigarettes which it will switch from CBS to NBC on Thursdays at 10 p.m. as replacement for Abbott and Costello. Price is said to be \$17,500. Lady Esther is expected to give up the show on July 14 when it takes an eight-week hiatus.

★ ★ ★

• • • THAWTS WHILE DIALING: Beryl Davis is the best-lookin' bundle Britain has sent us in years. And what's more, the gal can really sing. . . . Mel Allen puts more warmth and excitement into a baseball airing than most of the others put together. You get the feeling (and you're right) that Mel is more of a fan himself than a mere professional play-by-play caller. . . . We wouldn't want to be the one to yank Ted Husing out of his plush disc-jockey berth (he's 61 per cent sold out), but we miss his dulcet tones in the passing sports parade. The guy could even make a golf or tennis match spine-chilling.

★ ★ ★

• • • AROUND TOWN: Radio Row can chalk up Gordon MacRae's name in the star brackets any day now. Gordon, currently heard on three commercials, is being sought after by three movie factories—has been offered the lead in four coming musical shows—and has bids from two major record companies seeking his name for their label. . . . Dave Green in Paris opening up another branch there. . . . Bob Novak building a new package with Henny Youngman and looking for a head writer to take over. Contact Ted Ashley in the RCA Bldg., room 1440. . . . Things are so tough in the music biz that a pal of ours spotted Harry Link out at Roosevelt Raceway the other p.m. talking to Nick Grande about plugging "Mahzel" on the p.a. system out there. . . . Aside to Jack Perlis: That provocative interview Ben Gross had with your lad, Bill Cullen, is kicking up plenty of dust—but it's about time somebody spoke up against the "regulars" on those supposedly audience-participation shows. . . . Ed Begley signed for "Life Can Be Beautiful". . . . Those who've been worried about how Rob't Q. Lewis (or any comic for that matter) can be funny five half-hours a week may be interested to learn that he has no intention of putting on a regular production every nite. Bob will merely try to prove that what has been considered a daytime format can go just as well at nite.

CHICAGO

By NAT GREEN

HENRY COOKE, NBC announcer; Howdee Meyers of special events, and Art Hjorth, engineer, were in Vicksburg, Miss., on July 4 for broadcast of General Eisenhower's speech.

Walter Rapp of KMOX, St. Louis, was a visitor at WBBM over the week-end.

Mutual's midwest publicity department is slightly incapacitated this week, with George Herro, publicity director, ill at Augustana Hospital, and Chuck Wiley, of the same office, being treated at Evanston Hospital.

Ske Wolf, free-lance writer and author of WBBM's "That Men May Live" series, was married in New York recently to Iris Linde, stage actress from the cast of "Three To Make Ready."

Clifton Utley, NBC commentator, last week received the Sigma Delta Chi medallion award for radio news-writing.

"Let's Have Fun," WGN audience participation show featuring Jimmie Costello and Hank Grant, celebrated the Fourth of July by broadcasting from the S.S. City of Grand Rapids on its lake cruise from Chicago to St. Joseph, Mich.

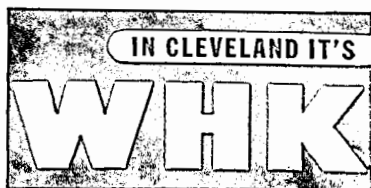
Mel Allen and Jim Britt did announcing of All-Star baseball game July 8 at Wrigley Field. Bill Brandt and Joe Cumiskey, of Mutual's New York sportscasters, were in town Sunday to do a pre-game show on the All-Star game.

Three Shows On Mutual Being Set By Feen-A-Mint

(Continued from Page 1)

grams in question will begin as sustainers on the network sometime in August or sooner. Plans call for the "Jim Backus Show" to be heard Sunday nights beginning Sept. 7; "Crime Club" will start as a commercial, unless otherwise determined, on Monday nights at 8:30 p.m., and Bret Morrison in a narration and musical show, "Song of the Stranger," also late in September.

Gross billings, through the Ruthrauff & Ryan agency is expected to exceed \$1,200,000 for time for the three packages.



1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.

AGENCIES

WARTER PRODUCTS, Inc., announces the appointment of Sullivan, Stauffer, Colwell & Bayles, Inc., to handle the advertising of its cream colorant, Arrid, in Canada, in addition to the advertising of Arrid in the United States.

LEE RUTTLE ASSOCIATES, San Francisco publicity agents, starting next month, will service 20 radio actors and singers in a co-operative scheme to keep talent names before the few producers in that city.

C. V. ARMSTRONG has been appointed vice-president and secretary-treasurer of Russell Birdwell & Associates, Inc., New York City, it has been announced by W. Ware Lynch, president.

JOAN RICHMOND, free-lance copywriter, has been assigned to the copywriting department of The Robert B. Paisbeck Advertising Agency, Hollywood.

CAPAC Would Double Music-License Rates

(Continued from Page 1)

rate of 14 cents per receiving set, or double last year's fee.

On the witness stand for CBC, E. L. Bushnell, who is director of programs, estimated 20 per cent of musical works were in public domain and this fact should be recognized in determining the schedule charged by CAPAC.

Trend at Canadian Broadcasting Corp., with respect to programs, was toward the spoken word and less music, he said, while introduction of television would cause the setting up of a completely "new deal." The witness gave a comprehensive review of program content in Government-controlled networks since 1935 to show gradual reduction in musical programs and said the situation is not peculiar to Canada.

During the war period, Bushnell said, there had been an increase in news reports, speeches dealing with war effort and statements from those who had visited the fighting fronts and this increase had continued through the growth of quiz and other audience-participation programs and radio drama broadcasts of the spoken type.

Previously William St. Clair Low, chairman of the CAPAC executive committee, presented arguments for the rate increase for CBC. The hearing is expected to conclude today with the board handing down a decision probably in two weeks.

Petrillo May Okay Airings By School, Service Bands

(Continued from Page 1)

Monday, in order to give the committee a chance to digest the testimony of the first two days and determine which of the witnesses contemplated will no longer be needed.

During the morning Petrillo agreed under heavy pressure from the subcommittee chairman, Carroll Kearns (R. Pa.), to sit down and talk things over with educational leaders. "With the Lea bill passed, we're finished anyhow," he added, "Congress makes the law and we'll follow it—we're still a part of this country. If the networks want to put school bands on the air, we're not going to stop them."

He insisted, however, that the Interlochen, Michigan, Music Camp is

double pay for musicians when their offerings are used simultaneously on AM and FM. Petrillo insisted that "they asked me to think it over and let them know later." They wanted to meet at some future date and discuss the FM situation further. Then, he insisted, repeating his charge of a day earlier that the nets are not interested in the development of FM.

Met With Wob Proponents

He said Niles Trammell, Mark Woods, Edgar Kobak and Frank Stanton, presidents of NBC, ABC, MBS and CBS, respectively, were present at the January meeting—and added that they "have not bothered" him about FM since.

Nixon remarked that AFM policy in the past has been to make contracts with "the top-notch people" in the various industries with whom AFM deals, using their contracts as a pattern for the rest of the industry. Most of the complaints against the AFM, he said, have come to the committee from small record companies and small radio stations, he said. "A result of your policy is to force the small operators out of business," he added.

Petrillo replied heatedly that he would never let the AFM be used as a club to force anyone out of business.

Nixon kept after him, insisting that if Petrillo carries out his threat of pulling all music from network shows in February the result will be either poorer music for the country as a whole or wider use of transcriptions. "The public is bound to suffer," he said. Petrillo agreed, adding that the public suffers no matter what happens.

Agreed On "Threat"

Turning to Petrillo's statement that the AFM might go into recording on its own, Nixon suggested—and Petrillo nodded—that this is a "threat to deny network broadcasts to strengthen the union's bargaining position and to force the stations to employ musicians." Petrillo had declared that 604 affiliated stations employ no staff musicians.

The music chieftain admitted that the effect of carrying out his threats of Monday "would be to put the networks and the record companies out of business," but he added, "maybe we can come to some kind of satisfactory contract."

"We want to come to some sort of agreement with the broadcasters and the recording companies. We want to work something out, and leave no stone unturned. We know we can get our heads broken. The broadcasters did a job on Ascaph and Ascaph had a lot of laws to protect them. . . . All this talk about free radio—radio is as free as the broadcasters want to make it."

A moment later Petrillo added his belief that "the chain companies have done a good job with their programming—getting out fine music to the public."

Petrillo Propaganda?

Washington—A wag in the press room adjoining the House labor committee hearing on the AFM-Petrillo matter characterized the "flying saucers" as Petrillo discs. The AFM president Monday testified that the musicians' union was contemplating going into the recording business.

still on the union's unfair list, and demanded of the committee an explanation for Interlochen Superintendent Joseph Maddy's "running around the country hollering his head off."

A moment later Petrillo was displaying his acquaintance with another new law—the Taft-Hartley bill. Asked by Rep. Richard Nixon of California whether he would pull music from a network in order to win a strike against a network affiliate carrying the programs, Petrillo replied: "Under the Taft-Hartley bill, as I understand it, we're not permitted to do that. Under the Taft-Hartley bill that's a secondary boycott."

Petrillo refused to give Chairman Kearns permission to conduct the Interlochen School orchestra this fall. If he does do so, Petrillo said, he will have to stand trial and might lose his AFM card.

"I wouldn't advise Mr. Kearns to conduct that orchestra at this time," he said.

Truman Talent a Subject

Committee countenances, which brightened when Petrillo agreed to talk things over with educators to try to work out an agreement for the airing of school bands and other musical combinations, brightened further when he agreed to sit down across a conference table and try to work out some means by which recordings of the Army, Navy and Marine bands might be made available for the nation's schools.

"And while we're talking about the Government," Petrillo added, "what are we going to do about the President? He plays the piano."

Petrillo refused to budge as the committee counsel tried to get the AFM boss to say he had been urged by network chieftains to "modify" his contractual stand regarding

IT TAKES ALL KINDS OF PEOPLE . . . to run a radio station

caricature by BASIL WOLVERTON
Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



In Tom Swafford's hand, a stopwatch looks good! He has clocked so many shows that his left thumb has assumed a permanently prehensile position. Still on the sunny side of 30, Tom broke into radio in Weslaco, Texas at the age of 17. After dipping into Blackstone during a pre-law course at UCLA, Tom wound up in Hollywood where he worked on such productions as "Cavalcade of America." KGW lured him away from the "moo'm picture" capital in 1944. Not one to beat the tom-tom on his own behalf, Tom, the man behind the plate glass panel on so many successful live-talent KGW shows, richly deserves this recognition. Tom, too, is helping KGW produce exceptional sales results for its advertisers.

Next Week: JACK WASSAN
Sales Manager



REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

IN CLEVELAND IT'S
WHK

PROMOTION

Radio Showmanship

Movie technique of advertising is being used by WBGE, General Broadcasting Company's 24-hour FM station in Atlanta, Ga. Station used a quarter page display ad in the Atlanta Constitution last week with half tone art layout illustrating the station's facilities and programming features. Mike Benton, president, and Maurice Coleman, general manager, are sparking the showmanlike approach of selling the station.

One Million Book Matches

As part of a promotional program to make CJBC, Toronto, better known to its listeners and advertisers, Dr. Augustin Frigon, general manager of CBC, told the Canadian House of Commons Radio Committee that as a result of having a million book matches made, six "commercials" have been sold. CBC claims a loss of \$3,000 on the match deal, the total cost of which is \$20,000. Frigon told the Committee originally, when presenting his lengthy statement on last year's work, that Bob Kesten had been hired to sell CJBC to the listening and advertising public and that Kesten had been instructed not to cut rates to attract business to the new station, not to solicit accounts belonging to other stations and that CBC did not want to get more than \$150,000 gross per year out of the station.

Competitors Join Hands

To prove that two radio stations can get along in the competitive field, in an unprecedented move last week, WMPS, local ABC affiliate, signed a one-year contract to purchase the final 15-minute daily on WDIA, Memphis' newest daytime operation. WMPS will promote its night time programs in the package deal which was engineered by Harold R. Krelstein and Harry Le Brun, WMPS' vice-president and station director respectively, and Bert Ferguson, general manager and Lou Zoltky, commercial manager representing WDIA. Both station officials feel that this series which will run Monday through Sunday will help to stimulate interest among listeners in the mid-south area.

Richfield Renews NBC

Richfield Oil Corp. has renewed its Sunday through Friday 10-10:15 p.m. PST "Richfield Reporter" over the NBC Western Network. Program originates in Hollywood and was renewed through Hixon-O'Donnell Adv. Inc.

COAST-TO-COAST

—ALABAMA—

MOBILE—New manager of WMOB is D. H. Long, formerly with WSPA, Spartanburg, S. C.; WBT, Charlotte, N. C., and WLW, Cincinnati. He succeeds Archie S. Grinalds, who left to enter the lumber business. . . . **MONTGOMERY**—WMGY recently observed its first anniversary with a nine-inch over two-column display ad announcing, "no party, no cake," but inviting listeners to "share better listening, better coverage, better service". . . . Katherine Pill, daughter of WSFA Prexy Howard E. Pill, has been elected Alabama Girls' State governor.

—INDIANA—

BLOOMINGTON—Increased use of radio, as an aid to teaching, in both public and parochial schools, will be the goal of a conference sponsored by the radio department of Indiana University and the State Dept. of Public Instruction. To be held August 7th and 8th in Indianapolis, the conference will include demonstrations of direct-to-classroom broadcasts. . . . **INDIANAPOLIS**—Sportsman's Corner is the title of a new series being aired over WIBC with Gordon Graham, station public events director, acting as outdoor reporter. Featured on the show are complete stream and lake reports from the Indiana Department of Conservation, information for week-end angler on what bait the fish are biting on, discussion of guns, dogs, hunting, outdoor equipment, and news from club activities together with information from state parks.

—MASSACHUSETTS—

HOLYOKE—Robert G. Holmes, formerly with WBEC, Pittsfield; WHAI, Greenfield; WMAS, Springfield, and WONS, Hartford, Conn., has joined the announcing staff of WHYN. . . . **SPRINGFIELD**—"Red Fascism Is A Menace" is the title of a 5,000-word article written by Huber W. Kregelch, veteran foreign-news analyst for WSPR. It appeared in the July 3rd edition of "The Western Massachusetts Veterans' News," a highly successful tabloid, staffed by former servicemen and devoted principally to news of interest to men and women of the area who have borne arms in battle for the U. S. . . . **WORCESTER**—New weekly feature on WTAG is "Week-end Travel Guide." The program features recommendations of ideal Sunday drives, made by Gretchen Thomas, the station's "Modern Kitchen" hostess, who, each Sunday, motors to interesting places throughout Central New England and describes them on her Monday show.

—NEBRASKA—

OMAHA—Ex-GI's Charles V. Ammons and James J. Craren have been added to the staff of KOIL. Honor students at the University of Omaha where they hold executive positions on the student newspaper, both have been assigned to the preparation of newscasts in a move to enable others of the news department to devote more time to personal coverage of local news. . . . **KOAH**, first FM station in Nebraska, recently celebrated its first anniversary. According to distributor's figures, 3,000 FM sets are now in use in this area.

—NEW HAMPSHIRE—

CONCORD—Blanche Crippen, WKXL educational director, is serving on the staff of the three weeks' summer workshop which this week started at Boston University for the benefit of New England teachers. . . . **CLAREMONT**—WLOB is frequency modulating with commercials now, having received FCC permission to begin program tests during its 2:00 p.m. to 10:00 p.m. operating hours. Station will soon switch from 102.1 to 106.1 megacycles. . . . **KEENE**—AM gave a hand to FM recently when WKNE staff members programmed a round-table discussion with WLOB executives. Subject of the discussion was programming of the FM station.

—OHIO—

CLEVELAND—"That These May Live," a 13-week series of documentary dramatizations presenting to the listening audience facts about cancer, was recently inaugurated over WTAM. . . . **STEUBENVILLE**—WSTV-FM, operating on 103.5 megacycles from 7:00 a.m. to 1:00 a.m., made its first appearance on the air this past week. . . . **YOUNGSTOWN**—Barbara MacKenzie has become "Sister Sue" who reads the Youngstown Vindicator comics, daily, over WFMI. She succeeds June Kronemer who will join her husband, former radio announcer, Dave Wright, in Cleveland, where they intend to reside.

—TENNESSEE—

KNOXVILLE—WNOX public service director, Kenneth D. Wright, in collaboration with the city Library, has set up a Committee For Public Understanding, devoted to promoting understanding of local, national and world affairs. Initial project of the committee is to plan the WNOX "Forum of the Air" which will be broadcast from the Library each Thursday night before a live audience. The committee has other plans, extending beyond the forum, which include a film council and lecture programs, some of which will be carried by the station. . . . **MEMPHIS**—WMPS, bringing along its wire recorder, recently made the final run with "Old No. 3," the city's oldest trolley. The special events broadcast featured interviews with passengers, car operator and officials of the Memphis Street Railway Company.

Renew Amateur Hour

Chicago—The Morris B. Sachs Amateur Hour, which made its debut on WENR in September 1934, has been renewed for 52 weeks as of July 5 and will enter its 14th year in September. To date 8,200 amateurs have appeared on the program. The Morris B. Sachs Co. also has renewed "But Not Forgotten," featuring the piano music of Herbie Mintz, for 52 weeks.

ATTENTION!
ESTABLISHED WRITERS
WITH GOOD CREDIT

We are interested in half-hour scripts, with commercial possibilities, for immediate production.

BOX 377, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.

BEHIND THE MIKE

By SID WEISS

CRONER JACK LAWRENCE, who composed "Linda," "Symphony," etc., has just finished a musical slap at the Labor Bill entitled "Have a Heart, Taft-Hartley, Have a Heart." Piano wizard Jan August takes his "piano magic" into the Astor Aug. 11th.

The King Cole Trio set for a concert tour which will wind up at Carnegie Hall.

Larry Finley knows a young man in a quandary. The boy just graduated from dramatic school and doesn't know whether to become an actor or a wrestler.

No less than three record firms are trying to sign up Marilyne Towne WINSinging star, who's attracting lotsa attention among the air wavers.

Radio actor Tony Dowling getting the star build-up in Bridgehampton's summer stock theater. He's an Enterprise Films property.

Lilyan Carol, Louis Prima's former canary, lullabying an 8-lb. boy.

Most of the borscht circuit resort now have full-time flacks—and with all that fresh air yet.

Adele Ellis, sister of sportscaster Steve Ellis, recovering from an auto mishap of a few weeks ago.

Dotty McEwin, of the Society of Models, has Eddie Newman, the platter twirler, in a spin.

Fred Stengel has joined the Dav Green publicity emporium.

Helen Frazier, de-lovely director of the Barbizon School of Modeling is being lined up for a woman's commentary airtel, stressing fashion and beauty tips.

Gotham Life's popular columnist Gean Orlin, planning a book on show biz personalities.

Bret (Shadow) Morrison clickin with his new five-times-a-week Mutual airtel, "Melody Theatre."

Berry Kroeger joins the cast of "Nick Carter" this week.

Stork News

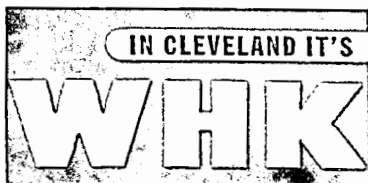
Ed Scoville, supervisor of public affairs for CBS in Washington, on Monday became the father of a six-pound girl born to Mrs. Scoville at Leroy Sanitarium, New York. Daughter is their second child.

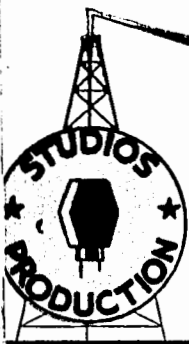
Bob Maley Joins NBC

Robert D. Maley, writer for WLV has joined the NBC script division. Maley won honorable mention in the awards at the last session of Ohio Institute for Education by Radio.

Send Birthday
Greetings To—

July 9

Ralph Wilk
Bryan Field
Ted LloydMartha Boswell
H. V. Ka'tenborn
Ted Steele



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 7

NEW YORK, THURSDAY, JULY 10, 1947

TEN CENTS

Gov't May Use Subpoena

Reject Suggestions For CBC Regulation

Montreal—Fundamental changes in regulations governing radio broadcasting asked for by private broadcasting interests are rejected in the final report just issued by the special Parliamentary Committee on Broadcasting which, however, contains eleven other recommendations. One of the chief proposals made by the interests of private broadcasting, for a separate and independent body similar to the board of railway transport commissioners, to take away from CBC the job of controller of all Canadian radio, was shelved.

Shortly after the report was submitted, Donald Fleming (PC-Eglington) declared that it was not a

(Continued on Page 8)

Bracken Named President Of Western Electric Co.

Stanley Bracken, executive vice-president of Western Electric Company, was elected president yesterday to succeed Clarence G. Stoll on his retirement September 30. Mr. Stoll has served as president since 1940 and his retirement brings to a close a career of more than 44 years in Western Electric.

ABC To TBA; Completes Network Representation

The board of directors of the Television Broadcasters Association, Inc., at a meeting held yesterday afternoon, approved an application for active membership in the Association submitted by the American Broadcasting Company. The application designates Paul Mowrey, nation-

(Continued on Page 2)

English Audience

London—At the end of May, 1947 there were 10,820,000 licensed wireless sets operating in the British Isles. This was announced last night by the Postmaster-General in London. The figure includes 19,000 television sets. The increase in the number of licenses since last year is nearly 540,000. The television figures will presumably be revised upwards later.

For Archives

Congressman Sol Bloom, of New York, has requested a copy of the program, "Rededication 1947," aired over ABC, June 26 in honor of the second anniversary of the founding of the U. N., so that he may incorporate it in the Congressional Record. The voices of President Harry S. Truman, President Chiang Kai-Shek of China, French Premier Paul Ramadier and Premier Clement Attlee of Great Britain were heard during the broadcast.

Co-op Sales Growing With ABC Network

Coincidental with the decision to create a five-times weekly co-operative program around George Hicks, ABC co-op department, according to Harold Day, the department's sales manager, revealed 45 new sales during the month of June, giving the co-ops an 80 per cent increase over the same month a year ago when 25 new sponsors were added.

Total number of ABC co-op sponsors

(Continued on Page 3)

Bill Ensign Appointed To Cowan Sales Staff

William H. Ensign, associated with the radio industry for the past 25 years, has been appointed to the network sales staff of Louis G. Cowan, Inc., radio program producers.

Ensign began his career in radio as

(Continued on Page 3)

Will Insist That Vital Witnesses Appear In House Investigation Of Petrillo; Kearns Absolves Web Execs.

Weaver Rejoins Y&R As Radio-Video Head

Sylvester L. "Pat" Weaver, advertising manager of the American Tobacco Co., will rejoin Young & Rubicam, Inc., as vice-president in charge of radio and television and member of the plans board, effective August 15. He will succeed Tom Lewis, whose resignation will take effect by that date.

Weaver's career in radio dates back

(Continued on Page 3)

NBC Symphony To Shift From Sunday To Saturday

Plans to shift the NBC Symphony orchestra program from 5 to 6 p.m., Sundays to 6:30 to 7:30 p.m., Saturdays starting October 4 was announced yesterday. The shift was made with the approval of Arturo

(Continued on Page 2)

New Yorker Testifies At CAPAC's Hearing

Ottawa—At its half-day sitting, yesterday afternoon, in Supreme Court Building, the Copyright Appeal Board heard only two witnesses in

(Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington—Any witnesses whose testimony will be of value to the House Labor Committee in its probe of James C. Petrillo and the AFM will be subpoenaed if they prove unwilling to come without subpoena action, Committee Chairman Fred Hartley told RADIO DAILY yesterday. At the same time, he said he regretted having given another reporter the impression earlier that he was accusing network officials of

(Continued on Page 8)

Austrian Predicts Large Tele Audience

About 55,000,000 persons will be in a position to receive television programs within the next 12 to 18 months, Ralph B. Austrian, president of RKO Television Corp., told delegates to the film company's annual sales meeting in New York yesterday. Figure was based on the number of video stations which will be in operation within the next year and a half but the prediction took no

(Continued on Page 8)

Army Radio-Recruitment Continues; Fund Snarled

Washington—War Department's recruitment drive over the radio and through other media is continuing on a "temporary" basis, with budget

(Continued on Page 3)

Recording Companies Busy Making Backlog Of New Discs

Major recording and transcription companies have stepped up their pressing schedules with plans for building up a heavy backlog of new records in event James C. Petrillo and the AFM carry out their threats when network musicians contracts and recording company pacts expire around January 1st.

Such leaders in the recording industry as RCA-Victor, Columbia, Decca and Capitol are reported registering apprehension since Petrillo

testified in Washington last Monday and Tuesday. The same is true of the leading transcription companies, Ziv, World Broadcasting, Louis G. Cowan, Kasper-Gordon and others in the radio programming field.

Name disc jockeys too have stepped up their skeds of special records. Right now Paul Whiteman is on the west coast establishing a backlog of transcribed interviews with names for use on his full hour disc jockey

(Continued on Page 3)

Record Innovation

Plans to package phonograph records individually in heat-sealed cellophane bags to eliminate unnecessary handling and replays in dealers' stores was announced yesterday by Richard Weil, advertising and sales promotion director for the Tempo Record Company of America. Innovation, according to Weil, also gives distinctive packaging to the company's records.

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

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Claggett
6417 Dahlgren Rd. 2122 Deatur Pl. NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 N. Clark St.
Phone: State 2332

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

FINANCIAL

(Wed., July 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8	7 7/8	7 7/8	- 1/8
Am. Tel. & Tel.	158 3/8	156 1/2	156 3/4	- 1 7/8
CBS A	30	29 1/2	29 1/2	- 3/8
CBS B	30	30	30	—
Farnsworth T. & R.	6 7/8	6 3/4	6 3/4	- 1/8
Gen. Electric	37	36 5/8	36 5/8	- 1/4
Philco	30	29 1/4	29 1/4	- 3/4
RCA Common	9	8 3/4	8 3/4	- 1/4
RCA First Pfd.	78 3/4	78	78 3/4	+ 3/4
Stewart-Warner	16 1/2	16 1/8	16 1/8	- 3/8
Westinghouse	29 1/4	28 5/8	28 7/8	+ 1/4
Westinghouse Pfd. A.103	103	103	103	+ 3/8
Zenith Radio	23 3/4	23	23 1/4	- 7/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	2 7/8	2 7/8
OVER THE COUNTER		
Du Mont Lab.	6 1/4	7
Finch Tele Comm.	5 3/4	6 3/4
Stromberg-Carlson	13 1/4	14 3/4
U. S. Television	2 1/2	2 7/8
WCAO (Baltimore)	37	41
WJR (Detroit)	14	15 1/2

ABC To TBA; Completes Network Representation

(Continued from Page 1)
al television director of ABC, and Richard Rawls as official representatives to the Association.

Admission of the American Broadcasting Company rounds out major network representation in TBA. Other networks presently affiliated include the National Broadcasting Company, Columbia Broadcasting System and the key outlets of Mutual-Bamberger Broadcasting Service in New York City and WGN, Inc. in Chicago.

ATTENTION!
ESTABLISHED WRITERS WITH GOOD CREDITS
We are interested in half-hour scripts, with commercial possibilities, for immediate production.
BOX 377, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.

★ COMING AND GOING ★

FRANCES FARMER WILDER, Columbia network's counselor on daytime programs, is in Chicago, where today she will deliver an address at the NBC Summer Radio Institute of Northwestern University.

ALICE FROST, of "Mr. and Mrs. North" heard on CBS, is sojourning in New Hampshire, but is making a quick run to New York each Tuesday for the program.

ROBERT HUDSON, Columbia network's director of education, leaves today for Boston where he will conduct an afternoon session for the Radio and Education Workshop being held under the auspices of WEEI and Boston University.

LILLIAN SCHOEN, who spent the past two weeks in Thetford, Vt., has rejoined her typewriter and is again scripting "Grand Slam" and "Johnny Thompson Show."

FRANK SAWDON, New York radio advertising executive, was in Tennessee last week to discuss business operations with Harold R. Krelstein, general manager of WMP5, Memphis.

VIRGINIA LEE COURT, national representative of Video Associates, Inc., is in St. Louis, Mo., where she is conferring with station reps. and agencies in connection with Tele-Pak, the organization's new mail-order program service.

EDITH HILLS COOGLER, fashion commentator on WSB, Atlanta, Ga., is in Gotham to attend the mid-summer style shows. Mrs. Coogler also is fashion editor of the Atlanta Journal.

FRED BARR, program director at WWRL, is spending a two-week holiday puttering about his newly-purchased place in Bayside.

JOHN J. KAROL, sales manager at CBS, is vacationing.

NBC Symphony To Shift From Sunday To Saturday

(Continued from Page 1)
Toscanini, who returns to the podium for the broadcast of October 25. The NBC Symphony orchestra has been a musical feature of the network continuously since 1937.

Syracuse 'U' To Extend FM Experimentation

Syracuse—Syracuse University's experiment in FM radio which began last April with the installation of a diminutive two-and-a-half watt transmitter by the General Electric Company, will continue for at least 90 more days, Kenneth G. Bartlett, director of the campus radio curriculum has announced. The Federal Communications Commission has extended the experimental license for the campus station whose new call letters are WAER.

Formerly WJIV, the college station will use the AER designation as significant of the national radio honorary for university students, Alpha Epsilon Rho. During the summer semester, students will produce and air three hours daily.

Callison Joins WRNY-FM

Lester W. Lindow, general manager of WRNY and WRNY-FM, Rochester, N. Y., announces the appointment of George T. Callison as director of news and special events, effective July 1. Mr. Callison came to Rochester from KVOA in Tucson,

Wilson Co. Liquidating; 40 Stations On Its List

The Howard H. Wilson Co., station representative with offices in Chicago, New York, Los Angeles and San Francisco, is being liquidated and will cease operations at the end of July. Company is owned by George E. Wilson and Mrs. Howard H. Wilson and represents about 40 stations in the U. S. and Canada. Future plans of the firm's personnel and disposition of stations represented have not been announced. RADIO DAILY's 1947 Annual listed the following stations as being represented by Howard H. Wilson Company:

- WAIT, Chicago; WCIL, Carbondale, Ill.; WEBQ, Harrisburg, Ill.; WJHL, Johnson City, Tenn.; WIBA, Madison, Wis.; WEMP, Milwaukee; WGAT, Utica, N. Y.; KSOO, Sioux Falls, S. D.; WSAU, Wausau, Wis.; CFCN, Calgary, Alta.; CKMO, Vancouver, B. C.; CHLT, Sherbrooke, Que.; WCOS, Columbia, S. C.; WDNC, Durham, N. C.; WKMO, Kokomo, Ind.; WMAM, Marinette, Wis.; WCOV, Montgomery, Ala.; WQUA, Moline, Ill.; KWTX, Waco, Tex.; CFRN, Edmonton, Alta.; CKPR, Fort William, Ont.; WKBB, Dubuque, Iowa; KGBS, Harlingen, Tex.; WHCU, Ithaca, N. Y.; WKBH, La Crosse, Wis.; WMP5, Memphis, Tenn.; WNOC, Norwich, Conn.; WPIC, Sharon, Pa.; WDEV, Waterbury, Vt.; CFQC, Saskatoon, Sask.; CKCH, Hull, Que.

Arizona, where he was chief announcer, having previously been associated with WXYZ, Detroit, and WJTN, in Jamestown, N. Y.



Quitting time

They've done a day's work . . . and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle west industrial plants . . . but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per dollar spent, than any station in town.

If Baltimore is in your plans for next year . . . now's the time to buy time on W-I-T-H!



W-I-T-H

AM and FM
IN BALTIMORE

TOM TINSLEY, President
Represented Nationally By Headley-Reed

Within Your Reach

Philadelphia's

WDAS

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

Co-op Sales Growing With ABC Network

(Continued from Page 1)

Sponsors as of June 30, were 635 compared with 494 a year ago, which is an overall gain of 29 per cent. Affiliated stations of the network, it is estimated, sell \$2,000,000 worth of local time annually through network co-op programs.

Heading the new sponsors are Baukhage, with 10; Martin Agronovsky with nine and "Headline Edition" and Harry Wismer, five new advertisers each. Breakdown of industrial classifications indicates institutional type advertising as being in the lead with a 75 per cent as to increases. This gain is reflected in the increasing sponsors on "America's Town Meeting of the Air." Department stores, with 95 such sponsors, are the leading industrial group as advertisers. Second are autos and supplies, with financial institutions, baking and grocery product advertisers in order. Sixteen newspaper advertisers reflect a big increase since there were but six last year.

Murray Grabhorn, supervisor of co-op programs for ABC stated that Hicks will go co-op July 21, at 8:50 a.m., EDT, and the news will be slanted toward the femme angle, and be heard immediately before the Don McNeill "Breakfast Club." Show, ABC's 12th co-op, will be on in the East and Central zones only.

Bill Ensign Appointed To Cowan Sales Staff

(Continued from Page 1)

Commercial representative for NBC and in succession served as sales manager for the Blue Network, radio director for the J. Walter Thompson agency, and for the past 18 years has been associated with CBS as an account executive working on program development and network sales.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD.
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

Good Break

Paul Whitman should bow low to the publicity department of ABC in New York for a cover picture in full color and a two-and-one-half page story on the "Doan of Modern American Music" in the July 14 issue of *Newsweek*. Ploco covers Whitman's career and his current chores as a network disc jockey.

Weaver Rejoins Y & R As Radio-Video Head

(Continued from Page 1)

to 1932 when he joined the Don Lee network as a writer and producer, and later was program director. He came to Y&R originally in 1938 and had previously been producer on the Fred Allen show. He later resigned as manager of the agency's radio department to join American Tobacco Co., as advertising manager and took an absence on leave from the firm in 1941, to become associate communications director and later director of radio for the Co-ordinator of Inter-American Affairs.

He subsequently joined the armed forces and became an officer in the Navy, commanding an escort ship with the Port Fleet. In 1944 he transferred to the Armed Forces Radio Service in Hollywood and in October 1945, resumed his post with American Tobacco Co.

It is presumed that with the advent of Weaver rejoining Y&R certain staff and other positions will be filled to cover some of the recent resignations that automatically seemed to stem from the Lewis resignation.

14 Baseball Pickups In 11 Days For WCBS-TV

CBS video outlet WCBS-TV has arranged to make 14 pickups in an 11-day period of the Brooklyn Dodgers, played against visiting teams from Chicago, Cincinnati, Pittsburgh and St. Louis. Televising of the games will start today and continue through July 21. Two games of the entire series mentioned above will not be televised due to prior commitments. This is the Pittsburgh game on July 15 and one with St. Louis, on July 19.

Some of the games will be televised at night and some doubleheaders are also included.

Majority of the games will be sponsored by Ford Motor Co., and General Foods. A few will be offered on a sustaining basis. Bob Edge will do the play-by-play and Herbert Bayard Swope, Jr., will direct most of the games.

Botany Renews Tele

Botany Worsted Mills has renewed for 13 weeks its Friday night sponsorship of weather reports on NBC's video outlet, WNBT. One of the station's oldest advertisers, Botany will continue to present the one-minute weather films forecasts. It also sponsors weather reports preceding baseball games and other events on WNBT Saturdays and Sundays.

Army Radio-Recruitment Continues; Fund Snarled

(Continued from Page 1)

still caught in a Congressional snarl, it was learned yesterday.

Army officials said recruitment programs on the radio have been stepped up despite the Congressional snafu. Although full recruitment publicity budget calls for only \$4,500,000 for the current fiscal year, radio will suffer only a small cut from last year's appropriation, officials said.

The recruitment drive went into the new fiscal year with the appropriation still held up in Congress. Despite this, however, about \$24,000 is being spent each week on radio. The radio operation is on a 30-day extension basis and even without Congressional action can last through this month. The radio account is again handled by N. W. Ayer.

Recruitment programs are now on the four major networks.

Of the \$4,500,000 budget, about 20 per cent, or \$900,000 is earmarked for radio.

Army officials reiterated their praise of radio in the recruitment drive. Although officials were cautious in plugging one medium over another, they left little doubt that radio is considered one of their best bets.

College Survey In Demand

Bloomington, Ind.—H. J. Skornia, radio director, Department of Radio, of Indiana University, is filling requests for copies of the University's Indiana survey of listeners preferences and objections, etc., and study of station personnel, as long as his supply lasts. First part mentioned above was developed by Skornia and the latter part (stations) patterned after that of the University of Texas.

Petrillo Threat Spurs Transcription Output

(Continued from Page 1)

show on ABC. Martin Block, Kate Smith, Arthur Godfrey, Tommy Dorsey are also among the artists who have been making special preparations to meet an emergency if Petrillo should elect to crack down on disc jockeys at a later date.

One faucet or source of supply of recorded music that the recording companies and broadcasters are reported considering in event of musicians' trouble is the recorded libraries available in England and on the Continent. It is reported that a vast library of English symphony recordings might be used if Petrillo imposed a ban on recording here.

Totten In Remler Sales Post

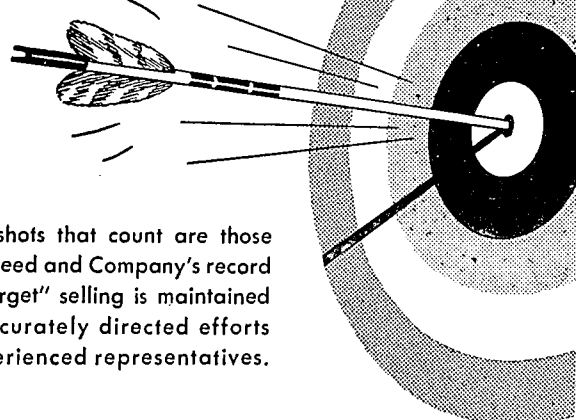
Remler Company, San Francisco, radio manufacturer, has appointed Jack Totten as vice-president in charge of sales, according to an announcement made by the Remler president, R. C. Gray.

Gray also states that Remler, which formerly manufactured and distributed radios in the Western States only, is now going national, and that distributors will be appointed throughout the country to handle a complete new Remler line priced from \$19.95 up.

Jones Vote Expected Today

Washington—The Senate Interstate Commerce Committee is expected to vote today to approve the nomination of Rep. Robert F. Jones of Ohio to the FCC. Recent objections to Jones as a "Fascist" will not sway the committee, it is believed.

ON TARGET

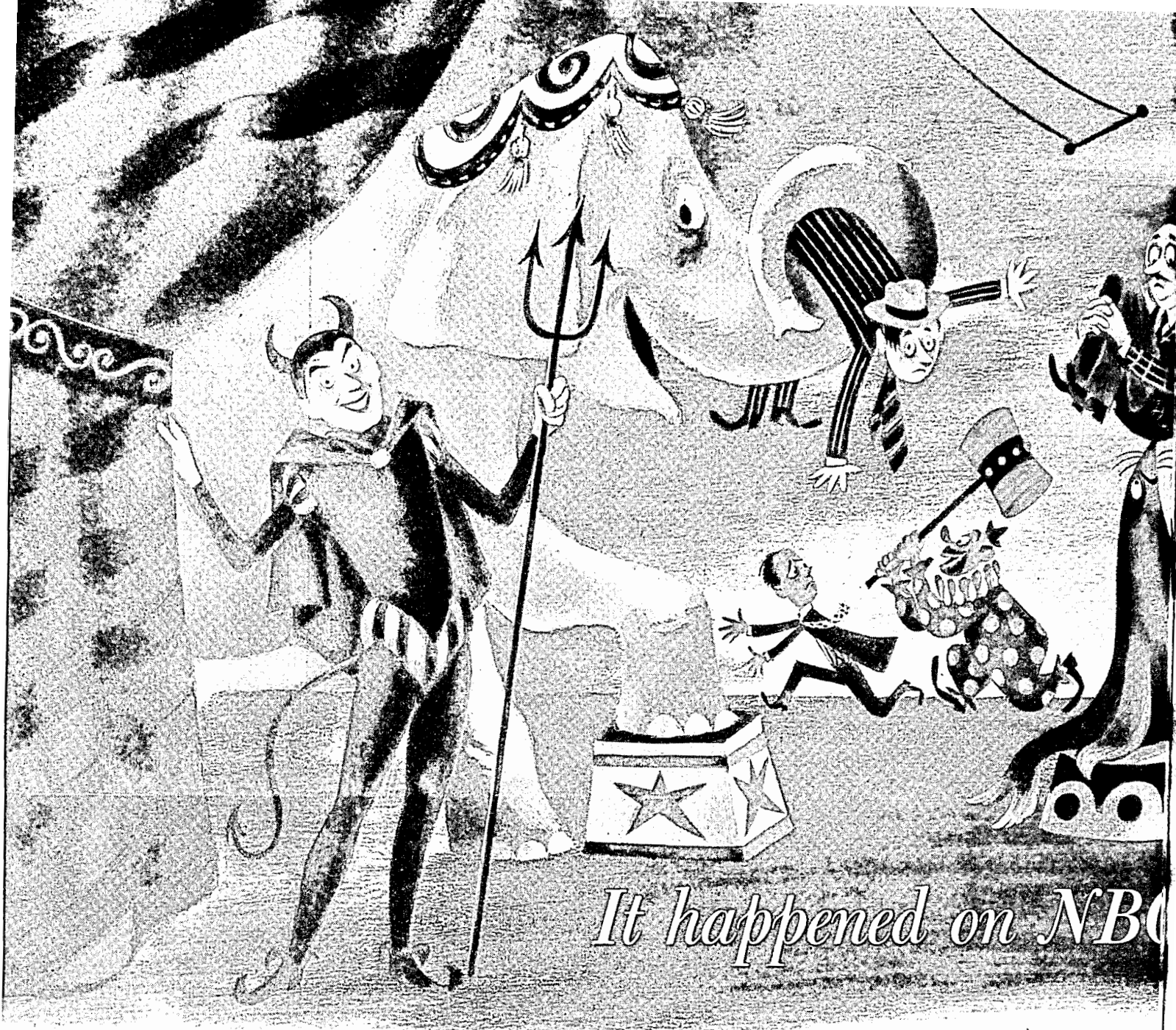


The only shots that count are those that hit. Weed and Company's record for "on target" selling is maintained by the accurately directed efforts of its experienced representatives.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD



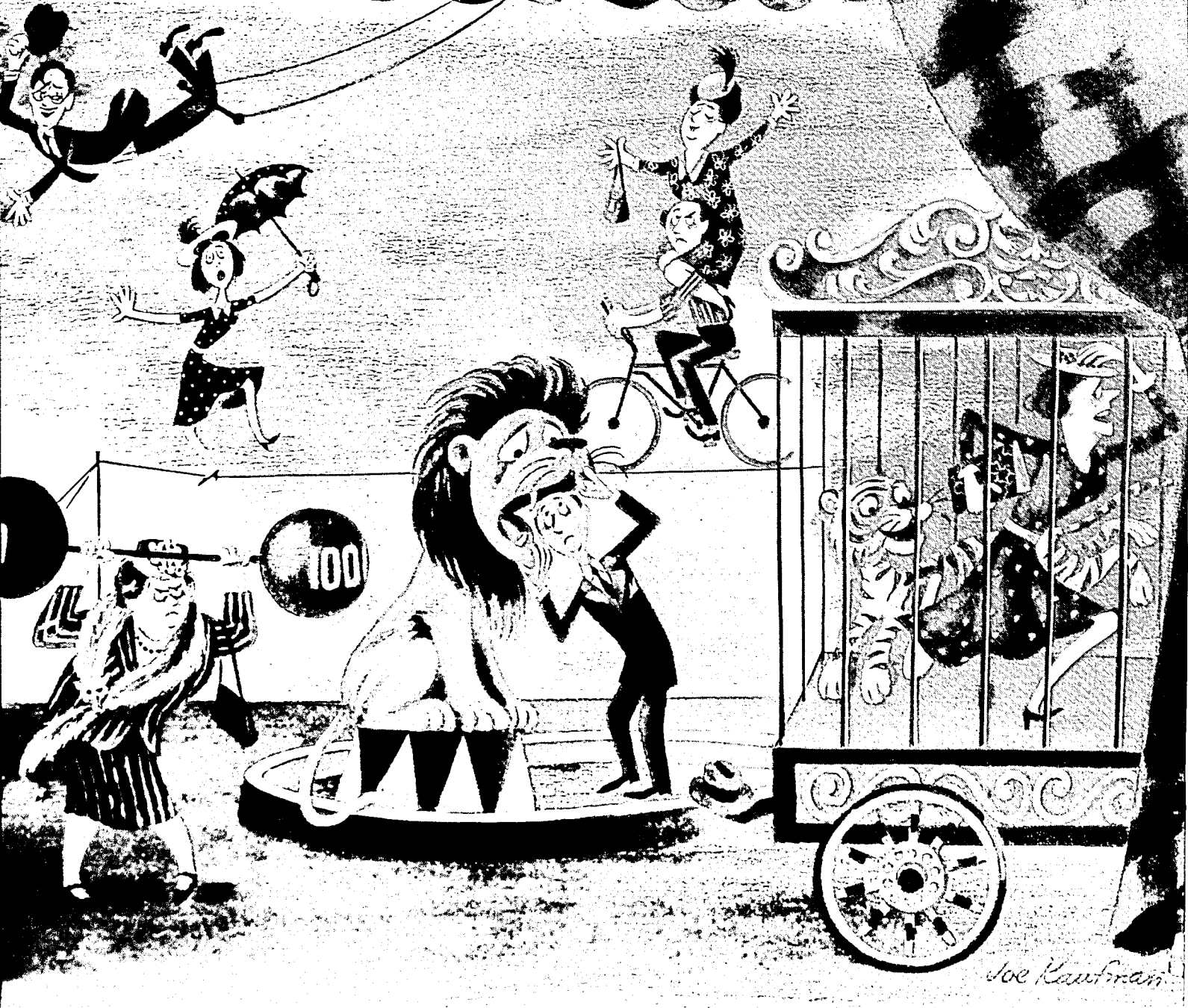
It happened on NBC

STORY OF A PARLOR GAME ★ Great grandfathers and grandmothers of today's radio fans first played Truth or Consequences when America was young and the Swiss music box and stereopticon foreshadowed radio and television. It remained for Ralph Edwards to take the game out of the antimacassar age and streamline it to fit twentieth century standards of hilarity.

Pennies have played an important role in Edwards' hectic career. He was down to his last one when he had the idea for Truth or Consequences. He went on the air

with the show in March 1940. Five months later, sponsored by Procter and Gamble, the man and his show moved to the Saturday night spot on NBC they occupied ever since. In 1943, as a "consequence," Edwards asked listeners to send a penny to a woman who had no money for her question. By the end of the week the bewilled woman had more than 300,000 pennies. She bought U.S. Bonds for her 17-year-old Marine son.

Well-aimed custard pies and seltzer bottles; a trip to the moon, a pig, an elephant, a camel and four bloodhounds;



carry participants from coast to coast; contests such as one that recently landed \$18,000 worth of awards on the lap of a lady who identified the voice of Mrs. Hush. These are the "props" of Truth or Consequences. Games and zaniness are their stock in trade. Yet during the Edwards and Truth or Consequences sold millions of dollars worth of War Bonds, and the contest that did \$18,000 worth of gifts incidentally garnered \$100 for the March of Dimes, the largest single contribution ever made to that cause. Time and again this

program has demonstrated the power of the spoken word to move people to action.

How to play a Parlor Game? Let a man who is the life of any party make up the rules. Use the powerful facilities of NBC to put it into millions of parlors. Let the vast NBC audience participate by proxy. Give it the association of other great programs heard on NBC. The consequence: a Saturday night *must* for all America—a program whose name is synonymous with the product it advertises—a program that Duz everything for fun.



... the National Broadcasting Company

LOS ANGELES

By RALPH WILK

AL JARVIS was emcee at premiere of the Universal-International released J. Arthur Rank production, "Black Narcissus" July 7th, at the Carthy Circle Theater. This makes the third premiere Jarvis has emceed in as many months.

Norma Jean Nilsson, "The Little Girl Next Door" on the Jack Carson show for some time, has been signed to play the part of Cookie on the "Blondie" show.

Dud Williamson takes his "What's the Name of That Song" show to the Golden Gate Theater, San Francisco, for a week's engagement beginning July 23rd. The broadcast of the 23rd will mark Williamson's 5th straight year on the Mutual-Don Lee network.

On July 7th Jay Stewart celebrated his first anniversary as emcee for the ABC show "What's Doin' Ladies?" and in celebration he is going to have as his guests on his program all persons who's first or last name begins with a "J."

Peter Ciabbarri, father-in-law of Bob McAndrews, Young & Rubicam's publicity department, passed away June 29th, after a lingering illness.

Ken Niles, announcer for "The Whistler," is fitting out his station wagon with special bunks for a fishing trip to Madison River in Montana in mid-July.

Jo Stafford is in New York for a three-day schedule of press interviews and a shopping spree. On July 11, she will begin a five-week engagement at the Chicago Theater, in Chicago, marking her first personal appearance stint in almost two years. Jo has signed for another season on the Chesterfield Supper Club and will return to the air on September 9. This makes her the first girl singer heading her own show who has been re-signed for the Fall.

New ASCAP Members

New members elected to Ascapy by the board of directors at their last meeting held June 26 are as follows: Writers in the popular field: Don Baker, Bernard Bierman, Sy Coben, Ticker Freeman, Ramez Id-riss, Donald Kahn, Sam Martin, Mae Mitchell, Eddy Rogers, Claude Thornhill, George F. Tibbles, Tommy Tucker, Larry Vincent, and Frank Warren. Standard writers: Homer Simmons and Teri Josefovits who is also in the popular writers category. In the popular publishers classification, Martin Block and Standard Music Publishers, Ltd., and in the standard and popular field, Fanfare Music Co.

Soap Box Derby Rights To ABC

ABC has secured the television film rights for the Chevrolet Soap Box Derby in New York, Atlanta, Ga., Detroit, Mich., Los Angeles, Cal., Bristol, Conn., and the finals to be held in Akron, O., and in turn has assigned them to U. S. Rubber Company which will film the derbies.



Windy City Wordage. . . !

● ● ● Those "flying discs" that have the country in a furore were bound to get a rise out of the radio guys. Jack Ryan of NBC says the solution is simple—just platter-turners tossing some of the longhair stuff up for grabs; and Chuck Wiley of Mutual figures they're just another big promotion for Martin Block. . . . Tom

Chicago

Fizdale of Hollywood surprised Chicago friends by slipping into town last week-end and getting hitched to Patricia Stevens, the model agency gal. . . . Also numbered among Cupid's victims were Robert Livingston, formerly of WBBM and now on the Columbia staff in New York, and Miss Pat Callaghan of the Chicago Columbia office, who were married Saturday, with John Akerman of WBBM sales as best man. . . . Jo Stafford, currently recording for Capitol Records, will make her initial guest appearance in Chicago on the Ernie Simon show on WJJD next Monday. . . . NBC commentator Clifton Utley will leave Chicago July 24 for a five-week tour of Germany, Austria, Switzerland and France. He flies from New York to London July 25.

★ ★ ★

● ● ● Harold Turner, who has been staff pianist on WGN since 1934, took over a new job this week—that of staff organist, and his piano duties are being taken over by William E. Otto, who joined the WGN staff Sunday. . . . Geraldine Kay, local radio actress, is winding up a ten-day vacation in New Jersey. . . . Johnny Coons, who plays juveniles in several air shows, is commuting to Lebanon, Ind., where his wife and baby are spending the summer at the family home. . . . James S. Knowlson, chairman of the board and president of Stewart-Warner Corp., left a few days ago for a tour of England, France, Belgium, the Netherlands, Italy and Germany as a member of the business advisory council of the Department of Commerce, of which he is vice-chairman. . . . Jimmie Costello, emcee of WGN's "Let's Have Fun" program, took his own advice last week when he acted as judge to pick the queen of the centennial celebration at Hobart, Ind. . . . Jim Conway and Fahey Flynn are subbing on John Harrington's WBBM news and sports programs while John is spending a two-week vacation in Northern Michigan. . . . Walter Lurie, assistant program director for Mutual, in from New York for a couple of days this week.

★ ★ ★

● ● ● Major Charles E. Good, of the Fifth Army Area public relations department, is spending some time at WBBM studying radio publicity. The army is revising its publicity and public relations setup, and Major Good will spend several weeks getting a first-hand slant on both newspaper and radio publicity.

★ ★ ★

● ● ● Harvey Burge, new WCFL announcer, is handling the Grant Park musical concerts. . . . Martha Roundtree, producer of "Meet the Press" and "Leave It to the Girls," on Mutual, was a Chicago visitor this week. . . . Several of the Mutual sports staff from New York were in town for the All-Star baseball game. Paul Jonas, sports director; Bill Brandt and Joe Cummiskey of "Inside Sports," and Mel Allen and Jim Britt all were on hand, the latter two doing the announcing for the broadcast. . . . WCFL's new show, "Radio Court," a live sustainer, will be broadcast from Vaughn Veterans' Hospital every Monday and Wednesday. . . . Harry Munzell, radio editor of Herald-American, back from a trip to Hollywood. . . . George Herro, head of Mutual publicity, is recuperating from a short illness at Oconomowoc, Wis. . . . "Carousel," continues to lead all Chicago stage shows in guest appearances of its principals on the air, with almost daily interviews.

AGENCIES

RAYMOND E. NELSON, Inc., New York agency, has been engaged to handle all advertising for Hanne Foods, Inc., distributors of Peppercorn Chips, effective immediately, according to an announcement by Ely Landau, Hanneil president. Newspaper will be used in a campaign teer off in mid-August, with radio schedules planned for several weeks later.

FOUR LEADERS in the sales side of radio are the guest instructors of the NBC-Northwestern Summer Radio Institute class in radio salesmanship, it has been announced by Edward Cunningham, NBC central division national spot salesman and regular instructor of the course. Speakers, and the dates of their appearances, are: Margaret Wylie, her time buyer of the Chicago office; J. Walter Thompson, heard on July 2; Richard Tennerstedt, sales representative of Paul H. Raymer & Co. Inc., July 11; Harlowe Roberts, vice president and general manager of Goodkind, Joice & Morgan, July 1 and Paul McCluer, network sales manager of the NBC central division July 25.

FRED H. FIDLER, president Cine-Television Service Studios and formerly an executive with J. Walter Thompson Company, has been appointed director of special service by The Research Institute of America Inc. He will be in charge of the development of a new program for the Institute, which extends the activities of that organization into the field of employee relations. Coincident with his appointment, Fidler announced suspension of the television programming activities and the film distribution operations known as The Motion Picture Networks, and In-Store Films.

BEAUMONT CO., division of Gro-Laboratories, St. Louis, has appointed Harry B. Cohen Advertising Co. New York, to handle all advertising for their 4-Way Cold Tablets, 4-Way Compound and 4-Way Tablets. The new agency took over the account June 1st.

FM Transmitters Shipped

The first high-power FM radio broadcast transmitter to be built by General Electric's new Electronics Park, Syracuse, has been shipped to Chicago for use by Station WGN, FM sister station of WGN. The unit is rated at 10 kilowatts.

The G-E transmitter division has shipped 145 other FM transmitters for this budding new radio field. These include fifty-five 250-watt 20 one-kilowatt, and 70 three-kilowatt transmitters.

"First Nighter" Returning

Campana Sales Corp., returning "First Nighter" to the CBS network, effective Saturday October 4. The program will be heard Saturday, 8:00-8:30 p.m., EDT. Agency is Wallace, Ferry and Hanley of Chicago.

Praise for Program Directors . . .

"I am happy to note and to endorse most heartily the action of Radio Daily in seeking out and publicizing the ideas of programming which are held and practiced by station program directors. Too often these men get scant credit for their fine contributions to American broadcasting. Many of them have done outstanding jobs in developing new talent and building fine programs. They deserve the sort of recognition which Radio Daily is giving them."



CLARENCE L. MENSER
Vice-President in Charge of Programs
National Broadcasting Co.

THANK YOU MR. MENSER

FOR YOUR GRACIOUS ENDORSEMENT OF RADIO DAILY'S SURVEY OF PROGRAM DIRECTORS' OPINIONS. TO DATE WE HAVE RECEIVED 636 QUESTIONNAIRES AND THE RESULTS WILL BE PRINTED IN THE

SHOWS OF TOMORROW

— PUBLISHED JULY 30 —

Reject Suggestions For CBC Regulation

(Continued from Page 1)

unanimous offering and charged that the committee had favored a plan for an independent regulatory body until G. C. W. Browne, radio controller, entered a brief showing little "sympathy" for the proposal. Although the government had since disavowed any fore-knowledge of the brief, he was convinced that since it appeared on the government's departmental stationery, it "had much to do with shaping the terms of the final report."

The other principal recommendations of the report are as follows:

(1) That the board of governors of the CBC should hold public sessions when dealing with matters of licensing or regulation.

(2) That consideration be given to an upward revision of broadcasting license fees as at present constituted, to bring them more in line with "business opportunities" and the gross income of stations.

(3) That the CBC consider raising the five kilowatt power ceiling for private stations, where "future potential coverage by Canadian stations might be affected."

(4) That the expansion and development program of the CBC be speeded up, particularly with regard to a second French-language network providing a choice in programs.

(5) Extension of the one-year broadcasting license fee period to three years, with a more careful scrutiny of applications for renewal than has been made in the past with regard to public service rendered.

(6) That action be taken to compel private stations to devote more time to the development of local talent and other public service features, and that "over-commercialism" be further curbed.

(7) That requests for radio broadcasting licenses coming from newspaper owners "should not be treated in a different manner" than those of other applicants.

(8) That prohibition of "multiple ownership" of radio stations would be unwise under existing conditions, though applicants for licenses for a given area be given preference where they have not already entered the field elsewhere.

(9) That FM licenses should be issued to qualified applicants subject to the requirements of the communities and to the limitations of the frequency medium.

(10) That since the CBC has only limited funds available, it is wise in its decision to move cautiously into the television field but that licenses for television experimentation should be made available to private radio interests providing that these licenses be utilized and not held against such a time as it might be profitable to use them.

(11) That like all other organizations spending public funds, the CBC operations should be subject to a strict scrutiny and that the special committee on radio broadcasting should be constituted a standing committee to fulfill this purpose.

In line with its CBC public sessions recommendation the committee further pointed out that this would require the publication of all CBC recommendations to the licensing authority. The committee also held that the board of governors of the corporation should give statements of its decisions and recommendations, including the reasons why they were passed.

The report will be submitted to the House of Commons at the earliest possible moment.

Trotting Races On WNBT

NBC's television outlet, WNBT, has added trotting races at Roosevelt Raceway in Westbury, L. I., to its schedule of outdoor pickups. Next telecast is set for July 14 at 9:30 p.m. Clem McCarthy and Burke Crotty will be at the mike.

Gov't Subpoena, If Necessary To Advance Probe Of Petrillo

(Continued from Page 1)

"running out" on the Congressional committee.

Rep. Carroll Kearns, chairman of the Petrillo sub-committee, said he could not understand Hartley's earlier statement that witnesses were running out on the committee. Both agreed that some of the witnesses they expect to hear next week—and even some of those already heard—are "reluctant" to testify against the AFM. The implication obviously was that there is fear of reprisal. It is known, however, that Robert Swezey of MBS was on hand Tuesday and ready to testify concerning Petrillo's statement of last Winter that he is personally responsible for negotiations concerning FM. Swezey's testimony was not needed, however, when Petrillo admitted the same thing himself after having denied it Monday.

Committee Counsel Irving G. McCann said yesterday the matter of FM and network relations with AFM will be explored far more exhaustively next week than in the preliminary sessions this week. He refused to make portions of the AFM contracts with the networks available, insisting that those were confidential, and were provided the committee only because it was known the committee could subpoena them if they were held back. He is not sure, he said, whether they will be put in the hearing record. He would not say whether the contracts contain any direct prohibition against

FM broadcast of network shows. Hartley would not repeat his charge that officials of certain big companies in constant conflict with the AFM had "taken runout powders." At the same time, he did not deny making the statement. He said he might have been referring to officials of the record manufacturers or the Hollywood producers, just as easily as to network officials—but he wasn't saying anything more than that. He was sorry about the whole statement, he declared.

Meanwhile, committee members were conferring about their further investigation, with much attention given to Petrillo's threats to block further network musical shows next winter. One member raised the following possibilities to meet the threat:

Action under the Taft-Hartley law to seek an injunction on the ground that Petrillo is engaging in unfair labor practices;

Prosecution on the ground that there is conspiracy in restraint of trade;

Prosecution under the Taft-Hartley or the Lea Acts on the ground that the bans would force broadcasters and perhaps recording companies to engage in "featherbedding";

Charges that Petrillo is "coercing" union musicians in a drive that might deprive them of their jobs;

Additional legislation, or an appeal to Petrillo's "good nature and musicianship."

New Yorker Testifies At CAPAC's Hearing

(Continued from Page 1)

application of the Composers, Authors and Publishers' Association of Canada for establishment of performing right fee to be paid by Canadian Broadcasting Corp. this year. One witness was Martin Godwin, of New York, who was called as an expert on the subject of use of musical works not in public domain. His evidence was largely routine along informative lines.

Recalled to the stand was E. L. Bushnell, program director of CBC, who corrected his previous evidence that 17½ per cent of the network's programs were musical. This percentage should have been applied to what he called programs of average sustaining nature. Fifty-nine per cent of 1947 programs could be classed as strictly musical, while the Canadian network had played musical programs to the extent of 80 per cent in 1934.

Mr. Justice J. T. Thurston, who is chairman of the appeal board, said these figures could not be a proper comparison in striking a fair rate for a performing fee.

At the time of adjournment, Robert Burton of New York, representing Broadcast Music, Inc., asked the board when arguments by legal counsel would be heard, to which Chairman Thurston replied that pre-

Movie Companies Set Plans For Theater Tele

Two movie companies are reported ready to present large screen television for theaters in New York this fall. RADIO DAILY learned yesterday. One is Paramount Pictures and the other is Warner Brothers. Paramount has been experimenting for some time in their own television laboratories and Warner has been conducting some experimentation on the west coast in conjunction with RCA equipment.

The Paramount company's version of large screen television will debut at the New York Paramount Theater as an added feature to their movie and stage entertainment, according to reports. Warners, it is said, may launch their large screen video in conjunction with their new newsreel scheduled for presentation this fall.

One box office factor which the movie interests consider of value at this time is the novelty appeal of television. They point out that in such cities as New York, Chicago, Philadelphia and Los Angeles, the potentialities are great. In these cities, it is explained, are thousands of people who have read much on television but have actually never seen it demonstrated.

Presentations by lawyers were scheduled to start next week, probably on Monday.

Austrian Predicts Large Tele Audience

(Continued from Page 1)

consideration of the number of sets to be made available.

As of last June 5, Austrian said the FCC had granted 65 commercial television CPs and of this number 11 stations were on the air. Remaining 54 are required to start operation within the next 12 to 18 months. Austrian said the FCC also has 10 more applications for licenses pending, bringing the total of all requests to 75. He pointed out, however, that the latter figure had dropped from a high of 140, registered in October 1945, before television development hit an anxiety snag brought on by uncertainty and the controversies over black-and-white versus color video.

The 65 CPs issued to date have been granted in 37 cities located in 2 states. Austrian related that 44,000 000 persons live in these 37 cities and that television programs also will be available to an estimated 11 000,000 suburban residents. He referred to this audience as "moviegoers" and said the total figure represented 42 per cent of the population.

Expects Million Sets In 1948

RKO's video chief predicted one million television receivers would be made in 1948, maybe more, since manufacturers already are in production. He said a million receivers would almost guarantee an audience of five million viewers. He estimated the present number of television receivers at 54,000, these being spread among the eight cities where programs are now available.

Austrian mentioned theater television only briefly, saying great progress had been made during the last year. He added that his company will be prepared to take advantage of it when the "proper instrumentalities" for theater television projects have been developed.

Joins Brown Organization

J. W. Kirkpatrick has resigned general manager of the Pierce Mot Company, Spartanburg, S. C., to become associated with Walter Brown in his radio operations in Georgia and South Carolina. Kirkpatrick is now in Augusta assisting Edg Teasley, vice-president and general manager of WTNT, and while in Georgia will do some preliminary work on the new station to be built at Thomason.

Send Birthday
Greetings To —

July 10

Don Herbert Arthur M. Holland
Joan Marsh Helen Pickens
Jessie Randall Lee Wood



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 8

NEW YORK, FRIDAY, JULY 11, 1947

TEN CENTS

Army In New Spot Drive

AT&T 'Coaxial' Rates Will Get FCC Hearing

Washington Bureau, RADIO DAILY
Washington—Charges by television broadcasters that rates proposed by the American Telephone & Telegraph Co. for commercial operation of its coaxial cable are "excessive" will force a full FCC hearing on the rates, it was learned yesterday. Scheduled to go into effect on Aug. 1, the rates already have been filed with the Commission. However, a hearing by the Commission will block the promulgation of these rates.

It is considered likely that the Commission, itself, will set a hearing (Continued on Page 3)

Pilot Radio Buys Time On New York FM Station

Pilot Radio Corp., has signed to sponsor a series of one-hour symphonies over WABF (FM) according to Ira A. Hirschmann, president of Metropolitan Broadcasting and Television, Inc. Pilot is the 15th WABF sponsor and will present symphony programs built around Pilotone high fidelity vinylite recordings.

WABF, on the air since 1941, is (Continued on Page 2)

AFMA And Webs To Meet To Clarify Net-Music Use

Top officials of the four major networks will meet with representatives of the NAB and FM Association this month in an effort to clarify the use of network musical programs on FM stations. The conference is scheduled for July 21 in Washington, D. C.

Although network contracts with the AFM presumably contain clauses (Continued on Page 6)

Added Revenue

Hollywood—In his annual report of Motion Picture Relief Fund, President Joan Herholt announced that a new three-year contract just signed with Camel cigarettes would up the revenue from radio program by \$2,000 per week next season.

Radio To Share In Hat Industry Budget

Radio is expected to get a good proportion of the \$350,000 which the Hat Research Foundation will spend in a fall campaign to make men more hat conscious. Spot announcements and station breaks will be used in the radio phase of the project which will run from September to Dec. 15. Campaign will be handled by Bert Bachrach, promotion director of the Foundation, through Grey Advertising Agency.

Exact amount to be allocated for radio has not been determined but will be decided upon by the Foundation's advertising committee in about 10 days. The radio campaign will (Continued on Page 2)

Named Program Director Of State Radio Bureau

David H. Harris has been named program director of the New York State Radio Bureau, Miles Heberer, director of the bureau, announced yesterday.

Harris has been identified with ra- (Continued on Page 2)

Recruitment Budget Is Being Allocated By N. W. Ayer, Inc.; Will Sponsor Football On ABC And MBS

Senate Group Okays Jones For The FCC

Washington Bureau, RADIO DAILY
Washington—Without a dissenting vote the Senate Interstate Commerce Committee yesterday approved the nomination of Rep. Robert F. Jones, Ohio Republican, to the FCC. The appointment will probably go to the Senate floor early next week, although Chairman Wallace White did not rule out the possibility of final confirmation by the Senate today;

(Continued on Page 2)

NBC Planning Group Holds Two-Day Meeting

Quarterly two-day NBC Stations Planning and Advisory Committee meeting got under way in New York yesterday. Attending the meeting are: Niles Trammell, NBC president; Paul W. Morency, SPAC chairman, (Continued on Page 3)

Television Sales Staff Organized By WABD

Du Mont television outlet WABD, New York, has established what it believes to be the first complete time sales staff in the industry, according (Continued on Page 5)

All stations in the country will share in a spot campaign to be conducted by Army Recruiting Service through N. W. Ayer & Son probably early in 1948, it was revealed yesterday by James E. Hanna, in charge of radio plans for the agency. Campaign is one phase of the overall job to be done by the (Continued on Page 3)

New System Devised For Audience Checkup

New radio audience measurement index, has been perfected by William A. Yoell, research counsellor, the device taking into consideration all factors affecting radio listening, according to announcement being made today. Method to be known as the Yoell Index, is said to combine both qualitative and quantitative study of the listening audience and can be ap- (Continued on Page 6)

Petrillo Hearing May Be Deferred Or Called Off

Washington Bureau, RADIO DAILY
Washington—Further hearings in the House Labor Committee probe of the AFM may be deferred or called off indefinitely today, the sub-committee chairman, Carroll D. Kearns, of Pennsylvania, admitted yesterday; (Continued on Page 5)

New Line Of Tele Receivers Announced By Emerson Corp.

Two television and five new radio models were unveiled yesterday by Emerson Radio & Phonograph Corp., to a large group of distributors who are meeting in a two-day session at the Waldorf-Astoria Hotel, New York. Distributors are in town to complete arrangements for re-franchising their distributorships and to learn the company's unusual promotion and advertising plans for the 1947-48 season. The distributors supply the eastern portion of the com-

pany's 30,000 dealers. A similar two-day session will be held in Chicago next week for western distributors. Emerson's video sets comprise a table model (545) which has a 10-inch picture, made in two-tone striped walnut veneer and retails for \$375. This supplies video and sound only and was operated at the Waldorf without benefit of antenna, but revealed an excellent picture. Second set (model 527) is also a 10-inch pic- (Continued on Page 5)

Freakish Reception
San Antonio—W. B. Hutchins has reported that he is able to listen to the programs of KYFM here without the aid of a radio. He picks the signals up through a hearing aid that he wears. Hutchins works nearly a block from the KYFM transmitter and is able to pick up the programs "clear as a bell" from KYFM. He operates a retail store.

Visual Art

Art treasures of the National Gallery of Art, Washington, will be shown to television viewers of three cities next Saturday evening when WNBW, NBC station, originates a program which will be relayed by coaxial cable to WPTZ, Philadelphia, and WNBT in New York. Program will be televised from Washington at 8 p.m., EDT, using mobile equipment.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Oiler, Chief Manning Clogett
6417 Dahlgren Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Thurs., July 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	77 3/8	73 3/4	73 3/4	-
Am. Tel. & Tel.	157 3/4	156 3/4	157 3/4	+ 1 1/8
CBS A	291 1/2	291 1/4	291 1/2	-
CBS B	291 1/2	291 1/4	291 1/2	- 5/8
Farnsworth T. & R.	67 1/2	65 1/8	65 1/8	- 1 1/8
Gen. Electric	373 1/8	361 1/8	373 1/8	+ 3 3/4
Philco	297 1/2	283 1/4	291 1/4	+ 1 1/8
RCA Common	9	8 3/4	8 3/4	+ 1/8
Stewart-Warner	161 1/4	161 1/4	161 1/4	+ 1 1/8
Westinghouse	291 1/4	285 1/4	291 1/4	+ 5/8
Westinghouse Pfd. A.102	102	102	102	- 1
Zenith Radio	235 1/8	223 1/4	235 1/8	+ 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14 1/8	14	14 1/8	+ 1/8
Nat. Union Radio	3	2 7/8	3	+ 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 1/4	7
Finch Tele Comm.	5 3/4	6 3/4
Stromberg-Carlson	13 1/4	14 3/4
U. S. Television	2 1/2	2 7/8
WCAO (Baltimore)	38	41
WJR (Detroit)	13	15 1/2

Named Program Director Of State Radio Bureau

(Continued from Page 1)

dio for the past 15 years. He spent 10 years with the King-Trendle Broadcasting Corporation in Detroit and left there to become program-production manager of WTAG, Worcester, Mass. In 1945 he was named program director of WOL, Washington, and later headed his own program packaging agency in New York.

★ **COMING AND GOING** ★

FRANK E. MULLEN, executive vice-president of NBC, who has been trying his skill, and luck, in the fishing waters of Wisconsin, has returned to New York.

J. M. WYNN, promotion manager of WHAS, Louisville, and R. E. FISCHER, program director of the station, are back in Kentucky following a few days of conferences at the station relations department of the Columbia network in New York.

HARRY WISMER, sports director at ABC, will be in Toledo, Ohio, over the week-end. He'll broadcast tonight's "Champion Roll Call" from that point, and tomorrow will air his co-operative show from the porch of Inverness Country Club, scene of the invitation golf tournament.

BEN LAIRD, president of WDUZ, American network affiliate in Green Bay, Wis., is in New York for talks with executives of the network.

ROYAL E. PENNY manager of Atlanta office of Paul H. Raymer Co., national station reps, is in town for conferences with New York officials of the organization.

TOM SHELS, personal manager for The Modernaires, is back in Gotham following a trip to the West Coast for the premieres of two new shows on CBS.

DWIGHT COOKE, moderator on "People's Platform" broadcast over CBS, leaves today for a week-end in Chicago.

MURRAY JORDAN, WLBI chief announcer, is spending a two-week vacation motoring through upper New York state and New England.

JOE SPADEA, manager of the Columbia network's Detroit office, is visiting briefly in Gotham.

JOHNNY HARPER, announcer on WWRL, is spending a week at Lake George, N. Y.

Radio To Get Share In Hat Industry Budget

(Continued from Page 1)

also employ one-minute transcribed interviews with famous persons, especially women and athletes. Newspaper and magazine copy will use the slogan, "Somebodies Wear Hats—Nobodies Don't."

Two 5,000 Watt Stations Will Join ABC Network

ABC network will have two new 5,000 watt affiliates which are now under construction and scheduled to join the web as soon as completed. One will be located in Atlanta, Ga., WCON, which will join in December as a member of the South Central group. Outlet will operate full time on 550 kc. and is owned by the Constitution Publishing Co. It will replace the current affiliate WAGA in Atlanta.

On October 1, KFGO, Fargo, N. D. will affiliate as a member of the North Central group. It is owned by the Northern States Broadcasting Co. and operate on 790 kc. when completed.

Senate Group Okays Jones For The FCC

(Continued from Page 1)

there is no strong likelihood of a floor fight against the nomination.

Jones, who will succeed Ray C. Wakefield on the FCC, was seen here as completely vindicated of charges by Columnist Drew Pearson that he had been a member of fascistic associations.

Jones yesterday refused comment on the committee action, saying he thought it wise to say nothing until the full Senate has acted on the appointment. He refused to say whether he contemplates any legal action against Pearson.

Pilot Radio Buys Time On New York FM Station

(Continued from Page 1)

broadcasting currently on both the old and new FM bands, believed to be the only FM outlet in the Metropolitan area doing so. Station presents recorded symphonic music and live concert recitals by well known artists.



KEEP SWIMMING!

Not all ducks go south for the winter. This flock was content with northern climate and the food possibilities.

They had one tough assignment, though.

In order to keep open water between the ice, the ducks had to take turns swimming constantly!

Maybe your business is almost frozen up today. But you too have to keep open water in front of you. One of the best ways we can think of in radio, in Baltimore, to keep the freeze from closing over . . . is Station W-I-T-H.

W-I-T-H, is the successful independent that delivers more listeners-per-dollar-spent than any of the four other stations in town. If you're trying to reach Baltimore . . . the 6th largest city . . . W-I-T-H is the way to do it. And the best way to start is to put W-I-T-H at the top of that budget.



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

TOM TINSLEY, President
Represented Nationally By Headley-Reed

CKLW

**MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR!**

in the DETROIT AREA

**5,000 WATTS DAY and NIGHT
800 kc. MUTUAL SYSTEM**

IN CLEVELAND IT'S

WHK

AT&T 'Coaxial' Rates Will Get FCC Hearing

(Continued from Page 1)

in the case. If this is not done, however, television broadcasters assuredly will file a formal protest with the FCC and demand a hearing, it was learned.

Under Commission rules, the proposed rates would go into effect on Aug. 1 unless protests were filed with the FCC by July 21.

No formal demand for a hearing has as yet been lodged with the Commission. The deadline now is less than two weeks away. Video broadcasters, however, have expected that the Commission, itself, will call for a hearing because of the many protests against the rate proposals of the AT&T. These objections were made known at an informal engineering conference held by the FCC on June 9.

The Commission now is preparing a detailed report on the conference. This report is expected to be submitted to the Commission for action before the end of this month.

Up to now, television broadcasters have been using the AT&T coaxial cable on an experimental basis. At least one of the two video stations now operating in Washington—Allen B. Du Mont—has indicated that it would not use the coaxial cable if the rate proposals go into effect. Spokesmen for the station declared that local pickups and motion pictures would be used and the cable link with New York by-passed because of the high rates which would be charged.

Tele Will Preview New Type Of Lens

First public demonstration of the Zoomar television lens is scheduled today at 1:30 p.m. when WNBT airs the Giants-Cardinals game from the Polo Grounds. The new lens removes the necessity of switching cameras when going from a close-up to a long shot and also permits the cameraman to make unusual enlargements of small objects.

Tonight at 9 p.m. the Zoomar also will be used by NBC in televising the fights at Madison Square Garden. The new lens is expected to be used by NBC television hereafter for all ball games and some of its other pickups. By moving the zoom lever forward on the device, the size of the image decreases while the field increases. When the cameraman pulls the lever back, the image increases and the field decreases. Dr. Frank Back is inventor of the lens and Jerry Fairbanks controls distribution.

COMPLETE TRANSCRIPTION SERVICE
STATE 5635



Universal
RECORDING CORP.
42nd Floor • 20 N. Wacker
St. Amb. 2142 • Chicago 6 Sta. 5635

★ AGENCY NEWSCAST ★

RANDOLPH M. BROWNE, Jr., has joined Geyer, Newell & Ganger, as account executive in the agency's Detroit office, H. W. Newell, executive vice-president, has announced. Browne will work on the account of the Leonard division of Nash-Kelvinator, in connection with the agency's expanding activities for Leonard home appliances. He previously served as account executive with the Roster & Davies agency in Cleveland, handling the commercial lighting division of General Electric lamp advertising, and later handled new business. JOHN L. McQUIGG, v.-p. or Geyer, Newell & Ganger, is moving to Detroit as manager of the company's office in line with its expansion program in that city. B. B. Geyer, president, has announced. McQuigg will continue as agency group director supervising the Nash, Kelvinator and Leonard refrigerator accounts. He has been located in the agency's New York office for several months since his discharge from the Army. He will direct the development of the company's business in Detroit. Prior to the war McQuigg was manager of the same office.

GEORGE A. SAAS, former advertising manager of the Citizens Gas and Coke Utility, Indianapolis, has opened an advertising agency in the Hume Mansur Building, that city, specializing in industrial and manufacturing accounts. He is past president of the Indianapolis Advertising Club and past president of the Indianapolis Industrial Editors' Association.

THE NEW YORK BUILDING CONGRESS, in its current campaign to stimulate a high level of home building and commercial construction in Metropolitan New York, has retained Rider & Keister as publicity counsel. The campaign is sponsored by the Building Congress in conjunction with the Building & Construction Trades Council, A.F. of L., and the Building Trades Employers Association.

House Group Considering Bill Limiting Mast Height

Washington Bureau, RADIO DAILY

Washington—The House District Committee today will consider a bill limiting the height of radio and tele antennae in District of Columbia residential areas. A sub-committee approved the bill yesterday—which is a re-writing of a bill introduced some time ago by Rep. Joseph O'Hara, (R., Minn.).

Present Towers Unaffected

As it now stands, existing towers are not affected. The NBC tele, DuMont and Bamberger towers were endangered by the original bill. No specific limit is placed on the height of other towers, except that they must be at least as far from a church,

J. H. STICKLE, a veteran of 20 years in the radio advertising field, has been appointed advertising and sales promotion manager of the Home Radio Division of the Westinghouse Electric Corp., it has been announced by John E. Flood, acting division manager. Stickle will take charge of the advertising and promotional campaign now being planned for the introduction of the new Westinghouse radio line in a nation-wide series of meetings next month.

REDFIELD-JOHNSTONE, Inc., has just been engaged as agency for Nylonet, the all purpose hair net, made exclusively with DuPont Nylon.

SMALLEY, LEVITT & SMITH, Los Angeles, has been elected to membership in the American Association of Advertising Agencies.

TOM WALLER, publicity manager of United Artists, is resigning from the film distributing organization to join the Motion Picture Assn. of America. He will take over his new duties with the Eric Johnston office on August 4.

COOPER BREWING COMPANY, Inc., Philadelphia, brewers of Cooper and Namar beer, have selected J. M. Korn & Co., to handle their advertising.

HENRY J. KAUFMAN & ASSOCIATES, Washington, D. C., received 10 awards in the national advertising agency network advertising award competition judged at the annual N. A. A. N. convention in French Lick, Indiana.

CATHARINE OGLESBY, formerly president of Catharine Oglesby Advertising agency, has joined Warwick & Legler, Inc., in an executive capacity.

MARVIN IRA RUDWICK has resigned as vice-president of Edelbrew Brewery and joined Kaplan & Bruck Advertising agency as vice-president. He had been in complete charge of Edelbrew sales and advertising for the past eight years.

NBC Planning Group Holds Two-Day Meeting

(Continued from Page 1)

and vice-president and general manager, WTIC, Hartford, Conn.; Richard Mason, SPAC secretary, and manager, WPTF, Raleigh, N. C.; Milton Greenbaum, president and general manager, WSAM, Saginaw, Mich.; H. W. Slavick, director, WMC, Memphis, Tenn.; Walter E. Wagstaff, general manager, KIDO, Boise, Idaho, and H. Quenton Cox, manager, KGW, Portland, Me. Unable to be present were William B. Way, manager, KVOO, Tulsa, Okla., and John J. Gillin, Jr., president, WOW, Omaha, Neb.

school or playground as the distance from their base to their tip.

Plan Big Spot Drive For Army Recruits

(Continued from Page 1)

\$4,500,000 ad budget which Congress is expected to approve in the very near future.

Exact time for start of the campaign and type of commercials will be determined later, the decision to be based on specific recruiting needs, Hanna said. Next fall Army Recruiting Service will sponsor college football broadcasts over ABC and MBS, one net covering the West Point team and the other carrying the "game of the week." Although Mutual broadcast the "game of the week" for the Army last season, and ABC had the West Pointers, it is not determined if the same arrangement holds true for the coming football schedule. Either ABC or MBS is also likely to carry one all-star gridiron game for the recruiting service, probably the contest between the Eastern College All-Stars and the New York Giants at the Polo Grounds Sept. 3. Event would no doubt pull a substantial Hooper since it is probably the last big game in which the Davis-Blanchard-Tucker combination will ever play. The college all-star game in Chicago may also come up for consideration in the recruiting campaign via radio.

Football on Two Webs

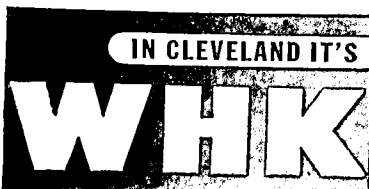
ABC and MBS are expected to start their football broadcasts for the Army on Sept. 27. Gridiron series on ABC will finish Nov. 8, since web begins its opera broadcasts the following week, but Mutual will continue on for another month. Army would like to buy football skeds on NBC and CBS also but these two webs won't sell time to the government.

The Army's national spot campaign will begin sometime after the football season ends. If it should be aimed at interesting 1948's high school grads in service enlistments, then the campaign will be delayed until next spring.

20 Per Cent Allotted to Radio

Hanna said that from 20 to 22 per cent of the proposed \$4,500,000 ad budget will go to radio, about the same as in the past. He said that in spreading the budget among various media the agency patterned appropriations after the yardstick used by the larger national advertisers of the nation.

At present Army Recruiting Service is doing four half-hour weekly shows over the four major networks and in co-operation with them. Army pays for production and a part of the talent costs (some is donated) and the webs donate the time.



IN CLEVELAND IT'S
WVOK

LOS ANGELES

By RALPH WILK

ED BAILEY, production man with NBC-Chicago, joins Ralph Edwards' "Truth of Consequences" as director when the show returns to NBC September 6. Bailey replaces Bob Seal, who resigned to become program manager of KGIL, new station in Van Nuys (Calif.) which starts broadcasting September 15.

Trudy Erwin, featured songstress on the Jack Paar show, was selected Queen of the California Baseball League. Coronation took place in San Jose (Calif.) July 8th. Trudy presented trophy to San Jose ball club for having largest opening night attendance in the league. Making the trip with singer was her husband, Murdo MacKenzie, co-producer of the Bing Crosby show.

Al Paschall, production manager for "Truth or Consequences", off to New York and Holyoke, Mass., for summer hiatus. Paschall is charter member of Valley Players in Holyoke, and will star in "Return Engagement" in Summer stock there.

Ben Alexander is the latest to turn disc jockey. Starting July 14th, Ben will do a record show from the House of Murphy over Mutual five times weekly. A special booth is being built for Ben at the eatery.

Walter Winchell will be guest on Leo Guild's "Wizard of Odds" KHJ-Don Lee program, July 15th. He will discuss the "odds on cancer."

New Tele Antenna Being Installed By WBKB

WBKB, the Balaban & Katz television station in Chicago went off the air recently for a two-week period in order to install a new RCA bat wing super turnstile antenna.

The new antenna, atop the State Lake building in the Chicago Loop will rise 400 feet above street level and increase the power of the station 7.4 times over present transmission, and multiply picture strength at a receiver nearly three times. Installation of the new antenna constitutes a major step in the modernizing program which has been under way since the Navy returned WBKB's space and facilities 18 months ago. Other improvements have been effected without interrupting the television service which the station has given to Chicago for six years.

According to Bill Eddy, director of WBKB, the ultimate objective of the rebuilding program is to make the Balaban & Katz station one of the best equipped in the U. S.

Estimates by the station indicate 3,952 tele receivers in use in Chicago at the present time.

ATTENTION!

ESTABLISHED WRITERS WITH GOOD CREDITS

We are interested in half-hour scripts, with commercial possibilities, for immediate production.

BOX 377, RADIO DAILY 1501 BROADWAY, NEW YORK 18, N. Y.



Mainly About Manhattan. . . !

• • • WOV is looking into the possibility of an all-nite operation instead of signing off at midnight. Nothing definite yet, but Arnold Hartley has several programs in mind—one a hillbilly record show handled by Jimmy Faulk, late of CBS. . . . The Andrews Sisters going into Bill Miller's Riviera July 24th at \$12,500 per, plus a percentage of the house. (The last time they played there years ago they were cancelled out!). . . . At least one FM station in the country is operating 24 hours a day. It's WBGE-FM, Atlanta, Ga., sister station to WBGE, which opened as an indie outlet last March. . . . Hear that a sizable group of Petrillo dues-payers may exit the AFM unless Mr. Big makes with the "about-face" re no live music on video shows. (Wind seems to be blowing Lea-ward). . . . Danny Thomas and Martin Straus, the pen and pencil mfr., meeting in Chicago—and it isn't to discuss fountain pens. Straus is reported interested in Danny for a fall show. . . . Don McNeill negotiating to lease the Copacabana in Chi to originate one morning broadcast there and make a Toots Shor out of it the rest of the day.



• • • MAIN STREET SCENERY: James Mason and Barry Fitzgerald at the Astor Roof stealing the spotlight away from Sammy Kaye. . . . Phil Silvers getting his "glad to see yuh" routine from the regulars at Shor's. . . . Wm. Lang's pals doing a double take as he greets them with "only six more shopping months left till Christmas". . . . Marilyne Towne, the radio thrush, having a luxurious time at Lindy's. . . . Emerald-orbed Gene Tierney admiring the Skyline Room decor at the Fireside Inn. . . . Press agent Art Franklin dining with client Arthur Murray. Having an Art-to-Art talk.



• • • Dick Kollmar is really quite an amazing fella. Not content to confine his talents to: (a) being the male half of the breakfast team of Dorothy & Dick; (b) dramatic star of such air shows as "Boston Blackie"; (c) top-ranking musical comedy producer, etc., we now learn the guy is a hypnotist of no mean proportions. We've seen quite a few of the boys in our day—but few who could top our Richard for speed, showmanship and all-around entertainment. In sum, the guy is GREAT. And strictly an amateur. Just does it as a hobby. Loves to expose those who claim that no one, under hypnotism, can be forced to do anything against the moral code, or any other code, for that matter. At a "Boston Blackie" party the other nite at WOR, he paraded his stuff before such stellar skeptics as Ken Lyons, Jeanne Harrison, Charlie Gaines, Carl Rigrod, Bill Koblenzer, Hank Sylvorn and a couple of dozen others (including one die-hard from Life mag. who is prob'ly still going around shaking her head). We left the party with but one regret. We wished he had used the Life gal as one of his subjects!



• • • SMALL TALK: Best nite club buy in town (or any other town) is the sensational new show at the Carnival where you get Lou Holtz, Bert Wheeler, Patsy Kelly, Barry Wood and Diosa Costello all for the price of one. . . . Ed Sullivan's terrific rave on Jack Eigen should boost the lad into the Big Time. And nobody begrudges the kid his success. He's been around a long time bringing top celebs and breezy chatter to the microphone. . . . That good lookin' gal pictured standing between Henry Wallace and Gromyko in Wednesday's gazettes is none other than ABC's crack femme correspondent, Pauline Frederick. . . . Bill Gernannt's "County Fair" celebrating its 2nd ann'y on the air July 12th with an upcoming spread in Look, Satevepost and Redbook. . . . Several book publishers are after Ben Gross to put his personality pieces between covers.

SOUTHWEST

LEWIS O. SEIBERT, manager of LKGLL, San Angelo, was presented with a wrist watch as a token of gratitude from the San Angelo business men for the service he has rendered to the community. Presentation was made at a barbecue given by the station to the business men to celebrate the station's increase from 250 watts to 5000 watts.

The Randall County Broadcasting Co., at Canyon has been granted a license by the FCC to operate a new station there daytime hours on 860 kilocycles with 250 watts power.

Ted Roy, of Pendleton, Ore., radio and concert vocalist and who won the 1927 Atwater Kent auditions has joined the staff at Trinity University at San Antonio where he will teach voice during the summer sessions.

Raymond Huffer has been named publicity director for WFAA, Dallas while Virginia Bates has been named assistant publicity director.

New service of Farm and Market reports has been instituted by WOAI, San Antonio. Henry Howell is heard in a daily quarter-hour round up of news aimed at the farm and ranch audience of WOAI each afternoon at 12:15, following the regular noon newscast aired by the station. Airing are sponsored three times each week by the Tennessee Coal, Iron and Railroad Co., makers of USS products for the farm and ranch.

Procter & Gamble Sign Two ABC Web Renewals

Procter & Gamble recently signed 52-week renewals for two audience participation shows which it sponsors five times weekly over ABC. Renewals are for Tom Breneman's "Breakfast in Hollywood," heard 11-1:15 a.m., EDT, in behalf of Ivory Flakes, and "Welcome Travelers," new show starring Tommy Bartlett, noon to 12:30 p.m., EDT, which premiered June 30. Latter is in behalf of Crisco and Ivory Snow. "Welcome Travelers," which replaced the Kenney Baker show originates in Chicago.

Effective date for the renewals was July 1. Compton Advertising is the agency for P&G's Crisco and Ivory Flakes while Benton & Bowles handles the Ivory Snow account. P&G has retained both time periods for the last three years over ABC.

New Combo Idea

Washington—A combination phonograph, AM, FM and television set in one small cabinet is considered a "possibility for the future," the Department of Commerce said yesterday. The four-way combination is considered feasible through a "printed" electronic circuit developed by National Bureau of Standards experts. Each circuit in the cabinet would be a separate sub-assembly, built in plug-in fashion.

SAN FRANCISCO

HERE have been several additions and changes at the KGO studios recently. Bob Wesson has returned from the sales staff to become national sales manager at KHQ, Spokane. His place here is being taken by Tom Davis, formerly salesman at KSAN. On the news staff Frank E. (Pete) Winter, formerly with the City News Bureau of Chicago, replaces Ed Frisbie, resigned, and Jim Barbour, formerly news editor of the radio division of Associated Press in San Francisco, replaces Frances Krauss, resigned. In the announcing department Hugh Turner has resigned to become production manager of KWBR-FM, and two new announcers: Jim Moore, formerly of WFO, and Steve Robertson, have been added to the staff.

Over in Oakland at the KROW studios Bob Heiberg, formerly with WIBC-Duluth, has been added to the announcing staff, replacing Lenn Harley, who resigned to enter the agency field in San Francisco.

The San Francisco Chronicle's new AM radio station KRON (96.5 megacycles) went on the air July 1. Studios are located in the Chronicle building. Al H. Constant is program manager and R. A. Isberg chief engineer.

Fred Hagelund, former KPO-NBC writer-producer, has returned to the KPO staff after a period of freelance writing in Hollywood following his release from the Army Air Forces Radio Service.

Bob Laws, Advertising, Promotion and Publicity Manager for KGO-NBC, has been appointed a member of the board of directors of the San Francisco Advertising Club as a representative of radio.

Total of 959 public service programs, 331 hours of air time, were broadcast on KQW to Northern California listeners in the first quarter of 1947, according to statistics released by Grant Holcomb, Director of Public Information for KQW. The programs, both local and CBS network, ranged from 15 minutes to one hour in length and included talks, forums, speeches by public figures, documentary broadcasts on vital subjects, and educational programs. These broadcasts did not include news programs, to which KQW dedicates approximately 17.7 per cent of its total broadcast time; 1701 public service announcements were broadcast by KQW during the first quarter of 1947.

Col Avery, announcer-actor-emcee and free-lance artist, has been added to KPO's announcing staff.

**New Line Of Tele Receivers
Announced By Emerson Corp.**

(Continued from Page 1)

ture in console style, the screen mounted on an inclined panel for chairside viewing, but visible from any angle as well. This set includes AM and FM and will retail for \$450.

Ben Abrams, president of Emerson, stated that the tele sets will go into intensive production next week when the factory reopens after vacation period. He expected that the firm will turn out a possible 25,000 to 30,000 tele sets this year and considerably over that amount in 1948. Other small and large sets as well as phonograph changers and portable disk apparatus was also revealed following the luncheon. Abrams, incidentally, is marking his 25th year as Emerson president.

Abrams revealed that Emerson is the only radio manufacturer listed among the nation's leading 100 advertisers in the use of newspaper lineage. He indicated that the firm would continue to use space and that the 1947-48 schedule called for a heavy schedule of national, co-operative and dealer advertising. Approximately \$6,500,000 would be allocated for the purchase of space in daily paper, week-end supplements and national magazines.

Israel Discusses Production

Dorman D. Israel, vice-president in charge of engineering and production, making a short address at the luncheon in the Astor Galleries, stressed three points in his talk to the distributors relative to television. He compared the current video programming with that of the comparable early days of radio and found that tele producers are doing a mag-

nificent job in developing a type of entertainment well suited to the needs of the tele audience. This he found particularly true in the co-ordination of the various types of entertainment and productions available and being built. Sports and other such events he found a sure-fire draw.

Second, Israel stressed the importance of first-rate installation, particularly as to the type antenna required. Farther away the receiver is from the transmitter, he said, the more need there was for installing the exact type of better antenna in order to get a strong enough pickup or reception. Toward this end, he said, Emerson has set up its own servicing staff and for the time being would service all Emerson sets in this regard.

Israel took time out to assure the distributors that there was no further need to worry about "color" tele interfering with the routine. He explained the background and the decision of the FCC in this respect. Color, he said, in tele was needed no oftener than that in any other graphic art such as printing or motion pictures, etc. He estimated that at least 200,000 tele sets would be manufactured and marketed this year, with 1,500,000 a possibility in 1948. This of course covered all manufacturers.

As to FM, Israel again pointed out the need for good installation, although, he stated, the Emerson FM sets had a built-in antenna which assured good reception. Distributors will hold forth again today and confer with Emerson officials.

**Television Sales Staff
Organized By WABD**

(Continued from Page 1)

to John McNeil, general manager of the station. In addition to Ken Farnsworth, local sales manager, formerly of WJZ and ABC television, David Gross, and Miss Jarmila Kennedy, both of whom have long been with Du Mont, have been transferred to time sales.

McNeil has also added the following new account men: Lee Wallace, former executive producer of Tele-shows, a television package agency; Angus D. MacIntosh, until recently radio director for Ward Wheelock agency, and Ted Bergman, former program production director at NBC and producer for the Funt Radio Productions.

AFG Has 6 ETs

American Friends Service Committee has readied a group of six 15-minute transcriptions describing the needs of war-torn European countries, the disks being available free to all stations. No advertising or solicitation of funds is contained in the series, nor are they sectarian in nature. The disks are titled, "World Service."

**Petrillo Hearing May Be
Deferred Or Called Off**

(Continued from Page 1)

he said he will confer this morning with Committee Chairman Fred Hartley, who was out of town yesterday. Kearns said one reason for such a step might be that hearings will have to be held outside of Washington—in Los Angeles or New York, he suggested. Pressed further, he said these hearings might deal with AFM relations with the fields of television and FM.

On the other hand, Rep. Richard Nixon, (R., Calif.) indicated that a 60-day postponement on further hearings might be in order to determine whether recent enactment of the Taft-Hartley law and the recent Supreme Court decision on the Lea Act will mean a drastic change in the AFM tactics. As member of the sub-committee working on the investigation, Nixon said he could not comment on earlier charges by Chairman Hartley that some important witnesses had taken a "runout powder." He could support Hartley's later amendment of that statement, however, in which Hartley said some witnesses were "reluctant" to testify against Petrillo.

EQUIPMENT

New Diathermy Unit

The FCC has granted approval to Raytheon Manufacturing Co., Waltham, Mass., covering its new Microtherm microwave diathermy unit which completely eliminates interference caused by medical diathermy equipment to radio and television broadcasting, as well as to police and fire radio, air traffic control, etc. A frequency of 2450 megacycles has been assigned for Raytheon's new unit. The Microtherm, which uses radar frequency, is the first microwave diathermy equipment ever to receive FCC approval. Any existing diathermy equipment will be permitted by the FCC to operate for a period of five years from July 1, provided no interference is reported. In the event interference is reported on any existing equipment, the operator will be forced to discontinue using the equipment, and either re-engineer it to meet the new regulations or cease operating it.

What Is GCA?

An attractive new booklet with a step-by-step explanation of the function of GCA (ground controlled approach) radar for landing planes safely in foul weather has just been published by the Bendix Aviation Corporation. The new Bendix booklet gives a non-technical explanation of the war-born radar device, showing how it is being adapted for civilian needs. A number of drawings are contained throughout the booklet, which help to graphically illustrate how GCA functions. Foreword to the booklet is written by J. W. Reeves, Jr., Rear Admiral, U. S. Navy, Commander, Naval Air Transport Service.

RCA Appoints Parkinson

Martin H. Parkinson has been appointed director of accounts and finances of RCA Communications, Inc., it was announced yesterday by Thompson H. Mitchell, executive vice-president. Parkinson was formerly an officer and consultant of the Penn. Power & Light Co., Allentown, Pa.

*Send Birthday
Greetings To —*

- July 11
 - T. H. Anderson, Jr.
 - Jack O'Brien
 - David Montgomery
 - Merle Jones
 - Harry Von Zell
- July 12
 - Gracie Barrie
 - Oscar Hammerstein, II
 - Thomas F. Harrington
 - Jimmy McClain
 - William Meeder
 - Ray Winters
- July 13
 - Frank Dane
 - Phillips H. Lord
 - Carolyn Gilbert
 - Harry Sosnik
 - Carolyn Montgomery

**IN CLEVELAND IT'S
WHK**

DAV Praises Radio On June Campaign

June radio campaign on behalf of the National Service Fund of the Disabled American Veterans, was yesterday reported as having been highly successful by officials of the organization, who stated that the assistance of the Advertising Council aided them tremendously in bringing their vital message to the American people. In addition, the officials of DAV expressed their appreciation to the advertising agencies, sponsors, networks and stations throughout the country for their wholehearted support.

Over 600 Stations Used

Over 600 stations carried spot announcements regularly during the month and offered their continued assistance to the DAV. Many stations also produced special programs and a series of spot announcements will be issued monthly to keep outlets informed of the organization's activities.

Commentators, it was pointed out, were particularly effective in constantly informing listeners of the fact that 90 per cent of the two-and-a-half million World War II disabled veterans are capable of gainful employment and that the purpose of the DAV is to help veterans help themselves.

FMA And Webs To Meet To Clarify Net-Music Use

(Continued from Page 1)

banning use of musical programs on FM stations, no clear announcement on this subject has yet been made. Copies of the contracts are now on file with the House labor sub-committee which has been conducting an investigation of James C. Petrillo and the AFM.

Officials of the FMA already have called on network heads to allow the use of such programs on FM stations having AM outlets affiliated with the webs.

Although several FM stations were ready to make a "test case" by actually using network musical programs, it is now expected that any such moves will be postponed until after the conference with NAB and network officials.

WINS To Broadcast Fund Game

WINS will broadcast the special game between the New York Yankees and the Boston Braves to be played at Cooperstown, N. Y., July 21 for baseball's "Hall of Fame" fund. Mel Allen and Russ Hodges will report the game, starting at 1:55 p.m.

**What Are You Doing
New Year's Eve**

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—With ten major recordings already on the market, Miller Music should do okay with its revived "Whiffenpoof Song". . . ● When recently asked what he considered his most precious possession, Conrad Nagel, narrator of the "Silver Theater" CBSeries replied, "A Bible my mother gave me years ago" . . . Manor Music Co., publishers of the standard composition, "The Bible My Mother Left To Me," thereupon sent Nagel an autographed copy of the song. . . ● Stoney Cooper and his Clinch Mountain Boys with Wilma Lee, whose daily musical doin's via WWNC down Asheville way has gained them a flock of admirers, have been signed to wax their songs for Rich-R-Tone Records. . . ● Elinor Berk and Wally Schuster will become an "I Do-et" next month. . . ● Dick Moses rates a nod for the big time build-up he's been giving the Vatican Choir. . . ● Marie Carroll, formerly vocalovely with Bob Chester's orchestra, has been added to the NBTelevision program "Campus Hoopla." . . . ● Another revival which bids fair to making the Fall Hit Parade is "Am I Wasting My Time?" written by Irving Bibb and Howard Johnson . . . published by Stasny Music Corp., the ditty sold over a million copies back in 1929. . . ● It just had to happen . . . first song about the new atmospheric phenomenon is "Flying Saucer Blues," written by WSMusical Director Owen Bradley, Eddie Birnbryer and Bill Graham . . . Red Foley will introduce it tomorrow nite on the "Grand Ole Opry" NBCoast-to-coaster. . . . ● George Monaghan, WOR disk jockey, will marry British actress Norah May tomorrow . . . George met the beauty while stationed with the Armed Forces in England.

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● ● ● Movie scouts should give a listen and take a gander at ork pilot Eddie Stone's songthrush Julie Wilson . . . currently at the Belmont-Plaza in Gotham. . . ● Peggy Lee and hubby Dave Barbour, writers of the hit "I Don't Know Enough About You" have given Campbell-Porgie another hit in "Just An Old Love Affair". . . ● Elton Britt will be the new song star, starting Saturday, of the "Hayloft Hoedown" ABCountry sessions which originate at WFILadelphia . . . Elmer Newman continues as emcee. . . ● Writer of numerous novelty tunes, including "You Call Everyone Darlin'" and "You're Not My Darlin' Anymore" Sam Martin has been elected to Aescap membership. . . ● Sammy Friedman resigned from Peter Maurice to head Shapiro-Bernstein's coast office. . . ● First two songs on last week's Hit Parade, "I Wonder, I Wonder, I Wonder" and "Peg O' My Heart," both published by Robbins. . . ● Tenoriole Billy Holt, formerly featured at the Waldorf-Astoria and Commodore Hotels, leaves Oct. 3 for an eight-month theater tour in England. . . ● Acuff-Rose has a sure-fire hit in "Foggy River," written by Fred Rose. . . ● Capitol Songs will publish Hal (Pied Pipers) Hopper's novelty "The Riddle Song". . . ● Captain Stubby and his Buccaneers rate the several NBC and MBSshots they get each week. . . . ● BMI has a likely number in Joe Saxon's ballad, "Ev'rybody And His Brother."

★ ★ ★

● ● ● Realignment of the Fred Fisher Company has Charles Lang, general manager, with Marvin Fisher, professional manager . . . another son of the founder of the firm, Danny, leaves next week to head the Hollywood offices . . . outfit is making a pitch to revive the hit of 1919, "Dardanella," written by Fred Fisher, Felix Bernard and John S. Black. . . ● Harry Garfield of Witmark's succeeds Ben Bornstein as pro mgr. of Harms, Inc. with Sylvan Spiro taking charge of Witmark's professional dep't. . . ● Adrienne Music has a fine ballad in "Echoes In The Night," written by Vic Baron and Bert Mann. . . ● Formerly side-men with Benny Goodman, Abe Lyman and Tommy Dorsey bands, the Kaye Brothers (Lenny and Sid) head their own orchestra at the Palladium Ballroom on Broadway. . . ● Bruce Hayes, former vocalad with Vincent Lopez, is the new song star at WTTM, Trenton. . . ● If Santly-Joy should decide to revive the Bert Lown-Chauncy Grey ditty, "You're The One I Care For," it would repeat. . . ● Norman Brokenshire's daily platter and NBChatter falls easy on the ears.

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New System Devised For Audience Checkup

(Continued from Page 1)

plied not only to specific programs but to broader concepts of both program planning and time buying.

Index is reported as having been successfully tested originally for Lever Bros. Ltd., and has since been further perfected in subsequent surveys over a period of two years. It not only reveals how large an audience is, continuously throughout the day for any specific program, but determines the disposition of the audience to listen at any particular time to any specific program. These factors are then resolved into a rating of the effective or "disposed" radio audience.

Yoell stated that, "the index is arrived at by correlating the results of a specific program or time survey with our continuing study of living habits throughout the country, which of course, directly affect listening habits . . ." Various other factors are taken into consideration in determining final results, both urban and rural. Yoell was formerly associate with Dr. George Gallup at Young Rubicam and is at present research counsellor for Cecil & Presbrey and also has his own offices.

SMPE Staff Appointments Announced In New York

Three new staff appointments have been made by the Society of Motion Picture Engineers, following the promotion of Boyce Namec, to executive secretary. Earl I. Sponable, executive vice-president of the organization, stated that the additions have been made to carry on increased activities.

Tom LoGuidice, has been named staff engineer, taking over the engineering committee work, technical reports and other duties formerly handled by Nemecc. Margaret Kelly, becomes office manager in charge of physical operations at the Society's headquarters. Helen J. Stote, has been appointed editor of the SMPE monthly journal. New arrangements completed will allow Nemecc more time to confer on policy matters with the Society's president, Loren L. Ryder, and the board of governors.

ev'rybody's SINGING—
ev'rybody's PLAYING—

**"EV'RYBODY'S BUYING MY
LOVE SONG"**

(Just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

REWARD!

"WHERE IS SAM?"

Communicate:-

JEWEL MUSIC, 1674 B'way, N. Y. C.



What every bride shouldn't know:

WHAT it feels like to be poor . . .

What it feels like when your first-born needs an expensive doctor—and you can't afford it . . .

What it's like wanting a home of your own . . . and never quite getting it . . .

What it's like having your kids grow up not knowing whether they'll ever get to college . . .

What it's like to see the Joneses and the Does and the Smiths able to travel abroad—but never you . . .

What it's like to have to keep telling yourself, "He may not have money, but he's my Joe."

There is no cure-all for all these things.

But the closest thing to it for most of us is something so simple you almost forget it's there.

It is the Payroll Savings Plan. Or—for people not on payrolls—the new Bond-a-Month Plan at your bank.

Each is a plan for buying U. S. Savings Bonds automatically.

Either one of these plans helps you—as does no other system we know of—to save money regularly, automatically, and surely—and to hang on to that money till you need it.

So if you're a groom—or a bride—or if you know one, here's a bit of friendly advice to take or to give:

Get on the Payroll Savings Plan where you work or the **Bond-a-Month Plan** where you have a checking account.

It's one of the finest things you can do to start married life right.

Save the easy, automatic way. . . with U. S. Savings Bonds

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BEHIND THE MINE

By SID WEISS

EDDIE WRAGGE and **EUGENE FRANCIS** say those aren't saucers in the skies—they're just aircheck discs that actors have left with directors who are doing their spring office cleaning. (Tim Marks sez that people who see flying saucers are prob'ly in their cups).

NBC to air Central City, Colorado Opera Festival's "Fidelio," starring Brian Sullivan, today.

Milton Kraus, Mutual staff pianist, subbing for Bob Downey as music director of "Grand Slam" while latter vacations, brings Irene Beasley, Kraus and organist Abe Goldman together for first time since Irene's first network commercial 15 years ago.

Grace Matthews and Court Benson have joined Connecticut's radio colony with cottage on Pratt Island near Darien.

Dwight Weist has returned from Bermuda via PanAm Clipper. He immediately switched to his own plane and headed for Bar Harbor, Me., where he'll play opposite Jessie Royce Landis next week in "Hedda Gabler" at Bar Harbor Playhouse.

Herb Sheldon, co-starring with Maggi McNellis daily at the Latin Quarter, becomes a pop in late Aug. It'll be his 3rd heir.

Louis Prima being sought for a singing cowboy assignment by Paramount.

Lynn Gilmore, the steakhouse owning beaut, Super Chiefs to H'wood Aug. 5th.

Phil Spitalny, now at the Paramount, is featuring the largest in-person group to yet hit B'way's theater stages—a company of 50.

As a result of rave notices at the Versailles, Lisa Kirk is being lined up for a series of air guest shots. First on the new Eddy Duchin show.

"Here's To You" star, Phil Hanna, getting bids for B'way musicals.

Lanny and Ginger Grey, radio entertainers and jingle-writing-producing-singing team recently recorded what might be a revolutionary idea in the kiddie record field. Johnny Guarnieri, piano, Tony Mottola, guitar and Trigger Alpert, bass, aid the singing team in their recordings. Some of the tunes waxed were "Hi Diddle Diddle," "Lazy Mary Will You Get Up," etc., but in the instrumental portion between Lanny & Ginger's smooth kiddie singing, one is apt to hear fragments of Bach, Beethoven, and Guarnieri. Album is issued by Adventure Record Co., and will be released next month.

COAST-TO-COAST

— CALIFORNIA —

LONG BEACH—The largest sale of block radio time in Southern California in the past year recently was made by KGER when the Central Chevrolet Co. bought the two-hour segment from 10:00 p.m. until midnight. Show is the popular western, "Musical Roundup," with Vance Lane at mike-side. The contract is for 52 weeks, six nights per week. . . . **OAKLAND**—Frank Merrill has joined the announcing staff of KROW to handle vacation relief shifts. Merrill was an announcer at the station in 1946 but left to further his education at the University of California.

— CONNECTICUT —

HARTFORD—Announcer Russell Naughton, emcee on the "Music Off The Record" show over WDRC, is now writing a weekly record column for the "Parade of Youth" section of the Sunday Courant. The column is entitled "Record Rambblings" and contains reviews of the latest discs. . . . Jean Colbert, radio network performer and director of women's programs for several of the country's major broadcasters, has been engaged as director of women's activities at WTIC. She has also taken over the "Bazaar," popular daily feature, heretofore directed by Betty Pates.

— DISTRICT OF COLUMBIA —

WASHINGTON, D. C.—Jackson Lowe, WWDC's popular disc jockey, recently served as master of ceremonies of a two-hour variety program, aired over the station featuring music, finals of Morton's Amateur Show, all the entertainers in the Capitol and Howard theaters stage show, and other performers from night clubs, hotels and radio. This was the Junior Police and Citizens' Cops benefit show which was presented at the Sylvan Theater as part of the JPCC's drive to raise \$25,000 for continuance of operation during the coming year. . . . "All Gaul Is Divided," the Catholic University's dramatic production of an original play by John McGiver, was recently televised over WNBW. The play, having received excellent reviews, is the first of the dramatic shows produced by the university's speech and drama department to be featured on television.

— LOUISIANA —

NEW ORLEANS—Blowing clarinets and pounding pianos and bass drums aren't sufficient physical exercise, members of WWL's morning fun-show, "The Dawnbusters" have concluded, so the boys in the band have organized a soft-ball team. Most enthusiastic "Dawnbuster" is Margie O'Dair, the group's vocalist. . . . To carry winter's audiences over to summer, WDSU has developed a novel continuation of Philco's "Bingstime." Sponsored by a Philco distributor and a Philco retail outfit, who plan to advertise for FM on WDSU, an AM station, the show, featuring records by Bing and guest artists will be broadcast at Bing's regular Wednesday time and will be tied together by an announcer with Der Bingle's easy voice-style.

— MISSOURI —

ST. LOUIS—Sixty-eight St. Louis drivers have received recognition as being safe and courteous since the inauguration of the KXOK "Safe-Courteous" driver award. These awards are presented each Saturday morning by Lt. Roland J. Schumacher, of the Traffic Education Division of the St. Louis Police Department, on his program, "So It Can't Happen To You." The winners are selected by a committee of 12 safety conscious people, who, in their daily traveling on this city's streets, observe these acts of safety and courtesy. They are then reported to three judges who are charged with the responsibility of selecting the two finalists to appear on the program. . . . **KANSAS CITY**—Wayne L. Thrasher and Eddie A. Morgan, winners of the annual truck drivers' "rodeo" recently held in North Kansas City, were guests on the Hometown Gossip program heard over KCMO.

— PENNSYLVANIA —

PHILADELPHIA—"Your Move," a new call-in quiz consisting of 10 to 15 questions about a famous Philadelphian and offering \$5.00 to the first listener identifying him, will be heard over WPEN. Sponsor is the Quaker Storage Company of Philadelphia. . . . **PITTSBURGH**—Johnny Mills, celebrated English motion picture star of "Great Expectations" recently made his first radio appearance in the United States on KQV where he was interviewed by Jane Gibson on the "Women's Exchange" program. A transcription of the interview was made and presented to him to take back to England, where he feels it would benefit the children of that country, for then, many of the English mothers would have a central agency for making exchanges of items which may be needed so urgently by others.

— TEXAS —

HOUSTON—Special feature of the Houston Summer Symphony concerts in Hermann Park is the half-hour broadcast of the Tuesday night performance by KTRH. Along with this feature, the station is sponsoring a club known as "Friends of the Summer Symphony" which solicits memberships, charging a fee of not less than \$1.00 and not more than \$5.00, upon receipt of which, the subscriber is mailed a membership card signed by Ernst Hoffmann, conductor of the symphony. . . . **SAN ANTONIO**—Kay Addison is being heard in a series of quarter-hour piano concerts over KCOR each Sunday morning.

Cut New ET Show

Los Angeles—Frank K. Danzig, director for Hamilton-Whitney Productions, new transcription firm, cut another side in the company's 15-minute series, "The Unexpected" this week. Tom Neal, motion picture star of "Behind The Rising Sun" and "First Yank in Tokyo" was assigned top role for the show scripted by Robert Libbot and Frank Burt.

PROMOTION

To The Stockholders

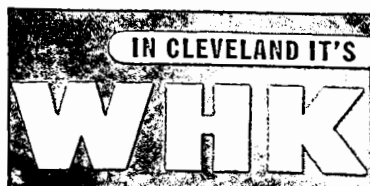
Stockholders of Stewart-Warnock Corp., Chicago, are receiving, as an enclosure with a dividend mailing, a unique booklet packing a large volume of information pertaining to directors, quarterly earnings and status of business into its twelve 3 1/4 x 6 3/4 inch pages. The front cover features a "thank you" message from James S. Knowlson, president and board chairman, "to the large number of stockholders who showed the confidence in the management by sending their proxies which were voted at the annual meeting on March 14." Four subsequent pages give brief business biographies of the corporation's seven directors, each of whom is pictured. The center spread across two pages following it contain a reprint of the president's remarks before the annual meeting of stockholders at Richmond, Va., while the final three pages contain the consolidated balance sheet, the summary of consolidated profit and loss and the statement of consolidated earned surplus for the company's first quarter, ended March 31.

Promotion Contest

WMPS, Memphis, Tenn. and promotion manager, Matty Brescia placed third in the nation among 248 ABC stations in the recent T. Malone 20th anniversary promotion contest conducted from coast-to-coast for stations in the Class-A division. Harold R. Krelstein, WMPS general manager announced. KGO of San Francisco was first, while WNAX, Yankton, S. D. placed second in the nation-wide contest sponsored by McCann-Erickson agency of New York City and judged by Nat Karel of Variety. WMPS and Brescia were also cited by the ABC net for organizing a "Ted Malone's Women's Club" of Memphis which was comprised mainly of veteran mothers. Memphis and the tri-state region Brescia was awarded a Westinghouse Little Jewel console radio, while Krelstein was also presented with similar award as director of a prize-winning station.

WOAI Post Card Promotions

Merchandising and promotion staff of WOAI, San Antonio have issued a novel 5" x 7" four page post card which contains a picture on the side of Red River Dave, popular cowboy singing star on the station with his "Git-Go" a musical instrument that he features on his de programs. Also included in the folder is a copy of the theme song written by the cowboy star for his programs. Post card is folded ready for mailing and bears the message "This is the picture of 'Red River Dave' and his famous Git-Go. Station call letters, dial setting and NBC affiliation is outlined. Also included is a message for listeners to obtain Red River Dave's series recordings at the local retail record shops.





Senate Boosts FCC Fund

Export Business Hit By Mexican Embargo

Mexico government on Friday cut all imports of radios, most of which come from this country. In a drastic move to stabilize her economy, Mexico slapped an embargo on a long list of products, including radios, phonographs and most musical instruments. Although the move was described "temporary," it will be a tough blow to the U. S. radio manufacturing industry. Exports of radios from this country have been booming, with

(Continued on Page 3)

Byrnes Acquires Interest In Two Radio Stations

Washington Bureau, RADIO DAILY
Washington—James F. Byrnes, former Secretary of State and U. S. Supreme Court Justice, is now part owner of two Spartanburg (S. C.) radio stations under deals approved Friday by the FCC. Byrnes owns five per cent of the stake in the Spartan Radiocasting Co., which purchased WORD and WORD-FM from the Spartanburg Broadcasting Co., for \$85,000. Majority stockholder in the newly-

(Continued on Page 3)

Bill Anson Beach Broadcast Disc Jockey Innovation

West Coast Bureau, RADIO DAILY
Los Angeles—KFWB's promotional disc jockey, Bill Anson, well aware of summer heat in Hollywood studios, took his show to Santa Monica beach last Friday. Anson broadcast his 1-4 p.m. disc

(Continued on Page 2)

Probe Postponed; Petrillo Is Gainer

The two-month postponement of the House Labor Committee probe of the American Federation of Musicians is seen here as partial admission that the committee has been bested by the AFM President, James C. Petrillo. The postponement was announced Friday by Rep. Carroll Kearns, head of the sub-committee which grilled Petrillo for two days last week, following two days of rumors that the networks and the NAB had urged the committee to cancel further hearings at this time.

Gen. Harbord Resigns As RCA Chairman

Resignation of Lieut. General James G. Harbord as chairman of the board of RCA, was accepted at a meeting of the board, held Friday in New York. At the same meeting, David Sarnoff, was elected by the board to serve as chairman as well as president of the company. General Harbord who joined RCA in 1923 served as its president until 1930 and since that time as board chairman. He

(Continued on Page 5)

Ten Midwest Stations To Carry S. O. Football Sked

Ten midwest stations have been signed by Standard Oil Co. of Indiana to carry a football broadcasting schedule this fall involving four

(Continued on Page 3)

Appropriation Committee Recommends \$6,440,000 As Budget For 1948, \$189,100 Better Than 1947

Ford Co. Buys Hour On NBC Sundays

Ford Motor Co., through Kenyon & Eckhardt, Inc., has purchased the 5-6 p.m., time on NBC vacated by the NBC Symphony to install beginning sometime in October, the "Ford Theater," comprising one hour dramatic productions of the highest possible caliber. Accent will be on the script, rather than on guest stars, with no sources left untapped for suitable

(Continued on Page 6)

OIC 'Voice' Curtailed; 1,700 Face Dismissal

Washington Bureau, RADIO DAILY
Washington—The State Department over the week-end said that its informational and cultural program will be sharply curtailed as a result of drastic slashes in funds by Congress. Officials of the department said the

(Continued on Page 3)

Renew Detroit Symphony Sundays, On ABC Network

Henry H. Reichhold, owner of "Musical Digest," has renewed his Sunday sponsorship of the Detroit Symphony Orchestra over ABC network, heard 8-9 p.m., EDT. Kenyon & Eckhardt is the agency.

Washington Bureau, RADIO DAILY
Washington—The Senate Appropriations Committee on Friday proposed to the full Senate that the Federal Communications Commission be given a 1948 budget of \$6,440,000 — \$400,000 better than the House of Representatives voted for the Commission, and \$189,100 better than the 1947 budget;

(Continued on Page 5)

Jones FCC Member; Senate Is Unanimous

Washington Bureau, RADIO DAILY
Washington—Without a dissenting vote the Senate on Friday confirmed Robert Francis Jones, Jr., of Lima, Ohio, as a member of the FCC. Jones will leave his present post as a member of Congress at about the end of this month to take over his new duties, filling the Commission spot left by former Commissioner Ray C.

(Continued on Page 6)

NAB Stations Start Voting On Revisions In By-Laws

NAB member stations this week will start voting on numerous changes in the association's by-laws, it was announced over the week-end. Ernst & Ernst of New York will mail the

(Continued on Page 2)

\$2,000,000 In Time Sales Reported By Mutual Web

Mutual Broadcasting System the past week set commercial time sales to three national advertisers to the amount of \$2,000,000, according to Jess Barnes, vice-president in charge of sales. Bulk of the business, sold to Pharmaco Co., for Feen-A-Mint, Chooz, etc., through Ruthrauff & Ryan agency, is an order for two half-hour nighttime programs and three 15-minute daytime shows, as printed

in RADIO DAILY last Wednesday, July 9. Other business comprises, H. C. Cole Milling Co., of Chester, Illinois, buying a Sunday half-hour with a program set for 3-3:30 p.m., starting October 5. Agency is the Gardner Advertising Co. Third order placed through Gahagan & Turnbull Co., for America's Future, Inc., book distributors, will

(Continued on Page 6)

Increase

An increase of 5.1 per cent in June national spot revenue for ABC owned and operated stations over the same period a year ago, was revealed the past week-end by Ralph Dennis, the web's national spot sales manager. The June increase coupled with the improvement noted for April and May brings the total gain for the second quarter to 6 per cent over 1946.

Visitor

Second broadcaster from Sao Paulo, Brazil, to arrive in the U. S. on a business trip within a week is Olavo Fontoura, director of the 10,000-watt Radio Cultura. The industrialist, also head of two large Brazilian drug companies, is conferring with Gordon Industrial Services in Washington which will soon launch an ad campaign in the U. S. in behalf of Fontoura's station.



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

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WEST COAST OFFICES

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6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(July 11)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

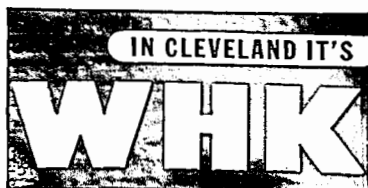
Table with columns: Bid, Asked. Rows include Du Mont Lab., Finch Tele Comm., U. S. Television, WCAO (Baltimore), WJR (Detroit).

Wedding Bells

Mr. and Mrs. Arthur P. Camuse, formerly residing in Oklahoma and currently at Miami, Fla., announce the betrothal of their daughter Betty L. Pan-American Airways stewardess, to Ernest Stern, of the RADIO DAILY editorial staff.

Wedding is planned to take place in New York early next Fall.

Martin R. Koerner of the Barnes Printing Co., printers of RADIO DAILY, will be married to Mary C. Briggs of Forrest Hills, L. I., on July 19.



COMING AND GOING

JOHN F. ROYAL, vice-president of NBC in charge of television, left New York by plane on Friday on his 14th ocean crossing since 1939. He took off from LaGuardia Field for an extensive trip to England and the Continent.

MANIE SACKS, vice-president of Columbia Records, is sojourning at the Lake Tarleton Club in Pike, N. H.

STANTON P. "PETE" KETTLER, manager of WGBS, Miami, is back at his Florida headquarters following a trip to New York for conferences with the national representatives of the station.

DWIGHT WEIST has left for Bar Harbor, Me., in his own plane. He is booked for a featured role in "Hedda Gabler" at the Bar Harbor Playhouse for this week, after which he'll return to New York for his scripting chores on "Big Town," "The 2nd Mrs. Burton" and "Grand Slam."

FRED M. BELL, manager of the Atlanta, Ga. office of The Katz Agency, national station representatives, was in town last week on business.

JOHN BECKER, director for CBS, leaves today for Washington, D. C., where he will gather material for documentary-unit broadcasts on the web.

JACK PAIGE, Mutual network's director of special events, left Friday night for Miami, where he'll forget it all for two weeks.

JACKIE KELK, "Homer" of the Aldrich Family, leaves tomorrow for a month in Hollywood on business.

ROBERT HUDSON, director of education at CBS, is expected back today from Boston, where he conducted a Radio in Education Workshop.

RED BARBER, director of sports at CBS, is expected back today from a short vacation in Montreal.

Anson Beach Broadcast Disc Jockey Innovation

(Continued from Page 1)

show direct from the sands of Santa Monica beach at the Santa Monica Ambassador Hotel in that city Friday, sending the full three hours in full view of the thousands of swimmers and sun worshipers on the famous beach.

Platform large enough to hold two turntables. Anson, technician and his material was erected. Anson and his secretary, Marlon Sarky, will share spotlight in bathing suits, relaxing with crowd as they enjoy their summer work.

Beach broadcasts are planned twice weekly from now on until summer's end, with Anson introducing guest stars.

NAB Stations Start Voting On Revisions In By-Laws

(Continued from Page 1)

revised by-laws, together with the charter and a ballot. The members will vote on the by-laws, article by article, and upon the charter as a whole.

Although the requirement for 17 NAB districts remain in the by-laws, areas to be included in the districts would be subject to the action of the board under the proposed changes.

Another major recommendation involves the method of nominating district directors. Under the present by-laws, district directors are both nominated and elected at district meetings. Under the proposal to be voted upon, the nomination would be by referendum ballot, with the right also to nominate from the floor at the meeting, but the election would take place at a district meeting.

Henry To West Coast

Bill Henry, CBS newsman left Friday for the west coast, where, for three weeks, he'll originate this five-a-week news show for Johns-Manville Corp. On August 4th, he'll take a three-week vacation, with Ned Calmer filling in from the network's N. Y. news bureau.

CAPAC Plans Study Of U. S. Music Contracts

Ottawa—Before a dwindling crowd Thursday a four-hour sitting of the Copyright Appeal Board in Supreme Court Building to deal with 1947 royalty fee situation for Composers, Authors and Publishers Association of Canada heard four witnesses. It was brought out that CAPAC desired performing right rates from broadcasters in the Dominion for authors and composers throughout the world which would be comparable with rates collected in other English-speaking countries.

Furthermore it was admitted by Miss R. I. Passey of Toronto, Secretary of CAPAC, that it would be impossible to analyze all programs of Canadian Broadcasting Corp. because of expense. What was done was to check programs for a two-week period which could be regarded as a sample in order to determine an appropriate license fee for performing rights.

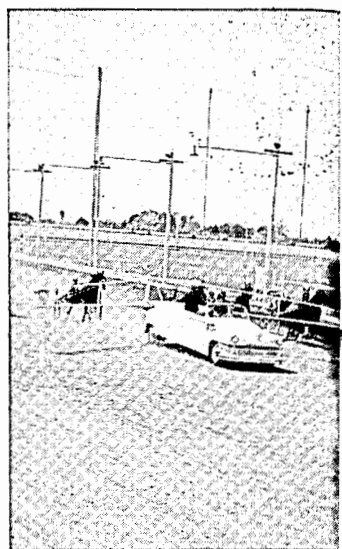
E. L. Bushnell who is director of programs for CBC was on the stand again for cross-examination while two new witnesses for the government-controlled network were E. A. Weir, manager of commercial programs, and W. G. Richardson, who is CBC transmission engineer and whose testimony was impressively technical in its references to studio operations.

Will Scan BMI Pacts

In connection with Thursday's hearing, intimation was forthcoming that the question of the 1947 schedule of CAPAC license fees for performing rights in relation to Canadian Broadcasting Corp. was not the only issue before the Appeal Board. It was revealed that contractual arrangements between Broadcast Music, Inc., and private radio stations in the Dominion also would be reviewed because of the possible necessity of revision of the overall license system taking in all interested organizations.

Beal Arrives In L. A.

Los Angeles—Capt. J. C. Beal, Public Relations Director of National Radio Award Committee of the City College of New York, arrived in town for a brief vacation.



Barrier

We've had that picture a long time. It was news when we first got it. But even if it's stale to you... even if you've seen it in the newsreels... it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness race off to an even start. It was invented by Steve Phillips, veteran starter. After they start... the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar spent than any other station town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H the way to do it!



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Re...

Byrnes Gets Interest In Radio Stations

(Continued from Page 1)
 sized corporation is J. Walter Byrnes, former stockholder in the Danbury Advertising Co., licensee of WSPA and WSPA-FM, Spartanburg, S. C. Brown formerly served as special assistant to Byrnes when he was Secretary of State. Brown is president, treasurer and director of the new corporation and will hold 61.6 per cent of the stock. General Newspapers, Inc., of Macon, Ga., will own 33.3 per cent of the stock. Miller Foster is secretary-director and will hold 0.1 per cent of the stock.

Brown Has 2nd Application
 Another application approved by the Federal Communications Commission, Brown will sell 6.9 shares he now holds in the Danbury Advertising Co., to his son-in-law, A. B. Taylor, for \$89,000. Taylor, who now holds the remaining 814.1 shares, then will sell his entire interest to the newly-organized Surety Broadcasting Co., for a total of \$450,000. Surety is owned by the Surety Life Insurance Co., of Nashville, Tenn. Officers in this organization are W. P. Anderson of Nashville, secretary, treasurer and president; Francis M. Hipps, president; Herman N. Hipps, vice-president and director; W. N. McKee, director, and G. R. Shafto, Co., Tenn., vice-president, general manager and director.

Port Business Hit By Mexican Embargo

(Continued from Page 1)
 to the second best U. S. customer. In 1946 the United States exported to Mexico a total of 178,868 records and sets valued at \$5,066,477. In 1947 phonographs valued at more than \$70,000 were exported to Mexico. Exports this year were expected to be even higher.
 In announcing the decree, Mexican officials said the import ban is temporary, probably lasting several months.

MBS Field Man In N. Y.

Robert Carpenter, MBS station representative in the New York area, has been brought into the New York headquarters to handle home-office operations. New York vice-pee Robert Schmid is being held to study New York operations on an individual basis during his determinate stays. Carpenter's headquarters are in Oklahoma City.

COMPLETE TRANSCRIPTION SERVICE
 STATE 5635



Universal
 RECORDING CORP.
 42nd Floor • 20 N. Wacker
 Chicago 6 • Sta. 5635

Flying Discs

The Wayne G. Williams Advertising Agency slipped a quickie into New York, Chicago, Hollywood and nine intermediate metropolitan areas Friday with thousands of flying discs which were printed on cardboard bearing a plug for the record "Peg O' My Heart" by the Harmonicats on Vita-Coustic Discs. The gimmick was a natural, born of the flying saucers headlines.

OIC 'Voice' Curtailed; 1,700 Face Dismissal

(Continued from Page 1)
 program would be eliminated altogether in at least nine countries and that more than 1,700 employees face dismissal. Many of the personnel cuts will hit the New York office of the "Voice of America."

Officials also said that "Voice" broadcasts would be whittled from 57 hours of broadcast time each day to only 35 hours. Programs, however, will continue to be broadcast in the present 26 foreign languages.

Eliminations Listed

The entire cultural and informational program will be eliminated in Australia, Canada, New Zealand, South Africa, Portugal, Malaya, the Dominican Republic, El Salvador and Honduras. Operations will be cut in Belgium, Czechoslovakia, Denmark, Great Britain, Finland, Iceland, Italy, The Netherlands, Norway, Spain, Sweden, Switzerland and other countries.

Although the "Voice" programs generally will be curtailed, broadcasts to Russia and other so-called "critical" areas will be stepped up.

Ten Midwest Stations To Carry S. O. Football Sked

(Continued from Page 1)
 college teams and one professional club. Campaign was announced by Wesley I. Nunn, ad manager for Standard Oil of Indiana. Contracts were signed through the Chicago office of McCann-Erickson.

Standard Oil will sponsor all games of the University of Iowa over WHO, Des Moines, and the complete sked of the University of Michigan over WJR, Detroit. University of Nebraska's full slate will be sponsored over WOW, Omaha; KODY, North Platte, and KOLT, Scottsbluff.

In addition, Standard Oil has obtained air rights to the University of Minnesota's away-from-home games and will sponsor them on WCCO, Minneapolis. The account also calls for preview and review programs of all Minnesota games over WCCO.

Chicago Bears pro gridiron card will be sponsored by Standard Oil over WIND, Chicago; WQUA, Moline, and WDJ, Tuscola, Ill. Contract will be extended to cover any play-off or championship games.

The other station sharing in the campaign is KMOX, St. Louis, which will carry a "game of the week."



**Fulton
Lewis,
jr.**

**available now* on
the DON LEE net**

Cover the Pacific Coast—Inside and Outside—by sponsoring radio's biggest cooperative on this great regional network.

Broadcast at 4:00-4:15 p.m. (P.S.T.) Mon. thru Fri., Lewis' rating in the 6 Coast Hooper cities has averaged 5.3 for the past 6 months. (Average in Don Lee Outside market cities is 12.0!)

To cover the Coast, this is a combination that can't be beat—FULTON LEWIS, jr. on the DON LEE NETWORK of 42 stations!

Wire, phone or write us immediately for complete information.

*** Offered Subject to Prior Sale**



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
 TRIBUNE TOWER, CHICAGO 11, ILL.

AGENCIES

ELSER & COTHRAN has been formed as a general public relations firm with offices at 521 Fifth Ave. Principals, both executives of the J. Walter Thompson Co., are Maximilian Elser, Jr., editorial head and chairman of the plan board in the public relations department of the agency, and Ben J. Cothran, account executive in the same department.

ADVERTISING ACCOUNTS of Grove's Chill Tonic and Dr. Porter's Antiseptic Oil are now being handled by the new Harry B. Cohen Advertising Co., New York. A spot radio campaign is being conducted for both products, on numerous southern radio stations.

HAROLD A. QUINLAN, executive vice-president of Spencer W. Curtiss, Inc., Indianapolis, has been elected president of the agency, succeeding Spencer W. Curtiss, San Francisco, who was named chairman of the board. Curtiss also heads the Spencer W. Curtiss Co., an agency with offices in San Francisco, Los Angeles, and Seattle. Miss Bea Jones, secretary and assistant treasurer of Spencer W. Curtiss, Inc., has been promoted to secretary-treasurer, and Kenneth E. Keene and Mark Ogden were elected vice-presidents.

NBC Tele Postpones Zoomar Lens Premiere

NBC television department made a sudden reverse decision last Friday and decided not to publicly unveil the new Zoomar lens at this time. Scheduled to be used Friday afternoon from the Polo Grounds and again in the evening at Madison Square Garden, a WNBT announcement said a few hours before time that the Zoomar premiere was postponed indefinitely. It was explained that more tests and experimenting are necessary, although try-outs have been under way for three months.

The Jerry Fairbanks office, which controls distribution of the lens, said it had nothing to do with the postponement and that it was strictly an NBC matter. Meanwhile WCBS-TV will begin experiments with the Zoomar this week.

WANTED

New York Independent station has great opportunity for Time Salesman. Commission basis.



Write RADIO DAILY, Box 378, 1501 B'way, New York 18, N.Y.



California Commentary . . . !

● ● ● Hamilton-Whitney Prods. is making a novel tieup in connection with its transcribed series, "Behind The Scenes." A beauty contest will be conducted in conjunction with photographers throughout the country and three winners, to be selected by five Hollywood celebrities, will be brought to Hollywood, with all expenses paid, and assured movie parts. . . . Ken Carson, the velvet voice on Jack Meakin's NBC "Summerfield Bandstand," now has his own sustaining show on Friday evening (to the East only, at 8:30 p.m., EDT) with Lucille Norman and Henry Russell's band. . . . Dale Evans is warbling at the Oriental Theater in Chicago this week and next on her Eastern p.a. tour. . . . The entire cast of "Queen For A Day" touring the Pacific Northwest got into the spirit of the Timber Festival at Albany, Oregon, during their July 3rd broadcast. Everyone appearing in the show wore plaid shirts and lumberjack trimmings. Immediately following the airing the cast and audience joined in the Timber Parade, traveling down the main street of the Oregon city.

Los Angeles

☆ ☆ ☆ Here is one way to write a new song hit. Latest composition by Dave Rose, musical maestro of the David Rose-Georgia Gibbs show over NBC, is titled "Gay Spirits." Rose got the inspiration for it by conducting his orchestra in another Rose smash hit, "Holiday For Strings." He reversed the score of "Strings" and had his orchestra play it backwards. So pleased was he with the effect that he added refinements, titled it "Gay Spirits" and added the piece to his repertoire. . . . Hal Bock, NBC Western Division television major domo, and his wife, Sybil Chism, the organist who is also active in the cosmetic business, have been vacationing as guests of a yachting party at Catalina. . . . Robert O. "Bob" Reynolds, vice-president and general manager of KMPC, has the distinction of being the only player to have played 180 minutes in the Rose Bowl. He was a linesman on the famous Standard bowl teams.

☆ ☆ ☆ A few weeks ago, Maurice Hart, KFVB disc jockey, played a record and offered the first listener who could identify the singer a carton of Chesterfield cigarettes. Two hundred answers came over the 'phone in a half hour and the telephone company had to install a special exchange. Heavy traffic caused fuses to be blown out in exchanges and 'phone company representatives said they had not had such heavy traffic since Pearl Harbor and President Roosevelt's death. It was a Del Casino recording that created all the interest. . . . Mary Harris, script editor of Young & Rubicam, Hollywood, transfers to the New York office August 1. Marion McClintock, commercial writer for Y & R's Hollywood radio department, leaves August 8 for a two-week Alaskan cruise and an extra week on a British Columbia dude ranch.

☆ ☆ ☆ Janet Waldo, of the Ozzie & Harriet and Corliss Archer airshows, goes legitimate the week of July 22, playing femme lead in the Pasadena Playhouse production of "Arms And The Man." . . . Eddie Green, of "Duffy's Tavern," is making p.a.'s this week at the Lincoln Theater, Los Angeles. . . . Peter Potter and the William Morris office have approved a deal for Potter to wax a kiddie album for Majestic. Initial album will be a narrative history of composer Victor Herbert, employing excerpts of his famous compositions. . . . The Pied Pipers have sliced three sides of their forthcoming Capitol album, their first solo package. Paul Weston and his orchestra are featured instrumentally. . . . On July 8 Jay Stewart celebrated the start of his second year as emcee of "What's Doin' Ladies."

☆ ☆ ☆

CHICAGO

By NAT GREEN

DENNY NILES, singer appearing in a Chicago night club, will be featured in a new 15-minute program on WGN five nights a week starting today, replacing Dr. P. ton Bradley for the summer season. WBBM's "Hint Hunt" will be expanded from 15 minutes to 25 minutes on July 28.

Edwin Bailey, NBC central division production-director, and Jean Foote of the transcription department will be married August 16 at Appleton, Wis. On August 9 Neil J. Murphy, budget officer and Marie Walsh secretary to I. E. Showerman, general manager of the central division will wed at Park Ridge, Ill., will honeymoon in California.

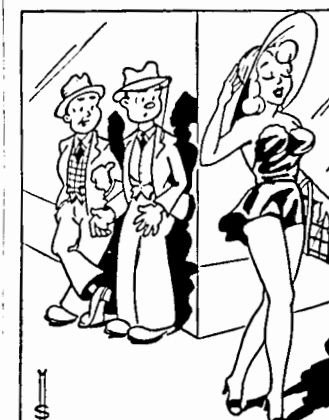
U. S. Rubber Co. Drops Philharmonic On CBS

After four consecutive years commercial sponsorship, the U. S. States Rubber Company Friday announced they were not renewing New York Philharmonic-Symphony orchestra heard Sundays on CBS. The network, however, will continue the Sunday concerts from Carnegie Hall on a sustaining basis unless a new sponsor is obtained for the 1948 season.

Tom Young, advertising director of U. S. Rubber, said the decision to drop the program is based on the company's desire to advertise its individual and specific products of which there are a great number each requiring individual advertisement treatment.

WHLI Augments Staff

Additions to the announcing staff of WHLI and WHNY-FM, Hartford, L. I., include Henry Senft, formerly of WKAP, Allentown, Pa., Joel Krieger, recently with WHU, Utica, N. Y. Hal Terkell, formerly with CBS and KDKA, Pittsburgh joined the news department and will handle newscasts.



"WFDL Flint's been advertising drastic cut in women's clothes."

Gen. Harbord Resigns As RCA Chairman

(Continued from Page 1)

requested retirement under the corporation's pension plan and this request was granted at the meeting. Although not active, General Harbord has been named as Honorary Chairman of the RCA Board and will continue to give the company the benefit of his experience and counsel. Board expressed its deep appreciation of Harbord's services and expressed the hope that he would also give this counsel as a leader in industrial and military affairs to the United States.

General Harbord has had a long and distinguished career in the U. S. Army and entered it as an enlisted man in 1889 and subsequently saw considerable service in various wars and campaigns. He was Chief of Staff of the first AEF in France. Later he led the famed Second Division. He received many decorations from the U. S. as well as numerous foreign countries.

At the above mentioned RCA board meeting, Major General Harry C. Ingles (retired) president of RCA Institutes, was elected a director of RCA, NBC and RCA Communications. General Ingles succeeds Edward W. Harden, who retired after serving since 1919.

Railroads Buy Tele Show Originating In Chicago

Chicago—Union Pacific and Northwestern railroad companies have taken joint sponsorship of a 15-minute Tuesday night television show aired by WBKB from Northwestern's station in Chicago. Contract, signed for 13 weeks, was handled by David P. Lewis, radio and video director for Caples Advertising Co., and John Dickinson of Paramount's New York television department.

Program is titled "Streamliner Time" and was first produced as a sustainer in collaboration with the Caples agency. Show features train-time interviews with celebrities and personalities. Emcees are Joe Wilson and Joan Tighe.

Robt. Q. Lewis Stricken

Robert Q. Lewis, stricken with Rocky Mountain fever while visiting his parents' country place, was taken to St. Clare's hospital in New York Friday. Bill Cullen will fill in for Lewis on his Monday through Friday series on CBS starting with the 7:00-7:30 p.m., EDT., show today. Other artists will substitute on the "Robert Q. Lewis Little Show" Fridays, 8:30 to 8:55 p.m., EDT.

P R O M O T I O N

"KTSA Success Story"

A four page booklet has been issued by Owen Johnson, merchandising and promotion manager of KTSA, San Antonio on Kallison's Trading Post as a KTSA Success Story. Front page gives a picture of the crowd of 10,000 San Antonians who turned out at a recent "open house" held by Perry Kallison, "The Old Trader" at his ranch near the city. Inside page was devoted to the message that Kallison's Trading Post-Smart Advertising, using the call letters KTSA for this message. Other side of the page was devoted to the message that Station KTSA offered a ready market to time buyers who desired to reach rural audiences in this area. Insert gave program availability on either side of the Trading Post program. Back page was devoted to the call letters, dial setting and a list of the offices of the Taylor-Howe-Snowden Radio Sales, sales representatives of the station.

Store Window Tieups

A series of window displays have been placed in San Antonio stores by Charles Lutz, manager of KYFM, San Antonio. In the Wolf-Marx Department Store a display was built around the Pilot receiver which the store had just received and was introducing to local radio set buyers. Display also called attention to the half-hour quiz program being aired from the store's radio department daily under the direction of Herb Dahlen of KYFM.

In the display window of Hutchin's Bros. men's wear store, a new Stromberg-Carlson receiver was the center of the display. A male figure was seated in an easy chair listening to the receiver in a lounging robe and other fixin's for the man. A placard announced the sponsorship of the store of "Hour of Fine Music" over KYFM each Sunday afternoon.

Posters For Retailers

Large, brightly two-colored posters for use in windows of retail stores have been designed and are being distributed by the Merchandising and Promotion Department of KABC, San Antonio, according to L. Jerry Spengler, head of the department. Posters feature station's call letters, dial position and have a large space for over printing name of sponsor's program and all information for listeners. Printing in a number of colors assure sufficient variety to attract attention in nearby retail outlets.

WHBC Post Cards

"Something to write home about and on" are the local view post cards picturing the modern studios and grounds of WHBC, Canton, Ohio. Initial placement of the 12,500 new work edition of these cards was made in retail outlets throughout the area recently by the Ralph Young News Agency, Canton. The cards, designed for use by visitors to the city, were produced by Curt Teich & Company, Inc., Chicago.

Gets Advertising Award

In nationwide competition sponsored by The National Advertising Agency Network, Brown Thomson's, Hartford's leading department store, received the Award of Merit for its daily advertising program over WDRS, Hartford. Program which won the award featured AP news and identified by "AP brought to you by BT" is now going into its third year of continuous broadcasting. The award was presented by The National Advertising Agency Network, of which Julian Gross Advertising Agency, Inc., is the Hartford member. A group of nationally famous men in the fields of advertising, radio, publishing and education used newsworthiness of the program, interpretation of merchandising and advertising ideas in newsy form, plus excellence of copy and delivery by station announcers as the basis for making the award.

Presentation was made to Joseph Kiley, sales promotion director for Brown Thomson's by Erwin Needles, director of radio for Julian Gross Advertising Agency and William Malo, commercial manager for WDRS.

WJEF-WKZO Booklets

Two booklets, containing photographs of the announcers, engineers, executive staff and network stars along with write-ups of each have just been edited and published by National Radio Personalities of Peoria, Ill., for WJEF, Grand Rapids and WKZO, Kalamazoo, Mich. Both stations are owned by the Fetzer Broadcasting Co. Also included in the booklet are photographs of live and remote broadcasts. Booklets are being distributed through the Grand Rapids and Kalamazoo retail merchants.

Mass. Dept. of Education Folder

For the second time this year, the Massachusetts Department of Education has issued a special folder describing the radio activities of the Lowell Institute Cooperative Broadcasting Council. The new bulletin explains the Summer schedule of adult education programs now being presented regularly over five Boston stations. Approximately 6,000 copies are distributed via mail to public and private school administrators as well as to teachers, librarians and others concerned with adult education throughout New England.

KSO Announces Winners

KSO, Des Moines, Iowa, sponsor of a recent Composers Contest in cooperation with the Iowa Federation of Music Clubs, gave the top awards in four classifications to three Iowans. Miss Val Jean Phillips of Cedar Falls, took both First and Second prizes in the Young Composer Contest with her oboe solo "Many Moons." Station awarded over \$300 in prizes which attracted state-wide attention. Winning works will be broadcast by KSO in a special commemorative program.

Senate Group Asks Bigger FCC Budget

(Continued from Page 1)

an additional \$475,000 had been asked by the budget bureau originally.

The matter should come to a Senate vote this week, and the House of Representatives is not expected to complain bitterly about the additional funds, especially since a member of the Appropriations Committee has just been confirmed for a spot on the FCC.

California Decisions Announced By FCC

Washington Bureau, RADIO DAILY

Washington—The FCC recently announced its final decision granting the applications of Monterey Bay Broadcasting Co. for a new station at Santa Cruz, Cal., to operate on 1460 kc., 1 kw., unlimited, and of San Jose Broadcasting Co. for a new station at San Jose, Cal., to operate on 1500 kc., 1 kw., unlimited. Denied were the applications of Golden Gate Broadcasting Co., San Francisco, to change frequency of KSAN from 1450 to 1460 kc., and increase power from 250 watts to 5 kw.; Cascade Broadcasting Co., Inc., Yakima, Wash., to increase power of KTYW from 500 watts to 1 kw., and application of Mission Broadcasting Co., for a new station in San Jose, Cal., to operate on 1490 kc., 250 watts, unlimited.

The Commission said the denial of the application of Cascade Broadcasting Co., to increase power of KTYW is without prejudice to the filing of an application for CP on the frequency 1460 kc., specifying a directional antenna giving protection to the operations of the grants made, and to KINY, Juneau, Alaska, and other existing broadcast stations.

The FCC also adopted an order making final a supplemental proposed decision granting application of Newman Broadcasting Co., for a new station at Newman, Ga., to operate on 1400 kc., with 250 watts, unlimited, and the application of Volunteer State Broadcasting Co., Inc., for a new station at Nashville, Tenn., to operate on 1300 kc., 5 kw., unlimited.

9 OUT OF 11
FAMILIES IN THE GREAT POMONA VALLEY (200,000 POP.) LISTEN TO KOCs REGULARLY.
* Survey figures available
AM KOCs FM
ONTARIO CALIFORNIA

IN CLEVELAND IT'S
WHK

Jones FCC Member; Senate Is Unanimous

(Continued from Page 1)
Wakefield of California. Both are Republicans.

Confirmation of the new Commissioner, who has already announced his intention to withdraw from a corporation seeking an AM station in Lima, followed a 13-0 vote approving him Thursday by the Senate Interstate Commerce Committee. Although the appointment was made in the latter part of last month, committee action was held up pending the sifting of charges by the commentator, Drew Pearson, that Jones had semi-Fascist connections and sympathies. The unanimous vote by the committee and the Senate was seen here as clearing the new Commissioner.

Jones repeated Friday his statement that he intends to take legal action against Pearson.

Sen. Claude Pepper, Florida Democrat, spoke briefly when Jones' name came to the Senate floor, declaring that he is certain the Senate recognizes that Pearson, acting on information he believed reliable, was doing a public service by bringing the charges against Jones. The action, said Pepper, was "in accord with the highest traditions of a newspaperman," and was important in that the charges were brought out into the open and Jones was "exculpated."

Senator Owen Brewster, Maine Republican, acidly commented that Pearson was not before the committee—Jones was. The confirmation was then voted unanimously.

CBC Revenue Increase Expected From Dominion

Ottawa — The Dominion Government will implement a recommendation contained in an interim report of the Radio Committee that the radio license fees paid by the public be collected at the taxpayers' expense, it was learned.

According to rough estimates, the decision would make available to the Canadian Broadcasting Corporation an additional income of \$630,000 annually.

In the past, out of every \$2.50 collected for licenses by the government, only approximately \$2.15 was turned over to the CBC with the remaining 35 cents deducted as a collection charge.

The decision, which followed upon evidence that the publicly-owned radio system was finding increasing difficulty in restricting its losses, will mean that the full \$2.50 collected by the federal administration will now be available to the corporation.

★ THE WEEK IN RADIO ★

Petrillo Hearing Opened in Washington

By JIM OWENS

The Petrillo hearing, conducted by a sub-committee of the House Labor Committee got under way in the nation's capital last Monday with Rep. Carroll D. Kearns (R. Pa.) conducting the probe relative to Petrillo's activities in the entire radio, motion picture and entertainment fields . . . At the same time, hearings got under way in Ottawa, Canada, before the Canadian Copyright Appeal Board, on the question of increased fees to be paid the Composers, Authors and Publishers Assn. of Canada, Ltd., the Dominion branch of Ascap. Series of hearings is regarded as extremely important to American users of copyrighted music for which performance rights fees are paid.

The Department of Commerce reported export of radio receiving equipment abroad this year is expected to exceed \$60,000,000, which would be an all-time record. Export figures for first four months of this year totaled \$31,175,055, or more than five times as much as the corresponding period in 1946, equaling 85 per cent of the total for the entire year of 1946 . . . Both House and Senate granted final approval last week for a \$6,857,000 appropriation for continuation of the State Department's "Voice of America" broadcasts during the next 12 months.

The FCC's controversial "Mayflower" decision may be put to test when Cornell University, licensee of WHCU, Ithaca, N. Y., asked the Commission for a declaratory ruling on the station's right to editorialize. Adverse decision may send the case to the courts, providing the first real test of the "Mayflower" ruling . . . WJZ, ABC's key station, reported a 9.7 per cent increase in gross local billings for the first six months of this year as compared to same period a year ago.

James C. Petrillo, president of AFM, in his hearing before a House labor sub-committee threatened that AFM is contemplating going into the recording business and stated further that union might seek to ban radio network broadcasts of music when present contracts expire Dec. 31 . . . Alfredo A. de Carvalho, general manager of Brazil's United Network in Sao Paulo, reports that Latin American broadcasters are increasing their study of U. S. radio and closely patterning their broadcasting techniques after their North American neighbors . . .

The Peatman Annual Survey of song hits for 1946-47 revealed that Al Jolson's "Anniversary Song," from the film "The Jolson Story," scored more than 31,000 ACI points making it the top popular song hit for 1946-47 . . .

The Government of India revealed an eight-year plan, which will form the first stage of the development of broadcasting in that country. Provisions are not made for any commercial advertising or development of television . . . WHN, New York 50,000 watt indie station will move

from its present quarters to 711 Fifth Avenue, formerly the home of NBC. Station will spend more than a half million dollars for new engineering equipment and alterations. . . . During a week of one "flying saucer" story after another, radio speculated cautiously, sticking mainly to straight explanations or news stories, all according to the information at hand.

CAPAC, in its second day of hearing in Ottawa sought a new rate of 14 cents per receiving set, or double its last year's fee . . . The FCC announced that "co-operative activity" by manufacturers, broadcasters, newspaper publishers and others indicates that facsimile "may soon" become a regular broadcast service. . . . Major recording and transcription companies, contemplating the possibility that James C. Petrillo and the AFM carry out their threats when network musicians' contracts expire around the end of the year, have stepped up their production of pressings with plans for building a heavy backlog of new recordings . . . Sylvester L. "Pat" Weaver, advertising manager of the American Tobacco Co., will rejoin Young & Rubicam, Inc., as vice-president in charge of radio and television and member of the plans board, effective Aug. 15.

Ralph B. Austrian, president of RKO Television Corp., predicted that about 55,000,000 persons will be in a position to receive tele programs within the next 12 to 18 months . . . Changes governing radio broadcasting in Canada asked for by private broadcasting interests were rejected in the final report issued by the Special Parliamentary Committee on Broadcasting . . . The Army Recruiting Service will conduct a spot campaign, probably in early 1948, through N. W. Ayer & Son in which all stations in the country will share. . . . The Emerson Radio & Phonograph Co., unveiled two new television and five new radio models at a meeting of distributors in New York. . . . Tele broadcasters, alleging "excessive" rates for commercial operation of AT&T's coaxial cable will force an FCC hearing on the rates. . . . A fall campaign planned by the Hat Research Foundation will include radio for spot announcements in a goodly portion of the \$350,000 budget. . . . Approval of the nomination of Rep. Robert F. Jones to the FCC was given by the Senate Interstate Commerce Committee late last week . . . A new device which takes into consideration all factors affecting radio listening has been perfected by William A. Yoell, research counsellor, for purposes of radio audience measurement index.

Sports Show Sold

Los Angeles—Dick Fishell's "Sports Final," 7:30-7:45 p.m., Monday through Friday, over KFWB, has been sold to Krank Shavekrem, through H. O'Neil Advertising Agency, Chicago.

Ford Co. Buys Hour On NBC Sundays

(Continued from Page 1)
radio material. Agency will handle all production details.

Top-notch writers will be assigned to adapt great plays, books and occasionally a musical. No literary property, no matter how good as a best seller or movie, etc., will be used unless the producers feel that it is first-rate radio material. Original plays for the series will also be built up and at least two such originals for radio will be heard on each 13-week cycle.

In building up a backlog of outstanding radio dramas, the best of these will be repeated on occasion and in this respect the best plays that have been adapted for radio in the past including originals will be used. Thus two 30-minute radio plays will be revived on such occasions, and writers will be encouraged to do originals whenever possible. This is in keeping with the proposition to build up radio writers who may now be unknown or who have not had a break so far, write expressly for radio.

George Zachary will be director and George Faulkner will supervise the adaptations and continuity.

Mutual Sells \$2,000,000 In Time To 3 Advertisers

(Continued from Page 1)
feature weekly commentaries by Sam Pettengill. This program will start Sept. 7, at 1-1:15 p.m., EST.

In addition several renewals have been signed, including: D. L. & W. Coal Co.; American Safety Razor Co.; Ronson Art Metal Works; General Foods; Conti Products and Helbros Watches.

RCA Plugging Portables

Heavy sales promotion and advertising campaign has been started by RCA Victor for its line of portable radios retailing between \$29.95 and \$89.95. Campaign includes ads in national consumer and trade publications, co-operative advertisements and point of sale display material. Local distributors are also using newspaper ads and air announcements. Jack M. Williams, ad manager for the Home Instrument division, said he expects the campaign to call the attention of 100-million persons to RCA Victor portable radios this summer.

Bill Advances

Washington—The House District Committee on Friday approved a bill limiting the height of television and broadcast antennae in the District of Columbia. The bill provides that no antennae may be closer to a school, church or public playground than the distance from its base to its tip. The bill is expected to reach the House floor today.

IN CLEVELAND IT'S

WHK

TODAY'S

Program Directors

will present the

"SHOWS OF TOMORROW"

An avalanche of returns in RADIO DAILY'S poll of program directors throughout the nation reveal sound thinking and farsighted planning.

CALIFORNIA

Program Directors who have answered questionnaires

Evelyn Dewsnap—KWBR—Oakland
Keith Kerby—KSFO—San Francisco
Charles Bulotti, Jr.—KHJ—Hollywood
J. W. Harrison—KFMB—San Diego
Felix D. Adams, Jr.—KGER—Long Beach
Robert B. McGinnis—KTIP—Porterville
Harold C. O'Donnell—KCVR—Lodi
Larry Shields—KFXM—San Bernardino
Bob Lewis—KAFY—Bakersfield

Reed Pollock—KDON—Monterey
Riley Gibson—KREO—Indio
Ernest L. Spencer—KVOE—Santa Ana
Don G. Fedderson—KLAC—Los Angeles
George Snell—KEEN—San Jose
Fred M. Stuelpnagel—KVCV—Redding
Charles P. Scott—KTKC—Visalia
Russ C. Coughlan—KROW—Oakland
Arthur J. Hapgood—KPRL—Paso Robles

Dick Joy—KCMJ—Palm Springs

Published July 30

Advertising Forms Close July 20

Wire or Write In Your Reservation Now

BEHIND THE MINE

By SID WEISS

HENRY MORGAN off for H'wood for a short visit with his mother before preeming in Westport's "The Man Who Came To Dinner." Tom Handley, famed British comic, and his writers, Ken Canavan and Francis Masley, visitors at the Henry Morgan finale.

Sophie Tucker taking a much-needed rest in Atlantic City prior to Saratoga's Piping Rock opening Aug. 1st.

The Symphony Sid-Ray Carroll all-niter hits the entire eastern seaboard come fall when millionaire Fortune Pope moves his WHOM to new quarters with an increase to 5,000 watts.

Dennis James has stepped into the emcee role on WOR's "Can You Top This" for the rest of the summer.

Announcer Roger Forster signed for nine weeks to do the commercials on the revived Perry Mason stanza on CBS.

Irene Murphy and Irine Petroff, key gals in the RCA-Allied Stores Television Caravan, collabbing on a book on careers for women in television.

The two-color Newsweek cover and full length story on Paul Whiteman's new program of records, comments and interviews has the boys in the ABC flackery wearing smiles way out to here.

Herb Moss back in town after setting up Hildegard's theater appearance out in Chicago.

Fausto Curbello, Lido Beach maestro, signed to a composing contract by Warner Bros.

CBS School Of Air Series To Feature 'Liberty Road'

Plans have been completed for CBS' 18th season of its "School of the Air" series, with a new highlight being "Liberty Road" to be heard Mondays 5-5:30 p.m., EST., and the four companion programs heard at the same time in the four consecutive days following. All of the shows will comprise 30 broadcasts during the 1947-48 season, with "Liberty Road," opening the season October 6, set to dramatize the story of human rights around the world. Others in the series will run the gamut of social and cultural values in science, music, literature and current events. Series is heard on more than 100 outlets on the network, as well as stations of the Canadian Broadcasting Corp., the Armed Forces and shortwaved to all parts of the globe.

On Tuesday afternoons, "School of the Air," will present "Gateways

COAST-TO-COAST

—COLORADO—

DENVER—There are two new additions to KOA's staff. They are Margie R. Schauer, who has become night-switchboard operator, and Ida Marie McDonald, who replaces Jo Anne Van Cise, as traffic assistant. . . . A specially written children's version of the story of Flotow's opera, "Martha," with many of the popular airs from the score worked in, was recently broadcast by KLZ in connection with the nationally famous Central City Opera Festival which is presenting the opera this season. The program was designed to give children an understanding of the opera their parents are seeing and it was aired as part of the station's "children's block" of programs on Saturday afternoon.

—FLORIDA—

JACKSONVILLE—WJHP-FM, the first frequency modulation station in this city, recently made its debut. The new FM station is broadcasting an entirely separate program schedule from that carried by WJHP and is heard on the air daily from 12:00 noon to 3:00 p.m. and from 6:00 to 9:00 p.m. It operates with 3,000 watts on channel 244 (96.7 megacycles). . . . Owned and operated by the Jacksonville Broadcasting Corporation, WPDQ recently switched its frequency from 1270 to 600 kilocycles. Station operates on 5,000 watts, full time.

—ILLINOIS—

EAST SAINT LOUIS—"Lords of Darkness," the first in a series of dramatic programs featured primarily to foster radio talent in the metropolitan St. Louis area, was recently presented over WTMV. The station has also made arrangements for anyone interested in radio acting, writing or producing, to appear at the studios any Monday night between 7:30 and 8:30 p.m. for an interview and audition. . . . **ROCK ISLAND**—Les Johnson, general manager of WHBF, is the unit-gifts-group chairman in the drive to obtain \$750,000 for a fine arts building at Augustana College in this city.

—INDIANA—

FORT WAYNE—Nine college football games from Big Nine and Notre Dame have been scheduled as the first big contract for WKJG, new full-time, 5-kw. station, now under construction in this city. Sponsor for the series will be Hatcher Motors and games will be direct

to Music," this year conducting a musical "tour" of the world, with the CBS Concert Orchestra playing indigenous music. "March of Science" will be the Wednesday program, a continuation of the previous science programs. Emphasis will be on social applications and benefits rather than on discoveries and technical advances.

"Tales of Adventure" Resumed Thursdays will have "Tales of Adventure" resumed. The series comprising dramatizations of 30 recent and classical books. On Fridays the "School" will offer a variation of "Opinion Please," instituted last season. Dramatic sketches will be added

broadcasts, announced by Hilliard Gates, station manager of WKJG and WKJG-FM. . . . **INDIANAPOLIS**—New announcer at WIBC is Sid Collins, former program director of WKMO, Kokomo.

—KANSAS—

TOPEKA—The Radioaires, popular quartet from WAPI, Birmingham, Alabama, have joined the entertainment staff of WIBW. Specialists in "gospel" singing, the group also features many unique arrangements of comedy, popular, spiritual and western songs. . . . Work has commenced on WREN's new transmitter building which will house a 5,000-watt Westinghouse transmitter, five miles east of this city, pursuant to the FCC's recent grant of the station's application to move into the Kansas capital. Construction has already begun on temporary studio quarters for the station, opposite the Kansas State House, which, when complete in August, will house the WREN staff, pending completion of the model WREN Radio Center planned by the station's management.

—MASSACHUSETTS—

BOSTON—Chief speaker on a recent WNAC broadcast at the "Dedication of Lever House" on Memorial Drive, Cambridge, was Charles Luckman, president of Lever Brothers. . . . Catherine Metcalfe of New Britain, Connecticut, legal reporter on the New Britain Herald, has been awarded a full scholarship to the Wellesley College Summer Theater and Workshop from the Yankee Network Institute. . . . **PITTSFIELD**—WBRK owner, Leon Podolsky, has received a permit from the FCC for an FM station in this city.

—OHIO—

STEUBENVILLE—WSTV local news editor, Harry M. Cochran, has received the annual Sigma Delta Chi medallion award presented for outstanding achievement in journalism during 1946. The award was given Mr. Cochran for reporting the documented criminal background of one of the operators of gambling dens and vice resorts in this city where a murder was committed that later spurred church and other groups to action. . . . **YOUNGSTOWN**—L. Baldwin Harper, veteran of 24 years in radio and formerly producer-director with the Columbia Broadcasting System in New York City, is now program director of WKBN.

however instead of two people speaking. Second half will be an open forum participated in by college or high school students, with local discussion groups sponsored by 56 stations.

All of the programs will be under the supervision of Robert B. Hudson, director of the CBS education division. Leon Levine, assistant director, is producer of the programs. It is planned to distribute a half-million manuals or guides to the programs to schools, colleges and other interested listeners. One of the programs' firm objectives will be to satisfy the needs of adult as well as school-age listeners.

EQUIPMENT

Gets Avco Research Post

Appointment of Ralph L. Benson to head the refrigeration and appliance section of the research and advance development department of the Crosley Division—Avco Manufacturing Corp., Cincinnati, has been announced by L. M. Clement, director of research and engineering.

Benson, except for recent short terms with the Universal Cooler Division of International Detrola Corporation and the Liquid Carbonic Corporation, was formerly chief engineer of the refrigerator section of the special engineering division of the Aviation Corporation in Detroit, (now Avco Manufacturing Corp.).

Two Western Elec. Appointments

The appointments of Herbert W. McKeague as purchasing agent and J. Russell Todd as assistant purchasing agent for the Home Radio Division of the Westinghouse Electric Corporation, Sunbury, Pa., was announced by Andrew H. Phelps, vice-president of the Corp. Both men have been associated with Westinghouse for a number of years.

Wright To U. S. Television

Antony Wright, former manager of the television receiver engineering section of RCA has been appointed chief engineer of United States Television Mfg. Corp., it has been announced by Hamilton Hoge, UST president. Wright was with the engineering staff of RCA for nineteen years and is recognized as one of the foremost contributors toward the engineering of television sets for the public.

New High Frequency Converters

Columbus Electronics Corp., Yonkers, N. Y., has just announced a series of new high frequency converters. Announcement of the converters is fully covered in a brochure issued by the company, quoting prices and full specifications.

'Trans-Atlantic Quiz' Replaced

The "BBC Mystery Playhouse" will replace "Trans-Atlantic Quiz" for the summer on WINS starting Saturday, July 19, at 8:30 p.m. Transcribed series features British stars in dramatizations by English authors, including James Mason, Flora Robson and Sir Cedric Hardwicke.

Send Birthday Greetings To —

July 14

Frank Chizzini	Sam Elber
Harry Hoff	Ken Murray
	Carmen Lombardo
George Putnam	Gene Rouse

IN CLEVELAND IT'S

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 40, NO. 10

NEW YORK, TUESDAY, JULY 15, 1947

TEN CENTS

N. Y. Theater Video In Fall

BMB's Future Plans Hinge On Meeting

Broadcast Measurement Bureau's new plan based on "long range" operation will be submitted to the organization's executive committee on July 25, when this group meets in New York and makes its decision, upon which hinges the future procedure of the industry audience research activities. Plan, in principle, is one which will provide a continuing study instead of a go-it-alone procedure as characterized by BMB in the past.

Plan which is not yet fully completed, will be the work of a joint effort.

(Continued on Page 5)

New Vet ET Series Ready Next Month

A new series of 13 quarter-hour "Veterans To Veterans" transcriptions in production and will be available at radio stations next month, Veterans Administration announced over the week-end. The transcriptions will be for use during September, October and November.

The series will include "capsule" versions of well-known network programs such as the "Breakfast Club," "Arden, Tex Beneke, King Cole"

(Continued on Page 3)

Miller Named Co-ordinator of OSU Radio Departments

Columbus—Dr. I. Keith Tyler, director of radio education at Ohio State University, has been appointed co-ordinator of all radio instruction at the University and will correlate the offerings of nearly half a dozen radio departments, which work in the

(Continued on Page 2)

V. P.'s Break Bread; Get Business-like

IF THE United Nations have their problems you might as well expect a little lizzy in the "Radio Vice-President's" Club. Anyhow, it's hard to be sociable in New York in July.

The strictly social luncheon gathering of local program directors at the Roosevelt Hotel yesterday experienced a controversial rip from one \$3.75 blue plate to another over the fact that the door for the first time had been thrown open to trade press members. As the shooting progressed, with the trade press fellows ducking like passengers on a 42nd street bus, it was determined that the programmers felt that their monthly luncheons should

(Continued on Page 5)

Dunlap Named V.-P. Of RCA By Sarnoff

Election of Orrin E. Dunlap, Jr., as vice-president in charge of Advertising and Publicity of the Radio Corporation of America, was announced yesterday by Brig. General David Sarnoff, president and chairman of the board of RCA.

Mr. Dunlap became Director of Advertising and Publicity of RCA on January 1, 1944, after serving for four years as Manager of the RCA Department of Information.

Before joining RCA in 1940, Dunlap was Radio Editor of The New York Times for 18 years. His

(Continued on Page 5)



DUNLAP

Says Jones' Influence Will Shape Radio Law

Washington Bureau, RADIO DAILY Washington—Any amendments in the Communications Act can probably be shaped to a large extent by the suggestions of Rep. Robert F. Jones, (Rep., Ohio), who will soon be sworn in as a member of the FCC, a leading member of the House Interstate and Foreign Commerce Committee said yesterday. The statement was based on the assumption

(Continued on Page 4)

FM Construction Permits Issued To 12 Stations

Washington Bureau, RADIO DAILY Washington — The FCC recently awarded conditional grants to two applicants for new FM stations and authorized a total of 12 FM construction permits.

Conditional grants went to the

(Continued on Page 3)

ABC Has 12.7% Sales Gain First Six Months of 1947

Showing an increase of 12.7 per cent in business for the first six months of this year as compared to the same period a year ago, the American Broadcasting Company's billing for the six month period this year was \$34,500,000 compared to \$30,600,000 reported for the same period last year. On the basis of these figures ABC expects to show at least a 6 per cent increase during 1947 over the \$40,617,130 reported for 1946.

In all divisions ABC's business is

showing sharp improvement, a network spokesman said. Early this month the web reported that its co-operative program sponsor list was at an all-time high peak—25 per cent over a year ago. During June, the web's new co-operative sales showed an 80 per cent gain over a year ago.

Biggest factor in boosting the ABC sales record for the first six months this year was the \$5,200,000 deal involving five national sponsors on the

(Continued on Page 3)

Large-Screen Tele Planned By RCA And Warners

Large screen theater television will be presented in New York this fall by RCA in collaboration with Warner Bros. Pictures, Inc., RADIO DAILY learned from an authoritative source yesterday.

The large-screen video will be introduced in a Broadway theater by Warners and may also be piped into other theaters operated by the company, according to reports. Preliminary tests made by Warners and RCA indicate that spot news and spe-

(Continued on Page 3)

Cramer Promoted To New Du Mont Post

Leonard F. Cramer, vice-president of the Allen B. Du Mont Laboratories, who, in addition, has been director of television broadcasting activities for WABD, N. Y. and WTTG, Washington, for the past two years, is relinquishing the latter duty to devote full time to administration activities of the entire company. Lawrence Phillips, formerly executive vice-president of USO Camp Shows

(Continued on Page 5)

'Frankie Of Hawaii'; Island Radio Favorite

Honolulu—In biz less than a year, Beam & Milici, a new ad agency of Honolulu, is tailoring live talent shows to suit Hawaii's almost unique population of listeners. Dominated by Japanese, Chinese and Filipinos, and running right along the racial scale

(Continued on Page 2)

Housing Shortage

Los Angeles—KFWB is enlarging its record room because of so many disc jockeys now working there. New record room will hold approximately 100,000 records and transcriptions. To dedicate the new addition, KFWB is having a party next Saturday, July 19th, and many of the radio stars will be on hand with their latest recordings and help lay the "corner stone."

Dedication

St. John's, Nfld.—A monument to the radio pioneer Signor Guglielmo Marconi, standing on Signal Hill here where the first trans-Atlantic radio signals were received, will be unveiled July 16 by Sir Gordon Macdonald, Governor of Newfoundland. The monument was presented by the Canadian Marconi Company and erected in 1939, but unveiling was delayed by the war.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

Andrew H. Older, Chief Manning Clagett
6417 Dahlgren Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Mon., July 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 3/8	8 1/8	8 3/8	+ 3/8
Am. Tel. & Tel.	157 3/4	157 1/8	157 1/2	+ 1/2
CBS A	30	30	30	- 1
Farnsworth T. & R.	7 1/8	6 3/4	7	+ 1/4
Gen. Electric	38 5/8	37 3/4	38 1/4	+ 1/4
Philco	29 7/8	29 1/2	29 7/8	+ 1/8
Philco Pfd.	95	95	95	+ 1/8
RCA Common	9 1/2	9 1/8	9 1/4	+ 1/8
RCA First Pfd.	79 3/8	79	79	+ 1/4
Stewart-Warner	17	16 1/2	17	+ 1/4
Westinghouse	30	29 1/2	29 3/4	+ 1/2
Westinghouse Pfd.	101 1/2	100 5/8	101 1/2	+ 3/8
Zenith Radio	23 3/4	23 3/8	23 3/8	- 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	14	14	14	
Nat. Union Radio	3 1/4	3	3 1/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	4 3/4	5 1/2
Finch Telc Comm.	5 3/4	6 3/4
Stromberg-Carlson	12 3/4	14 1/4
U. S. Television	2 1/4	2 1/2
WCAO (Baltimore)	38	40
WJR (Detroit)	13 1/2	14 1/2

Will Continue Tour

Los Angeles—"Queen For A Day" will hit the road again the end of this month. Show will be flown to San Antonio by the Army Air Corps on July 31 for two engagements (July 31-August 1) at Randolph Field. The beginning of the following week (August 5-6) will find "Queen" in Salt Lake City. Other tours are planned for the latter part of August.

Mrs. Emily Poggenburg

Funeral for Mrs. Emily Poggenburg, 65, mother of Ed "Archie" Gardner, who died Friday at her home in Flushing, will be held at 1 p.m., today from the Hallett Funeral home, Flushing, Gardner, who is in town for his mother's funeral, will remain for three or four days before returning to Hollywood.

★ COMING AND GOING ★

G. A. RICHARDS, president of KMPC, Los Angeles, and CLETE ROBERTS, director of public affairs for the station, are in Salt Lake City attending the five-day National Conference of Governors, which is being covered by KMPC.

TED SCHNEIDER, operations manager at WHN, and his bride, the former Lilyan Marie Carlson of Brooklyn, are honeymooning at Port Jervis, N. Y.

RAY P. JORDAN, general manager of WDBJ, Columbia network in Roanoke, Va., paid a call yesterday at the station relations department of the network.

STAN ANDERSON, radio editor of the Cleveland Press, is in Gotham on another of his visits to gather on-the-scene stories for use in his columns.

DWIGHT COOKE, moderator on "People's Platform," heard over CBS, has returned from Washington, D. C., originating point of Sunday's broadcast.

J. FRANK JARMAN, manager of WBNC, Durham, N. C., is in town for conferences at the headquarters of CBS.

ELMER BOOS, vice-president and treasurer for Crosley Broadcasting Corp., is in Washington, D. C., where he is discussing shortwave radio with officials of the U. S. State Department.

JOHN BREW, ANDY ANDREWS and HERB LONDON—all of Kenyon & Eckhardt—have returned from Waynesboro, Pa., home town of Tom Breneman, where they participated in that city's salute to Tom's program, "Breakfast in Hollywood."

WALTER H. GOAN, general manager of WAYS, Charlotte, N. C., is in New York for talks with network officials and station reps, also for conferences on sales promotion for the station.

MARALEITA DUTTON, of Dutton-Lippold, Chicago press representatives, is in New York to contact radio editors.

Tyler Named Co-ordinator Of OSU Radio Departments

(Continued from Page 1)

field. President Howard L. Bevis, made the appointment.

An advisory committee will work with Tyler, who is also director of the Institute for Education by Radio and a professor in the OSU Bureau of Educational Research. Courses in radio are now given in the departments or schools of journalism, speech, education, music and business organization. The University station WOSU, also has an



TYLER

instruction role in the field which now will be under Tyler's supervision.

A unified planning system is expected to result from the new set-up, so that students wishing to major in various areas of radio may be guided and counseled with greater effectiveness, according to a statement by Tyler.

Web Sets Co-ordinator For New Disc Jockey Show

As an added aid to advertisers and to integrate their commercial messages to the best advantage, the Paul Whiteman Club has put on a co-ordinator to perform this function for the clients sponsoring the disk jockey program over ABC network. On July 15, Edward P. Ehrich, will take a leave of absence from the network sales presentation department to take up his duties as co-ordinator on the program.

Ehrich wrote the commercials on the audition record and he will now adapt the messages of each sponsor to the style of Whiteman's show. Sponsors are National Biscuit, Nestle's Products, R. J. Reynolds Tobacco, and Wesson Oil & Snowdrift Sales.

'Frankie Of Hawaii'; Island Radio Favorite

(Continued from Page 1)

from pure whites to Koreans and Puerto Ricans, Hawaii listeners are slow on the up-take for the style, slickness and speed of Bob Hope and other web quick-wits. If they can't get slow-motion Bing Crosby, they prefer local talent, especially Hawaiian.

Nightly, for example, they go for "Sweet Leilani Time," the Harry Owens Show with Hilo Hattie currently at the St. Francis. S. F., which is plattered and aired by KPOA here while the other local stations give out with transcribed web shows. Hilo Hattie, a former Hawaiian school marm, goes to town with Hawaiian pantomimic turns.

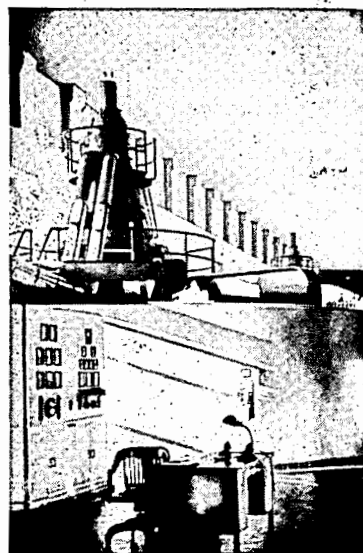
Beam and Milici's star is the Andy Cummings Show every Thursday 8:00-8:30 p.m., over KGMB. The "Frankie of Hawaii," Cummings currently is the most popular local composer-singer; his troupe features plaintive, martial and hula solos and choruses. Sponsor is Surplus Sales Store. Bell Records, local transcribers, are selling 50,000 Cummings records here monthly. Jack Lawrence, formerly with WKAT, Miami Beach, WGLI, Galesburg, and KPOA, Honolulu, produces the show for the agency.

Paul Beam, with AP during the war and now INS for Hawaii, and Ray Milici, who broke in on WEST of Easton, Pa. and was an account executive with WOV, N. Y., are the spark-plugs of the new agency that's setting the pace in Hawaii.

Owen Cunningham, producer for KGMB, says that the Andy Cummings Show "has a strong pull because it appeals to all classes right through the territory of Hawaii."

Mrs. Sarnoff Guesting

Mrs. David Sarnoff, wife of Brig. Gen. David Sarnoff, president and chairman of the board of the Radio Corporation of America, will make her first radio appearance on the Betty Crocker Magazine of the Air over ABC on Monday, July 21, at 10:25 a.m., EDT.



135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon.

One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales.

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

And one flick of the wrist, as you jot down the call letters, W-I-T-H, brings all this sales power to you.



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reec

Theater Tele Set For N. Y. This Fall

(Continued from Page 1)

al events coverage lend themselves to theater presentation and the television feature will be presented in conjunction with other newsreel subjects.

Yesterday RCA and Warner's issued a joint statement indicating they had signed contracts for a program of research on large screen-television. While the formal announcement

Bears Watching

Paramount Pictures plans for large screen theater television have also advanced to the point where the picture company may announce early presentation at the Paramount Theater in New York City. It is expected in the trade that the RCA-Warner announcement may cause Paramount to speed up its time table on the later tele presentation.

As made yesterday it is known that Colonel Nathan Levinson, head of the Studios Engineering and Technical Research staff, has been conducting experiments with RCA television camera and projection equipment in Hollywood for some weeks.

Folsom Gives Tipoff

Frank M. Folsom, executive vice-president of RCA Victor division, yesterday drew a parallel between Warner-Brothers' foresight in undertaking his pioneering work and its early achievements with sound film.

"Last year," Folsom said, "Warner's celebrated the 20th anniversary of the birth of sound pictures. I am confident that in 1967 this company will be observing the 20th anniversary of large screen television in the motion picture industry."

(Editor's Note: Subtracting 20 from 1967 makes 1947 the year of Warner's debut of large screen television).

12 Construction Permits Issued To 12 Stations

(Continued from Page 1)

Following: Shroyer Radio Corp., Shamokin, Pa.; Idaho Radio Corp., Idaho Falls, Idaho.

CP's were awarded the following: Deep South Broadcasting Corp., New Orleans, La.; Texoma Broadcasting Co., Wichita Falls, Texas; Beatrice Cobb, Morganton, N. C.; Burbank Broadcasters, Inc., Burbank, Calif.; Valley Broadcasting Co., Lanett, Ala.; Walter C. Peterson, Savannah, Ga.; James Cullen Looney, Edinburg, Tex.; National Broadcasting Co., Inc., San Francisco, Calif.; Greensboro Broadcasting Co., Inc., Greensboro, N. C.; Press Union Publishing Co., Atlantic City, N. J., and Paducah Broadcasting Co., Inc., Paducah, Ky.

Agency Promotes Lyon

Cecil & Presbrey, Inc. has announced the promotion of David G. Lyon to the position of vice-president of the agency.

New Vet ET Series Ready Next Month

(Continued from Page 1)

Trio, Frances Langford, Alec Templeton, Woody Herman and Jack Parr.

Each platter contains a brief and informative VA message, describing those benefits and privileges administered by VA which are of greatest current interest to veterans and their families.

The programs have been approved by the Advertising Council, the AFM and AFRA.

The series, which is celebrating its first anniversary, is aired by 1,004 radio stations.

Named Goebel Adv. Mgr.

Barnum "Pete" Coolidge has just been named Goebel Beer advertising manager it has been announced by Edwin J. Anderson, president, Goebel Brewing Co., Detroit and Muskegon. Coolidge was formerly sales representative for Crowell-Collier Publishing Company.

CBC Board To Meet In Calgary Sept. 8-10

Montreal—Next meeting of the CBC Board of Governors will be held in Calgary, Alberta, September 8 to 10, it has been announced by A. D. Dunton, chairman of the board.

Dr. Dunton said he did not yet know whether future board meetings would be held in public, as was recommended in a report made by the radio committee of the Canadian House of Commons. He said the board would decide whether the recommendation would be acted upon by CBC.

It was learned that even if Parliament adopted the committee report making the recommendations it would still be up to the board to decide what action should be taken on the recommendations.

The recommendations would not have the force of law. They would be a guidance for the CBC. A source close to CBC officials said, however, it was very likely the board would act on the recommendations.

ABC 6-Month Billings Up 12.7% Over 1946

(Continued from Page 1)

"Paul Whiteman Club." The four advertisers participating in the five times weekly Whiteman disc jockey hour are the National Biscuit Company, Nestle's Milk Products, Inc., R. J. Reynolds Tobacco Company and Wesson Oil and Snowdrift Sales Company.

Expanding use of ABC facilities by users of network time as well as the signing of several new sponsors for the fall and winter season have also contributed to the gains made by the American network.

Harness Races On WHN

Harness races at Roosevelt Raceway, Westbury, L. I., are being aired by WHN six nights weekly from 10:45-11 p.m. Jack O'Hara calls the running of the races while color is handled by John Frogge.

presenting
THE TED LEWIS SHOW

1/2 HOUR TRANSCRIBED available for local and regional sponsorship

the guy all America loves...

GREATEST MUSICAL VARIETY PROGRAM ON RECORD!

Here is the fabulous TED LEWIS... in a show of sheer enchantment appealing to all age levels, income levels and tastes.

Yes, it is Ted Lewis at his best with a great *eighteen* piece orchestra, big name vocalists, a supporting cast of top talent... Showmanship and the top music skillfully blended with the songs from the nostalgic past. "THE TED LEWIS SHOW" HAS EVERYTHING! For local or regional sponsorship, write for information about an audition record now... or better still, TELEGRAPH!

CHARTOC-COLMAN PRODUCTIONS

360 N. MICHIGAN AVENUE, CHICAGO 1, ILLINOIS

LOS ANGELES

By RALPH WILK

GINNY SIMMS and HYATT DEHN returned to Hollywood from a three-weeks' business trip to New York, Bermuda and Buffalo.

Star, Glen Baker has launched a new series of recordings comprising children's poetry and singing programs for distribution through Transcription Sales. Gene Baker is narrating and singing on the shows.

The Gene Autry Show is scheduled to go on the road in the Fall and will originate from WCCO, Minneapolis on Sept. 14 and 21, from WCBS, New York, Sept. 28 through Oct. 26, and from WEEL, Boston on Nov. 2 and 9.

George Burns and Gracie Allen have returned to Hollywood from a business trip to New York.

KMPC's six-piece Western band, "Red Rowe and his Ridge Riders," will originate from the Casino Gardens in Ocean Park, Calif., beginning today. Red Rowe's program is aired Monday through Friday on KMPC.

Jay Jostyn, master of ceremonies for KHJ-Mutual Don Lee's Sunday dramatic series, "Listen Carefully," is taking a one-month vacation from most of his radio chores, but will continue to be heard on the new Mutual feature. Jay is planning summer stock work throughout New England and mid-eastern states during August, which will interfere with all but his Sunday programs.

Says Jones' Influence Will Shape Radio Law

(Continued from Page 1)

that legislation—if passed—will be passed by a Republican Congress, but it is acknowledged also that Jones can exercise strong influence over the thinking of the lawmakers of the junior house for some years to come—even if the Democrats regain control of Congress.

Chairman Evan Howell of the House Interstate and Foreign Commerce Radio Sub-committee has proposed to the NAB and to CBS and NBC that they prepare for him a bill amending the Communications Act as they would like to see it.

"Then we'll let them come in and testify for a bill, for a change—and then we'll see what we'll have to do to the bill," he declared yesterday.

Howell does not expect to see any proposals from NAB prior to the September convention, however. As for the Lemke bill to move FM back to the 42-50 megacycle band, Howell said hearings originally scheduled for last week were called off at the request of FCC Chairman Charles R. Denny. Hearings on this bill would have weakened the United States position in bargaining for frequencies at the international conference now in progress in Atlantic City. Denny told both Howell and the full committee chairman, Charles Wolverton of New Jersey.



Broadway Bulletin Board. . . !

● ● ● Top baton twirlers no like Petrillo's threatened veto on record-making. If the AFM boss insists upon going through with it and sets up the union in the platter biz, the name band-leaders would prob'ly develop nausea and lockjaw at the same time. Reason—they're under exclusive recording contracts with various waxeries and couldn't work with Petrillo, so the smaller fry would get the ride on the gravy train. . . . Milton Berle going into the Roxy at a 20 G figure, against a percentage. . . . Radio Row making book on whether or not a certain agency exec gets a certain favorite gal singer on a certain musical show come this fall. (He hasn't done badly in the past). . . . The disc jockey nite club routine is spreading to the hinterlands. Several Atlantic City beach spots are now signing record spinners if they can get air time. . . . Phil Regan and a fall air show for Armour's are practically at the signing stage. . . . Ella Logan telling intimates that she'll never take another nite club engagement "as long as she lives".

★ ★ ★

● ● ● Bill Gernannt's "Moods By Laura" has an important place in radio, we're convinced, as a much-needed "help without preaching." For many years now, we, in radio, have been asking listeners to buy from us. Maybe it's time we did something for the listener, too. As we stated not so long ago (when we heard the original audition platter), "Moods By Laura" is a soothing series of real-life vignettes. It's sheer delight—high-grade entertainment—almost therapeutic in its choice and treatment of subject matter. We're happy to note so much agency interest in the show—as once in a while, we'd like to pick a winner.

★ ★ ★

● ● ● THE REVIEWING STAND: If more mystery dramas followed the satirical style of "Mr. and Mrs. North" (Tues. 8:30 p.m. on CBS with Joseph Curtin and Alice Frost), instead of using all that goose-pimple, blood-and-thunder stuff, there might not be all those raised hands against whodunits. As somebody or other once remarked: Most of them are more bore than gore, anyway. . . . "Arthur's Place," which got off to a slow start, appears to be finally hitting its stride. Good reports on the past two stanzas. . . . "The Whistler" sounds amazingly like James Mason in those suspenseful CBS dramas. . . . Irene Beasley back from her vacation with more zing than ever in her emcee role on "Grand Slam". . . . While the "Beulah Show" still sorely misses Marlin Hurt, the warbler on the series, (Penny Piper), is a definite comer and no mistake. . . . Meredith Willson proves himself still a master of music with his Ford session. Musical Ford commercials impress as a welcome change in their sales a-spiels. . . . As disc jockeys spin, Paul Whiteman places high with smooth delivery, light interviews and much music. But we think the use of strains of "Rhapsody in Blue" to punctuate commercials is in mighty poor taste. . . . "The Hucksters," which knocks the collective brains out of radio, has the crust to use same (via one-minute spots) to plug the film. Be that as it may, Carl Rigrod did a first-rate job on the transcriptions. . . . AIR SYNONYMS: Johnny Kane and Sammy's Bowery Follies being just that, Sammy Fuchs, owner of the famous Bowery nite spot, has signed Kane up for another six months of emceeing the show over WBYN, every Monday and Thursday, 11:30 p.m.

★ ★ ★

● ● ● AROUND TOWN: Tom Slater flying down to his home town of Parkersburg, W. Va., this week to emcee a local shindig with proceeds going toward fighting juve delinquency. Tom used to be some shucks as an emcee before he became Director of Programs and Talent at Ruthrauff & Ryan. . . . Two national sponsors angling for "Dark of Night," a Corday-Roberts package designed for dreamers, while a Chi agency is now auditioning "Rip Powell," thrill program packaged by the same outfit.

SAN FRANCISCO

ELMER PETERSON, KPO-NBC news commentator, has been awarded a Distinguished Service special citation for outstanding work in the field of Radio Newswriting during 1946 by Sigma Delta Chi, national professional journalistic fraternity.

Three new writers have been added to the KPO-NBC news staff. They are Jerry Gordon, William Minette and William Greer.

Adolph Mayer, Jr., has resigned from the KPO-NBC news staff to become news director of station KFBK in Sacramento.

William B. Pabst, manager of KFRC, recently addressed the Stanford Radio Institute on "Production Problems in Radio from the Managerial Standpoint."

Dink Templeton, KFRC sportscaster and director of public relations, was one of three judges of the Fairmont style show. As the former Stanford track coach Dink is an expert judge of form and style.

Frank McHugh, KGO-ABC net work salesman, presented a new Oldsmobile sedan to Mrs. Jame DeDora of Santa Cruz, the grand prize in the 42 Oil Shampoo radi contest.

"Let's Dwell in Melody" is the title of a new weekly half-hour program of recorded semi-classical music starting over KGO on Wednesday, 10-10:30 p.m., on a 52-weeks' contract. The program is being sponsored by Henry Doelger Company and Stone son Brothers, prominent San Francisco and Bay Area builders and real estate firms.

Tom Paxton, emcee for KGO Lady-Go-Lucky program is featured in a story in the August issue of Radio Mirror.

New Rate Card Issued By CBS' Radio Sales

New rate card effective July 2 for the seven CBS-owned stations and two others represented by Radio Sales, will include a two per cent cash discount principle in the form of a penalty clause. New card which is being mailed out today by J. Van Volkenburg, general sales manager of Radio Sales, has no increase in the base rate of any of the outlets concerned. Rate revisions are restricted to minor time, announcement and participation adjustments.

Also held to be important to advertisers and agencies is the establishment of a broadcast week of Sunday through Saturday. All discounts will apply on that basis. Format has been further standardized in accordance with the suggestions of the Rate Committees of the AAAA and NAB. In addition the old folder type card has been replaced by a booklet type. Advertisers may elect to continue, for one year without interruption, all business under previous contract, or they may change to the new card.

Dunlap Named V.-P. Of RCA By Sarnoff

(Continued from Page 1)
 Association with radio dates to 1912, when he built an amateur wireless station at Niagara Falls, N. Y. He was among the first to become a member of the American Radio Relay League and is a life member of the Veteran Wireless Operators' Association and a senior member of the Institute of Radio Engineers.

Dunlap, who was chief operator of the Marconi Wireless Telegraph Company of America aboard the S. S. Octorora in 1917, served during World War I as a radio operator in the U. S. Navy, graduating from the U. S. Naval Radio School at Harvard as one of the three honor men of the class. He was assigned to duty at the Naval radio station NBD, Otter Cliffs, Me.

After graduation from Colgate University in 1920, Mr. Dunlap attended Harvard Graduate School of Business, specializing in advertising and marketing. He then joined the staff of the Hanff-Metzger Advertising Agency. A year later, he was invited by Carr V. VanAnda, Managing Editor of The New York Times, to organize a radio section and direct the coverage of radio news.

Mr. Dunlap is the author of 10 books on radio, including two on advertising, "Advertising by Radio" and "Radio in Advertising." His other volumes are: "Dunlap's Radio Manual," "The Story of Radio," "Talking on the Radio," "The Outlook for Television," "Marconi: His Life and His Wireless," "The Future of Radio's 100 Men of Science," and "Radar: What Radar Is and How It Works."

Gen. Instrument Reports On First-Quarter Earnings

General Instrument Corporation, and its subsidiaries, manufacturers of radio equipment and components, earned a consolidated net income of \$100,047, or 61 cents per share, after taxes, for the three months period ended May 31, it was announced this week by Abraham Blumenkrantz, president. No comparison is available since this is the first report made on a quarterly basis.

Blumenkrantz pointed out that despite voluntary price reductions of 10 to 15 per cent on certain items, dollar volume for the quarter held about the level of the previous year, with the company maintaining its competitive position in the industry. Company is now tooling for new models which will be offered the radio industry in the fall.

SALESMAN WANTED

Live wire indie in Washington, D. C. needs experienced time salesman. Salary to start, then liberal draw and commission to right man. Phone, write, wire, Merrit Nusbbaum, Commercial Manager, WQQW, Washington, D. C.

V. P.'s Break Bread; Get Business-like

(Continued from Page 1)

be on an exclusive basis so one programmer could find what another had up his sleeve and all in general could let their hair down. It was presumed that you can't let your hair down in the presence of trade press follows lost you tickle them the wrong way.

Some of the programmers politely backed up their theories by pointing out that luncheon speaker Grover Whalon (a speaker was also a tradition breaker) had talked of New York's Golden Jubilee next year and labeled everything off the record. Why, the programmers pointed out, invite the trade press when a speaker says they can't print anything?

At this point John Hade of WJZ jumped up and said the luncheon was adjourned. The session continued in a closed meeting, however, after the trade press fled for its life.

At a late hour last night no spokesman could be found to elaborate on what transpired in the secret session and no one admitted membership in the "Radio Vice-Presidents" Club. One underground report claimed, however, that the trade press is forever barred from luncheon meetings of the social-unsocial club.

One who missed all the fireworks but got top billing was Ted Cott of WNEW. Cott, who had made arrangements for the Roosevelt luncheon, was not even present but the call board in the hotel lobby listed a "WNEW Luncheon."

The meeting could not be considered a total loss for all concerned, however. The Roosevelt management picked up \$3.75 from all present, "vice-presidents" and trade press alike.

NBC Suggestion Contest Brings Awards In Chicago

Chicago—The suggestion contest inaugurated about a year ago by NBC for its employees has resulted in many worth-while suggestions being submitted, according to Leonard Anderson, personnel manager, and more than \$300 in prizes has been awarded. In recent weeks nine NBC employees have submitted prize-winning suggestions. Curtis L. Pierce, studio-field engineer, topped the list with three separate prizes—\$15 for suggesting technical improvements in portable broadcasting transmitters; \$10 for submitting the design of a monitor mixer for remote control circuits, and \$5 for an idea for marking luggage used by field engineers.

Other \$10 prize winners were Kay James, secretary to John F. Whalley, division business manager, and Wilford C. Lahman, studio-field engineer. Five other employees also received prizes.

VA Hospital Patients Operate Shortwave Radio

Patients in four Veterans Administration hospitals are now operating amateur short wave stations and three more are ready to go on the air when call letters are assigned. Those now on the air are W5GDV, Waco, Tex.; W0KKX, Topeka, Kan.; W4IQV, Lake City, Fla.; W9ZBY, Hines, Ill.

The VA's three ham stations waiting to be assigned call letters are located in Los Angeles and Van Nuys, Cal., and Cleveland, O. Stations are established by VA manual arts therapy radio shops, as part of a pre-vocational rehabilitation program for ill and disabled veterans.

BMB's Future Plans Hinge On Meeting

(Continued from Page 1)

committee, some of it appointed by Justin Miller and the NAB board. It is assumed that the BMB executive committee will either approve the plan as it is submitted or with certain modifications. The finance committee is particularly concerned with the new plan since the financing is an important issue.

As soon as the executive committee gives its word, full explanation of the plan will go out to stations and subscribers will be apprised of the amounts required and over what periods of time. New plan it is understood will provide for a steady income for BMB instead of subscriptions being based on one year, stopping, and then new subscriptions sought for a new study later on.

No formal announcement on the new plan will be made until approvals by the executive committee. The general idea has been roughly approved at the last meeting, but the actual language will have to be submitted, also whatever specific and new ideas have been developed.

BMB status at its present quarters is in a state of flux along with the many other tenants. Eventually in the near future, all tenants will have to move as the building, as recently announced, is to be torn down for a new structure. George Bailey, in charge of production, has been delegated to seek out new offices, somewhere in New York.

Get AWC Award

Composer-conductor, Nathan Kroll yesterday received an award from the Associated Women's Clubs for his musicianship.

Cramer Promoted To New Du Mont Post

(Continued from Page 1)

and a member of the WABD executive staff for the past three months, succeeds Cramer as director of video broadcasting for the Du Mont web. Change is effective immediately.



CRAMER

Cramer's return to over-all company activity under Dr. Allen B. Du Mont is said to be brought about by the increase of administrative responsibility now under disposal of the latter. Cramer directed the company's activity at the Pas-saic (N. J.) plants during the war and in 1945 supervised organization of broadcasting at WABD and WTTG in Washington.

Phillips joined WABD recently to handle a survey, it was said, and as such has devoted considerable study to various phases of the station's operations. Previous to his USO activity, Phillips had been president of the Valspar Varnish Company.

UST Appoints Sales Reps. In New York, D. C. Areas

Robert H. Rubin has been appointed sales representative for United States Television Corp. in the Washington, D. C., area, it was announced this week by Francis H. Hoge, Jr., vice-president in charge of sales. Company is also preparing to demonstrate its models in a new show-room in the Capital under the supervision of Rubin.

It was also announced that James Gatling has been appointed UST sales representative for the Bronx, N. Y., area.

WEVD
 5000 WATTS 1330 K.C.
 PROGRAMS OF
 DISTINGUISHED FEATURES in
 • ENGLISH
 • JEWISH
 • ITALIAN
 3 RESPONSIVE AUDIENCES
 3 MARKETS WITHIN
 THE NEW YORK
 METROPOLITAN AREA
 Send for WHO'S WHO
 Among Advertisers on WEVD
WEVD
 117-119 W. 46 St.
 HENRY GREENFIELD, Mgr. Director P.L.Y. 19

PROMOTION

McClatchy Beeline Mailing Piece

"Fat Figures For KMJ" is the title of a colorful self mailing piece just issued by this McClatchy Beeline station in Fresno, Calif. Based on a recent Hooper study, the two-page folder discloses that KMJ's ratings have increased in every listening period over the last previous Hooper, strengthening its position as the most listened to station in the Fresno area. Four-page promotion piece gives various breakdowns for a week. Reprints at the request of time buyers are the result of a special five county zone Hooper, made in the winter of 1944. It is the only study of its kind ever made in this section of interior Calif.

Novel Tie In

Latest promotional piece being issued by KRGV, Weslaco is a novel tie in with the recent item in the Readers' Digest titled "The World's Biggest Vegetable Patch." Piece is in the form of an informal memo from KRGV manager, Barney Ogle and points out the fact "That KRGV sets right in the center of this vegetable patch, and we blanket the whole area with a signal that almost shades the growing vegetables." The memo is mimeographed in longhand and is headed "Howdy Partner."

New Station Promotion

WHLI-WHNY (FM), Hempstead, L. I., have released to retailers a pamphlet, "How to Increase Your Business." The pamphlet describes the advantages of radio broadcast advertising. Another brochure of station facts and market data was released earlier. In addition "We're on the Air over WHLY-WHNY (FM)" posters are being placed in all stores which have signed contracts for time. Trade paper advertising breaks in July. Moss Associates is the agency.

WRNL Breaks Ground For New Richmond Home

Richmond — Ground was broken last week for WRNL's new Radio Center, a modern four-story structure which will house the station's AM and FM studios and offices. The building, in the heart of the Richmond business district, will be topped by a 420 foot FM tower. The Center, representing an investment of over \$600,000, is expected to be completed by the Fall of 1948.

The building, approximately 70 by 130 feet, will include an auditorium studio seating 240 persons, five other studios, three control rooms, a master control room, offices, and WRNL-FM transmitter. WRNL's AM transmitter will remain in its present location on Wilkinson Road north of the city.

WRNL is a basic ABC station operating on 910 kc., 5,000 watts day and night. A construction permit has been granted WRNL-FM to operate on 102.1 mc. (channel 271) with radiated power of 44 thousand watts.

NETWORK SONG FAVORITES

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

Survey Week of July 4-10, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
Across The Alley From The Alamo.....	Capitol
Almost Like Being In Love.....	Sam Fox
As Long As I'm Dreaming.....	Burke & Van Heusen
As Years Go By.....	Miller
Ask Anyone Who Knows.....	Witmark
Cecilia.....	ABC
Chi-Baba Chi-Baba.....	Oxford
The Echo Said "No".....	Lombardo
Feudin' And Fightin'.....	Chappell
Heartaches.....	Leeds
I Believe.....	Sinatra Songs
I Can't Get Up The Nerve To Kiss You.....	Santly-Joy
I Do, Do, Do Like You.....	Harms
I Wish I Didn't Love You So.....	Paramount
I Wonder, I Wonder, I Wonder.....	Robbins
I Wonder Who's Kissing Her Now.....	E. B. Marks
Ivy.....	Burke & Van Heusen
Linda.....	E. H. Morris
Mam'selle.....	Feist
The Man Who Paints The Rainbow.....	Mutual
My Adobe Hacienda.....	Southern
Old Devil Moon.....	Crawford
Passing By.....	Chappell
Peg O' My Heart.....	Robbins
Red Silk Stockings And Green Perfume.....	E. H. Morris
Smoke Dreams.....	Stept
That's My Desire.....	Mills
Time After Time.....	Sinatra Songs
Would You Believe Me.....	Remick

Second Group

Alexander's Ragtime Band.....	Berlin
Anniversary Song.....	Mood Music
April Showers.....	Harms
Beside You.....	Famous
Come To The Mardi Gras.....	Southern
Deep Down In Your Heart.....	Triangle
Dreams Are A Dime A Dozen.....	Criterion
Every So Often.....	Harry Warren
I Want To Be Loved.....	Melrose Music
I'm So Right Tonight.....	Leeds
It Takes Time.....	London
Je Vous Aime.....	Crawford
Midnight Masquerade.....	Shapiro-Bernstein
My Heart Is A Hobo.....	Burke & Van Heusen
(There Is) No Greater Love.....	World
Santa Catalina.....	Spina-Green
Say No More.....	Advanced
Stella By Starlight.....	Beverly
Tallahassee.....	Famous
There's That Lonely Feeling Again.....	Mollen

Flying Disc Fadeouts

Wisconsin Mystery

La Crosse, Wis.—WKBH rushed a wire recording team to Black River Falls yesterday to help Sigur Hanson farmer, solve the mystery of the flying object that dropped on the fair grounds. Don Bonham, announcer, and Gordon Young, engineer, found a 1 1/4 inch disc weighing a pound and one-half which contained a small electric meter and a photo electric cell. Looks like publicity for the county fair, Harry Shaefer, state civil air patrol commander, commented.

Washington Version

Washington—An anonymous phone call to the police reported a large black flying disc tangled in the television tower of WNBW at the Wardman Park Hotel. Investigation revealed that the object was a "Radio microwave receiving dish," a black saucer-shaped disc, six feet across, used to pick up high frequency tele signals. It had been placed there by television engineers.

Discs Are Pieplates

Memphis—Just to keep the flying disc mystery alive in Memphis, WHBQ sent skyward thousands of pie plates bearing the imprint: "Now You've Seen a Flying Saucer — To Send Sales Flying High Choose the Station Memphis Advertisers Use—WHBQ."

50,000 "Flying Saucers"

Akron—Capitalizing on the flying saucer interest, WHKK, Akron, Ohio, "bombarded" their city with 50,000 "flying saucers" as a new and novel means of station promotion. At noon on Saturday, an airplane, piloted by one of WHKK's salesman, winged its way over metropolitan Akron and the surrounding communities and released the discs.

Serious About It

Denver—With the nation "flying saucer" conscious, KLZ aired a round table discussion on the subject Saturday, featuring Thomas Bartlett, assistant professor of astronomy and math at the U. of Denver; A. L. Cochran of Denver who had personally observed three of the strange objects; and KLZ announcer Glen Martin. Consensus was that the objects were not meteors but probably man made and radio-controlled.

Guedel In Honolulu

Honolulu—John Guedel of Guedel Radio Productions, Los Angeles, and producer of House Party, CBS, and People are Funny, NBC, was interviewed on Mutual's "Hawaii Calls" half-hour show here. Originator right on the beach at Waikiki v. KHON, Mutual outlet in Hawaii "Hawaii Calls" is carried over Mutual webs in the U. S. and Canada every Saturday, 1:00-1:30 p.m. Hawaiian S. T. Web Edwards, KHO manager and producer, is mc.



What every bride shouldn't know:

WHAT it feels like to be poor . . .

What it feels like when your first-born needs an expensive doctor—and you can't afford it . . .

What it's like wanting a home of your own . . . and never quite getting it . . .

What it's like having your kids grow up not knowing whether they'll ever get to college . . .

What it's like to see the Joneses and the Does and the Smiths able to travel abroad—but never you . . .

What it's like to have to keep telling yourself, "He may not have money, but he's my Joe."

There is no cure-all for all these things.

But the closest thing to it for most of us is something so simple you almost forget it's there.

It is the Payroll Savings Plan. Or—for people not on payrolls—the new Bond-a-Month Plan at your bank.

Each is a plan for buying U. S. Savings Bonds automatically.

Either one of these plans helps you—as does no other system we know of—to save money regularly, automatically, and surely—and to hang on to that money till you need it.

So if you're a groom—or a bride—or if you know one, here's a bit of friendly advice to take or to give:

Get on the Payroll Savings Plan where you work or the **Bond-a-Month Plan** where you have a checking account.

It's one of the finest things you can do to start married life right.

Save the easy, automatic way . . . with U. S. Savings Bonds

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



AGENCIES

LAROCHE & ELLIS, for the Advertising Council, today is sponsoring a full-page advertisement in the New York Times explaining the mechanism of the Council, operating in the public interest through support of American business. The copy, under the headline, "Why Doesn't Somebody Do Something? Somebody Is! New American Invention Gets Action," was prepared by Chester J. LaRoche, chairman of the board of the agency, and Crane Haussamen, copy chief of the organization. The Advertising Council, as the copy points out, is the "engineer" of a new invention, a discovery made during the early part of the war. The "engine" is "the use of advertising to convey needed information about national problems."

H. ROSS POTTER will join the executive staff of Dancer-Fitzgerald-Sample, Inc., effective today, July 15. He comes to D-F-S from LaRoche & Ellis, where he has been account supervisor, vice-president and director. Previously, he was with Young & Rubicam. . . . RUTH JAROS, formerly with the Joseph Katz Co. and Benton & Bowles, has joined the copy staff of Dancer-Fitzgerald-Sample.

GORDON A. KNAPP, JR. and HAROLD W. SHEPARD have announced the formation of Knapp-Shepard, Inc., advertising agency, with offices at 480 Lexington Ave., New York City. Knapp formerly was associated with The Advertising Research Foundation, Inc., New York City, where he was production manager as well as project manager of transportation advertising and business paper studies. He served as a B-29 navigator in the Air Corps during the war and was separated as a first lieutenant. Shepard was formerly associated with The Biow Co., Inc., New York City, as assistant account executive. During the war he served as an infantry company commander. He was separated as a captain.

E. J. SPERRY associated for the past seven years as director of radio with the W. E. Long Co., Chicago advertising agency, is leaving July 18 to enter on a business venture of his own.

JOHN B. LUKENS has joined Louis E. Wade, Inc., Fort Wayne, Ind., advertising agency, having formerly been sales promotion manager for the Fort Wayne Printing Co., Inc.

COAST-TO-COAST

—SOUTH CAROLINA—
ANDERSON—For the promotion of a safe driving, WAIM is airing a new series of "Roses For Safety" programs, three times weekly, in cooperation with the South Carolina State Highway Department. One dozen roses are presented the winner during the broadcast. The station's newspaper affiliates, The Anderson Independent and Daily Mail, carry their pictures. . . . COLUMBIA—B. George Barber, Jr., commercial manager of WKIX in this city and formerly with several radio stations in Tennessee, has resigned to return to Chattanooga, where he will be associated with WAGC. . . . "Youth Quiz Time" written by Gren Seibels, will be the summer replacement for the locally sponsored WIS "Youth Speaks" show. Allan Brown will do the announcing.

—FLORIDA—
JACKSONVILLE—At the recent Junior Chamber of Commerce convention in Long Beach, Calif., first place award in public education was accorded "Jacksonville Unlimited," Jaycee-sponsored presentation of WPDQ. Weekly half-hour show is a forum, featuring well-known city and state personalities as speakers. . . . DAYTONA BEACH—WMTJ's assistant news editor, Tommy Owen, has been elected chairman of the newly organized YMCA Men's Club in this city.

—MONTANA—
GREAT FALLS—Joe Towner, formerly with KMPC, Los Angeles, Cal., has been appointed assistant manager in charge of programs at KFBB. He succeeds LeRoy Stahl, who has been transferred to the commercial sales department. . . . MISSOULA—Montana's first Annual Rose Festival, covered by KGVO's special events team, held the spotlight in the "garden city" last week, with thousands of visitors from western Montana and across the nation in attendance. KGVO broadcasts five remote programs of the day's events including the highlight of the pageant, which was the formal presentation of Miss Montana, 1947, who is Carol Chaffin, of Corvallis, Montana.

—NEW YORK—
NEW YORK—There are two new additions to WABF's staff. They are Bob Henry, who has been appointed program supervisor of the station, and Dick Carver, formerly of WCBT and WFCT, North Carolina, and WLIB, of this city, who will do announcing. . . . TROY—WTRY is offering a year's scholarship to Juillard to the best young pianist in the Albany-Troy-Schenectady area. An audition program each Thursday evening for five weeks, starting July 17 will provide the five finalists, winner getting fifteen minutes recital time on August 21.

—TEXAS—
FORT WORTH—Vernon Mallory, former WOAI, San Antonio and WFAA, Dallas engineer, has invented a system enabling the pilot of a plane to turn on the landing lights of an air field by radio. A demonstration of the system, said to be of interest to small fields and towns which can-

not afford 24-hour attendants, recently was made in this city. . . . SAN ANTONIO—New additions to WOAI's staff are Clare Toughy, in the continuity department, and Bill Allert, who will cover the local news for the station.

—VIRGINIA—
RICHMOND—Newest addition to WMBG's announcing staff is James Oliver Turner, formerly with WSTP, Salisbury, N. C. . . . WRVA's promotion department is making plans for a "WRVA Listeners-Family Picnic" to be held at the state "Pocahontas Swift Creek Park" on July 31. Listeners will be able to swim, round and square dance to the music of the station's Old Dominion Barn Dance and Crossroads Symphony cast, witness an hour-long session of the Barn Dance, compete in various contests for the prettiest baby, the oldest couple, the boy with the most freckles, etc. During the day WRVA personnel, with the exception of a skeleton operating crew, will be at the picnic to meet their listeners.

—WISCONSIN—
MILWAUKEE—Jerome Sill, for many years an executive of CBS and Mutual, has just resigned as radio director of J. D. Tarcher & Co., Inc., New York to become executive vice-president and general manager of WMLO. He is the author of "The Radio Station," top-selling book on station management. . . . "This Is America" a new 15-minute program with words and songs by Norman Clayton, recently made its debut over WTMJ. On each show, Clayton will create a mood picture of life in America with narrations blending into folk songs. At the Milwaukee Radio City organ will be Jane Jarvis.

AAAA Screen Applicants For Advertising Positions

First annual American Association of Advertising Agencies examination to attract high caliber young people to the agency business and to screen them has just been administered in 10 cities under the auspices of AAAA Councils and Chapters. The number of candidates tested in all cities totaled 544, with New York leading with 188; Los Angeles second with 89; Boston third with 81 and then scaling down to smaller figures for Milwaukee, Cleveland, Minneapolis, Philadelphia, Pittsburgh, Portland, Ore., and Seattle.

After the tests are scored, the names and examination records of the successful candidates will be made available to member agencies in each of the 10 cities. It is expected that the project will provide an excellent source of new talent.

As a cross section of the figures and the applicants' interests, the New York group was divided as follows: 96 elected to go in for copyrighting; contact, plans and merchandising was preferred by 52; mechanical production, 50; media, 43; radio, 31; research 30 and layout and art 24. About 128 of the New Yorkers examined had taken advertising courses.

BEHIND THE MIKE

By SID WEISS

PIANO wizard Jan August will be the first small group to be featured at the Hotel Astor when he goes in there next month.

Inkspots set for a six-week tour of the British Isles at a reported \$15,000 per. They open at the Casino Theatre in London Sept. 1st.

Mrs. Lester Lewis flying to the coast to join her hubby out there for a month.

With the Henry Morgan show on ice for the summer, trade still talking about the spectacular magazine and syndicate job turned in on the comic by Dick Hyman and Geo. Schreier.

Jocko Maxwell, sportscaster-director of WWRL, will inaugurate a new sports show every Wed. nite tagged "Sport Views and Previews." It'll feature behind-the-scenes comment plus the 11th hour sports news of the day, plus in-person interviews.

Big video deal brewing for Berry Kroeger.

Recommended: Blues Singer Carol Ames' vocalicious chirping of "Temptation."

Bret Morrison set for a new commercial airer.

Dorothy Ross returns to the Bagatelle this week after a two-week vacation.

Don DeLeo, who always gets himself killed before the first commercial, will get knocked off early on the screen when he plays the gangster role he did on the stage in the flicker version of "Billion Dollar Baby."

Candid Microphone, which started out as a summer "sleeper," has been keeping Radio Row wide awake with the question "What next?" At least, it's one show that is off the beaten sound track.

Joe Ripley, producer-announcer on "Guess Who," has compiled a radio dictionary containing a modern glossary of airwave terminology and slang for publication in the fall.

U. S. Authors' Authority Proposal Tabled By Comm.

Licensing Committee appointed by affiliates of the Author's League of America, after considerable study has reported to the League's Council that it is not yet ready to recommend the proposals made by the Screen Writer's Guild for the establishment of an American Authors' Authority which would operate on a basis similar to Ascapi in the music field. Committee making the report was appointed by the Radio Writer's Guild, Author's Guild, and the Dramatists' Guild.

Report to the committee agrees that some of the proposed objectives have merit, but also finds that many of the important ones have already been attained and that the others are the established ones of the Author's League and respective Guilds and that the accomplishment of the others belong within the structure of the League.

Send Birthday Greetings To —
July 15
Albert G. Ashcroft Nancy Martin
James V. Cosman
William Robinson
H. J. Kleinfeld

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 40, NO. 11

NEW YORK, WEDNESDAY, JULY 16, 1947

TEN CENTS

Webs Continue Expansion

12 New AM Permits, Also FM, Tele Okayed

Washington Bureau, **RADIO DAILY**
Washington—The FCC yesterday granted licenses to 10 applicants for new AM stations. They included The High Point Enterprise, Inc., WHPE, High Point, N. C.; Piedmont Service Corp., WRFS, Alexander City, Ala.; Orthage Broadcasting Co., KDMO, Orthage, Mo.; Kankakee Daily Journal Co., WKAN, Kankakee, Ill.; WIRM, Inc., Beaumont, Texas; Thomson Broadcasting Co., WSFT, Thomson, Ga.; Waterloo Broadcasting Co., KAYX, Waterloo, Iowa; Lack-

(Continued on Page 7)

Ginny Simms Signed For New Coca-Cola Show

Ginny Simms has been signed as co-star with Percy Faith and orchestra, for the new Coca-Cola show which starts on CBS Sunday, August 17, at 6:30-7 p.m., EDT. This does not vary with the original plan of guest stars. Miss Simms, who opens an engagement August 4, at the Starlight Roof, New York, is signed to the end of 1947 with Coca-Cola, which will

(Continued on Page 2)

Farnsworth To Display New Tele And Radio Line

Chicago—A new line of radios and television sets will be shown to the trade by the Farnsworth Television and Radio Corporation during a two-day national distributor convention at the Hotel Knickerbocker on Thursday and Friday.

The principal speaker at the convention will be E. A. Nicholas, president.

(Continued on Page 3)

Cover Parade

First remote pickup of RCA-Victor-Allied Stores television Caravan was made at Grand Rapids, Mich., last week when cameramen under Louis A. Sposa, tour director, took shots of a Police Circus Parade from the sixth floor fire escape of Herpolsheimer's department store. It was the first time a remote pickup was made by the caravan.

Co-op Venture

Houston—Bob Stephenson has resigned his announcing post at KTHT, Houston, to go to Hollywood for a try at the movies. More than 300 stockholders who purchased 500 shares of stock at \$10 each in Bob Stephenson wished him good luck. If he makes good the stockholders will divide half of his income for the next five years. If he doesn't . . . they are not thinking about that.

Para. Adds \$200,000 To Pic's Radio Drive

Outstanding proof of radio's ability to hypo box office activity of the motion picture business is offered in the announcement by Paramount Pictures yesterday of an additional \$200,000 outlay for radio time for its latest vehicle "Dear Ruth."

According to Charles M. Reagan, Para's vice-president in charge of distribution, added radio expenditure will mean an extra \$6,000,000 to \$8,-

(Continued on Page 8)

Warner Brothers Buy Segments On ET Show

Warner Brothers Pictures has signed for two 10-minute segments daily of the Tommy Dorsey all recorded disk jockey show over WMCA, New York, starting Sept. 8 when the show premiers. Cost to Warner's for the show is reported to hit close to \$1,000

(Continued on Page 3)

New FM Unit Introduced As Attachment to AM Sets

An attachment made by Pilot Radio Corp., for converting an AM receiver into an AM-FM set will go on sale in 1,000 retail stores throughout the country July 22, according to I. Goldberg, president of the Pilot company. The attachment, called "Pilotuner," retails for \$29.95 (slightly higher west of the Rockies), and can be attached to an AM set in five minutes or less by a radio repair man.

The press and FM broadcasters were given a preview of the device

Stations New And Old Being Signed As Power And Frequencies Improve; Over 1,100 Outlets Affiliated

Phone Co. Opposes Recording Devices

Montreal—The use of devices for recording telephone conversations, such as are in operation at Ontario Legislature, is frowned upon by the Bell Telephone Company of Canada.

A spokesman for the company said, "the conviction of telephone companies always has been that the public wants telephone conversations to be as nearly face-to-face conversa-

(Continued on Page 7)

Admiral S. F. Patten Joins Allen B. Du Mont Labs.

Rear Admiral Stanley F. Patten, U.S.N. (Ret.) has joined the Allen B. Du Mont Laboratories as administrative assistant to the president, it was announced yesterday by Dr. Allen B. Du Mont. His duties will be ad-

(Continued on Page 2)

Bill Would Give CBC 100% Of Canada License Fees

Ottawa—The Canadian House of Commons gave the third and final reading but without recorded ballot to a measure by which the Govern-

(Continued on Page 3)

Efforts of the four major networks to add or bolster coverage in markets which either have none or inadequate signals has resulted in the staggering total of some 1124 affiliated stations out of a little more than 1300 licensees on the air being signed up, with the webs apparently a band-

(Continued on Page 7)

G. E. Business Jumps 47% For 6 Mo. Period

General Electric Co., during the first six months of 1947 reports orders received to the amount of \$572,597,000, an increase of 47 per cent over the same period last year and 28 per cent in excess of the total of the best full year prior to 1940. President Charles Wilson stated that the orders in 1946 were smaller than normally would have been the case since

(Continued on Page 2)

Large Screen Tele Set For Asbury Park Pool

Walter Reade, whose movie theater chain recently announced television being installed in the lounges of the houses, tonight will inaugurate what is believed to be the largest tele screen extant at Walter Reade's

(Continued on Page 3)

Forecast

A prediction that television installations in guest rooms of hotels is at least five years away was made yesterday by W. D. Lewis and Even Rushing, chief engineer and radioman, respectively, for the Hotel New Yorker. Hotel now has tele sets in its Manhattan room and a "roving set" for the benefit of conventions and trade shows held at the hostelry.



Vol. 40, No. 11 Wed., July 16, 1947 Price 10 Cts.

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

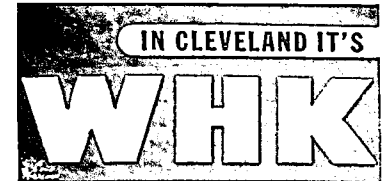
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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Planning Claggett
6417 Dahlonega Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL (Tues., July 15)

Table with columns: NEW YORK STOCK EXCHANGE, Bid, Asked, and various stock symbols like Admiral Corp., Am. Tel. & Tel., etc.

Will Represent WRVA
Radio Sales, spot broadcasting division of CBS, which heretofore has confined its representation to seven network owned stations, will take over the representation of WRVA, Richmond, Va., on October 1. WRVA is a 50,000 watt CBS affiliate.
Lewis Returning
Robert Q. Lewis, who has been a patient at St. Claire's hospital in New York for the past few days, will return to the air on CBS on Monday, July 21.



★ COMING AND GOING ★

CARL HAVERLIN, president of BMI, is on his way to the West Coast. JULIE STERN, general and professional manager of the organization, also is going to California for two or three weeks.
ROBERT R. FEAGIN, manager of WPDQ, American network affiliate in Jacksonville, Fla., is in Gotham for conferences at the headquarters of the web.
MARY LoBUONO, of the WHN traffic department, is vacationing in Altoona, Pa.
ELINOR INMAN, director of religious broadcasts at CBS, has returned from California, where she attended the radio institute conducted by the Pacific School of Religion in Berkeley.
A. B. CHAMBERLAIN, chief engineer for CBS, is on a short trip to Boston. He'll return to New York tomorrow.
LOUIS TITTERTON, vice-president of the Compton Agency, has returned to New York from a business trip to the west coast.
DON PRYOR, Columbia network newsman recently returned from overseas, is now in New York. He'll shortly accept assignment to the Washington staff of CBS.
LEONARD CRAMER, executive vice-president of the Allen B. Du Mont Laboratories, going to Detroit today on a business mission.
RED BENSON, disc jockey and comedian heard on WINS, is spending two weeks of leisure at Lake George.
FENTRESS H. KUHN, general manager of KGEM, Boise, Idaho, paid a call yesterday at the offices of ABC, with which the station is affiliated.
POLYNA STOSKA, soprano who guested on the "Telephone Hour" Monday night, has left for Mexico City, where she will sing the role of Sieglide in a performance of Wagner's "Die Walkure."
WALTER PRESTON, program director of WBBM, Columbia's owned-and-operated station in Chicago, is conferring in New York at the offices of CBS Radio Sales.

Admiral S. F. Patten Joins Allen B. Du Mont Labs.

(Continued from Page 1)
ministrative, liaison and general organization at the company's plant in Clifton, N. J.
Admiral Patten entered the service during the first World War, and most of his assignments were in radio, radar and communications. Early in 1940, while commander of a destroyer in the Pacific area, he was transferred to Washington for duty as assistant head of the radio division of the Bureau of Ships. Under his administration as second in command to Commander J. B. Dow, the division handled all Navy wartime electronic procurement problems and expanded to more than 1,000 officers and men.

Ginny Simms Signed For New Coca-Cola Show

(Continued from Page 1)
again use the title, "The Pause That Refreshes on the Air." Roger Pryor, heard on the U. S. Steel show, will be the announcer.
D'Arcy agency handles the Coca-Cola account.

Herlihy Honeymooning
Ed Herlihy, of the "Honeymoon In New York" series heard mornings at 9 via NBC, will take a belated honeymoon (he's been married eight years) end of the month. While down in the tropics, he'll emcee the "Honeymoon" program Tuesday, Aug. 5, which will originate in Trinidad.

Send Birthday Greetings To - July 16 Phillip S. Barrison Charles Elgeston Murray Grabhorn Evelyn Rynne Frank Singiser

G. E. Business Jumps 47% For 6 Mo. Period

(Continued from Page 1)
no shipments were made for nine of the first 13 weeks as a result of the strike.
Also, Wilson said, that it is customary in some products to report as orders only the sales value of shipments actually made in each quarterly period. In the case of other products, however, the amount reported as orders received represents the sales value of new business booked in each period irrespective of when shipment is made.

New AM Station Set For Charlotte, N. C.

Charlotte, N. C.—A construction permit has been issued by the FCC to Publix Broadcasting Service of Charlotte for a new standard radio station to operate, in daytime only on 1,600 kilocycles, one kilowatt.
Francis M. Fitzgerald of the War Assets administration, who has had much experience in the radio field, is president of the new company. He has had staff membership connections, successively, at radio stations in Spartanburg, Columbia and Charleston, S. C., these having included the general management of Station WORD in Spartanburg.

THERE'S PLENTY OF BUSINESS IN DAYTON, OHIO Get Your Share By Using... WING The Dayton Station WEED & CO. National Representatives



Cutting Edge

Some product stories are fortunate. They have a cutting edge. The facts are crisp, alert. And usually right down the alley of potential buyers.
We think W-I-T-H has a story that's so sharp in radio, if you touched it, it would cut you. Just listen:
WITH is in Baltimore, the 6th largest city in the country.
And, in that big city there are five radio stations.
But WITH delivers more listeners-per-dollar spent than any other station in town.
So when you make up that list... take a good look at WITH, the successful independent. An amazing number of smart advertisers have... and it pays off.

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

Attachment To AM Adapts Set To FM

(Continued from Page 1)
nine by seven by six inches. Sets include five tubes, AC transformer and a tuned R-F stage. Band spread runs from 88 to 108 megacycles. Can also be used with obsolete AM-sets, phonographs and public address systems.

and campaign in newspapers will start July 24 with a few teaser ads appearing in next Sunday's New York papers. Account is handled by Alfred H. Berger Co. Goldberg said he is producing the converter in midsummer so that it can be demonstrated during the electrical storm season to give the benefits of FM.

On New FM Frequency

WQXX, FM affiliate of WQXR, began broadcasting on its new high frequency of 96.3 megacycles yesterday and at the same time extended its operating day from 9 a.m. to 12:05 a.m. Station previously had broadcast from 5 p.m., to midnight. WQXX will duplicate all programs carried by WQXR whether they be recorded or live, a policy which has always been in effect despite no official arrangement between the FM outlet and the musicians' union. WQXX will also continue to broadcast on the lower frequency of 45.9 p.m. so long as the FCC allows.

★ AGENCY NEWSCAST ★

ADVERTISING FEDERATION OF AMERICA elected to membership in the Federation: The National Cash Register Company, Dayton, Ohio; Stockton Record, Stockton, Calif.; Freiwald & Coleman, New York; Phillips Webb Upham & Company, New Haven, Conn.; Albert Lea Publishing Company, Albert Lea, Minn., and Hermon W. Stevens Agency, Boston.

MARTELL'S LIQUOR & WINE CO., Inc. has appointed Lew Kashuk & Son Advertising Company to handle its account.

DOMESTIC AND FOREIGN AFFAIRS announces the appointment of Frank Kizis as director of advertising and sales promotion. Kizis, formerly network service manager for La Cadena de las Americas and later manager of network service for the Mutual Broadcasting System, will direct the sales promotion activities on "The Red Plotters" by Hamilton Fish, to be released July 21, 1947. He also assumes direction of advertising and sales promotion for Today's World, anti-Communist monthly which will resume publication in New York beginning in September of this year.

H. E. CONRAD, executive secretary of the American Society of Tool Engineers, Detroit, has announced the appointment of Brooke, Smith, French & Dorrance, Inc., Detroit and New York agency, to handle advertising and promotion for the ASTE account.

EUGENE J. HAMEROFF has joined Byer & Bowman Advertising Agency, Columbus, O.

R. M. BUDD, advertising manager, Campbell Soup Co., Camden, N. J., announces the appointment of Sherman D. Gregory to the company's advertising staff. Prior to this appointment, Gregory served for 3½ years as radio advertising manager of Schenley Distillers Corp. Prior to that, he was associated with NBC as general manager of WEAJ, KDKA, and as manager of WRC, WMAL, WTAM and KOA.

METACOM PRODUCTS CO., thru their representative, Sam Weisman of New York City, is starting a large scale advertising, promotion and publicity campaign in the New York City area. Radio, newspapers, and car cards will be used. The second is being handled by Altomari Advertising Agency, Inc., New York City.

Farnsworth To Display New Tele And Radio Line

(Continued from Page 1)
dent of the company. Other speakers will include E. M. Martin, vice-president and secretary; E. J. Hendrickson, manager of the Farnsworth sales division and John S. Garceau, manager of advertising and sales promotion.
One television set model which will be demonstrated is a direct view type using a ten inch tube. Another model is a consolette which provides television sight and FM sound and standard broadcast reception. A master highboy instrument which will be displayed provides television, FM and standard broadcast reception, phonograph with automatic record changer, and record compartment.

Bill Would Give CBC 100% Of Canada License Fees

(Continued from Page 1)
ment will henceforth turn over to CBC the full amount of all radio licenses for transmitters and receivers without deduction of the usual \$544,000 annually in collection charges.
J. J. McCann, revenue minister, said before the vote, that radio was one of the big prizes in the "current struggle for power by reactionary private interests." An "unscrupulous campaign" is being waged in an effort to discredit the public radio system, he said, and he held that private interests were seeking changes in radio regulation which would permit them to secure greater profits for themselves.

Large Screen Tele Set For Asbury Park Pool

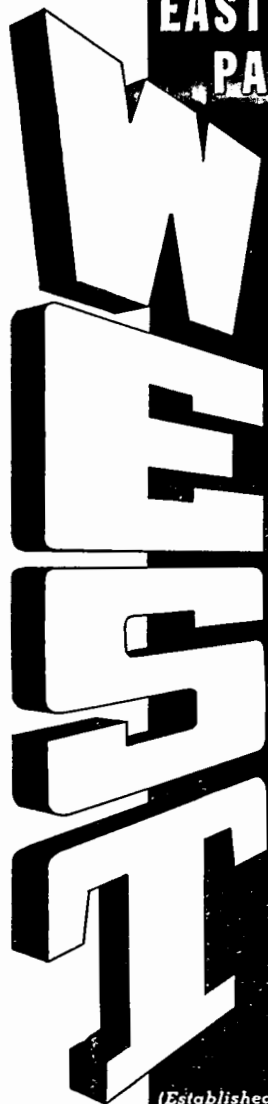
(Continued from Page 1)
Monte Carlo Pool and Stadium, Asbury Park, N. J. Cage Television System with a six by eight foot screen has been installed.
Screen is said to offer a new form of direct projection from the face of the tube to a brighter type screen. The life-size projection will give its audience day and night baseball, boxing and wrestling, as well as any other important events televised in course of the season.
The set incorporates high-frequency tel-transmission and clear direct projection, according to Reade, and another unusual quality is that the apparatus can be transported easily from indoors to out, etc., according to weather conditions.

Warner Brothers Buy Segments On ET Show

(Continued from Page 1)
a week. The 26-week contract was signed through Blaine Thompson agency.
Warner Brothers has taken the lead-off spot in the Tommy Dorsey show which will be aired in two one-hour sessions daily at 11:05 a.m. and 7:05 p.m. Segments bought by Warner's are from 11:05-11:15 a.m. and 7:05-7:15 p.m., six days a week. Commercials will promote Warner Bros. pictures and theaters in the New York area.
This is the first sponsor signed by WMCA for the Tommy Dorsey program.

IT PAYS TO COVER THIS RICH MARKET

EASTON, PA.



(Established 1936)

STARS OVER KMBC



E. M. MARTIN

all KMBC personalities E. M. Martin is nationally publicized and nationally known! June is KMBC's state home economist directing both "The Happy Men" and "The Food" programs. Hitch your advertising to a "Star" by using Free & Peters, Inc.

KMBC OF KANSAS CITY

ANCE 1928 BASIC CBS
TION for MISSOURI and KANSAS

A
STEINMAN STATION
AFFILIATE

Sales Representative
RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago
San Francisco and Hollywood

THE SIZE OF THE OUTSIDE* AUDIENCE WILL STARTLE YOU

on the Pacific Coast, too!

**The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.*

Count the people and the dollars in this big, outside audience (where 4,594,000 of the Coast 12,633,200 people spent \$3,736,889,000 in retail sales during 1946). This outside market gets complete coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it). Put your show on Don Lee, the only network that blankets all of the Pacific Coast audience.

ONLY DON LEE offers 42 stations (twice as many as Network "A"; over 3 times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it not only delivers MORE LISTENERS but does so at a LOWER COST PER THOUSAND radio families (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station).

Watch the reactions of this impressive outside audience when your show's on Don Lee, the only network with enough facilities to reach both the inside and outside markets on the Pacific Coast.

The Nation's Greatest Regional Network



Mutual
ON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

SOUTHWEST

DAVID C. JONES, JR., a Navy veteran and a radio engineer for the past 12 years, has been granted a license by the FCC for a new standard broadcast station to operate at Bryan full time with 250 watts on 1240 kilocycles.

KVOW, Littlefield has taken to the air operating from 6:30 a.m. to 10:00 p.m. with 250 watts power on 1490 kilocycles. J. C. Rothwell is owner of the station while J. B. McShan is business manager and J. W. Robinson is chief engineer. Rothwell is part owner of KVOP, Plainview.

Virginia Harrison Miller is being heard over KTSA, San Antonio, in a new series of programs each week, under sponsorship of the Roe Book Store. Each week Miss Miller is heard in a review of a current best seller or one that is to make its appearance on local book store shelves.

Claudine French Shannon has been named continuity director of WFAA, Dallas. She was formerly with KWFT, Wichita Falls, Tex.; KOMA, Oklahoma City, Okla.; XEMA, Tijuana, Mex.; The Texas State Network at Fort Worth and NBC, New York. She has also written and appeared in many local and national dramatic and musical programs including "Truth Or Consequences," "Ladies Be Seated" and "Detect and Collect" as well as the "Saturday Night Shindig" heard here over WFAA.

KSIX, Corpus Christi, now under construction will replace KWBU as local ABC outlet there. KSIX will operate with 250 watts on 1230 kilocycles full time and will be managed by Vann Kennedy. KWBU is a 50,000 daytime outlet.

C. B. Spence, formerly with KABC, San Antonio has joined the commercial staff of WEAR, Pensacola, Florida. Ed Lake, also formerly with KABC has joined the announcing staff of WEAR.

A group of radio stars including Radio Dot, Smoky Swan, Jimmie and Leon Short and others from WSM, Nashville, Tenn. will appear at the Palace Theater in Dallas on July 23 in conjunction with the showing there of "Hollywood Barn Dance."

A 30-minute program patterned after a regular worship service will be aired each Sunday over WFAA, Dallas as the Sunday Vespers program at 10:15 p.m. Series is sponsored by the Dallas Pastors Association.

Clyde Trevey has joined the engineering staff of KATL, Houston. Another newcomer is Ted Carr who joins the KATL announcing staff. Carr formerly was with KMAC, San Antonio and WJOB, Hammond, Ind.



Mainly About Manhattan. . . !

• • • The way we hear it, Garry Moore can have "Take It Or Leave It" if he wants it. . . . Frank McKinney, Bing's partner in the Pittsburgh Pirates, has bought himself an Indianapolis station—an ABC outlet. (Hope it fares better than the ball club). . . . One of the qualifications for all the girls in Nat Harris' new Harem Club is that they be suited for television. . . . Elgin American Compact Co. reported interested in Mutual's "Leave It to the Girls". . . . Some 18 of Desi Arnez's sidemen were injured in a bus accident. Bus, minus Desi and his manager, was headed from Wisconsin to Indiana. . . . Bennett Cerf, the publisher, turning thumbs up on Phil Baker's bio tagged "I Shop For Pall Bearers". . . . Groucho Marx planning to join the ranks of indie producers. . . . Salvin's \$500,000 Park Ave. restaurant (opening Sept. 15th) expected to be Radio Row's next smart hangout. . . . That famous "Unemployed Party" out in H'wood last Saturday was dreamed up by Radio Registry's bright gal, Doris Sharp. . . . Vernon Nelson, the scriptwriter, has become radio director for Seymour Kameny Advertising agency. . . . Hal Kanner remaining with Hildegard through Nov. and he's being mentioned as the musical conductor for her transcribed series. . . . Monica Lewis (guesting on the new Eddy Duchin show) tells of the H'wood couple who've had so many quarrels they're sending out spat announcements.



• • • Our H'wood correspondent writes that there are something like 300 waxed shows making the rounds out there—so you can imagine what happens when news leaks out that an agency is looking for a new show. One cynic out there was heard to mutter: "A new show is not sold on its merit—but by accident." The kingpins of the industry keep saying "We want something new; something novel." Then you listen to the stuff that has hit the airwaves this summer and you start to wonder. Half the shows could switch scripts and nobody'd know the difference. Or else you bring in a show that's new and novel only to hear the old chant: "Yeah, but it ain't commercial."



• • • SUMMURMERS: Dorothy Kilgallen could easily model for Cameo pins. (Ditto her sister, Eleanor). . . . Elliot Lawrence looks the way Jack Smith sings. . . . Mary Livingstone's attitude with Jack Benny (on the air) is the way every suppressed sec'y would like to talk back to her boss. . . . Still waiting to hear Mark Hellinger do a "commentary on the news" program. . . . Wonder if Billy de Wolfe's brand of humor would register on the air as a regular performer. . . . Suggested bet for a great comedienne foil: Luba Malina. . . . Geo. Burns and Gracie Allen seem to get the biggest kick out of a visit to N'Yawk by simply walking up Central Park South. . . . Sen. Ford sez that Mel Ott is singing this song to NL pitchers these days: "I've Only Got Mize For You, Dear".



• • • SMALL TALK: Erskine Hawkins' Victorecording of "Coast to Coast" has proven a sleeper and is pushing the hit parade. . . . Don Marshall, Billboard niteclub critic, has quit to open his own publicity offices. . . . A young man named Keny McCord, of the "Brigadoon" chorus, may get the next CBS build-up as a solo warbler. . . . Fausto Curbello, at Lido Beach Club, does a swell job with Nick Kenny's "The Old Ferris Wheel." (In p.a. circles, it's gaged as the Earle Ferris Wheel). . . . Merrill E. Joels (out of the Guy Hedlund Playhouse which boasts such glittering alumni as Ed Begley, Gertrude Warner, Mike O'Shea, etc.) stepping into the same fast league as his predecessors. Joel is one of radio's busiest thespians around these parts. . . . Frances Fay refers to the high \$alry paid radio artists as the Purse That Refreshes.

CHICAGO

By NAT GREEN

ARTHUR BORG, formerly with the A Burton Holmes Motion Pictures has joined WGNE, FM station, as director of public relations and promotion.

Gerrit DeVlieg, NBC recording engineer, has returned to his home following a long confinement in a hospital and is recuperating from a serious illness.

Revenue of WIND, Chicago independent station is up 15.2 per cent for the first six months of 1947 over the same period in '46, with time sales currently running at an increase of 21.3 per cent. Full commitments of the station are already considerably heavier than last year.

Betsy Ross, of the NBC public service department, will address the second annual Radio Institute at Creighton University, Omaha, on July 19, on "Educational Programs and Other Good Listening." Jim Mahoney, Mutual's western station relations head, will speak on the same program on the topic "Radio Research; Various Methods of Measuring Listening Audiences."

Two hundred portable Webster wire recorders are being offered as prizes in a contest sponsored by General Mills, Inc., currently being announced on "The Green Hornet," "Famous Jury Trials" and "Lone Ranger" programs.

Letty Barbour, vocalist formerly heard on network programs in Chicago, has joined the staff of KMOX, St. Louis, as singing mistress of ceremonies on a new program.

Cliff Johnson, former WBBM announcer who has been on the West Coast, has returned to WBBM as a staff member.

Davidson To KSMA

Los Angeles—W. J. (Bill) Davidson, KECA's Program Director since July, 1945, announced his resignation, effective August 8th. On that date, Davidson became General Manager of station KSMA, at Santa Maria, California. Davidson had been with ABC since August 1, 1944, when that network purchased KECA. He served as Production Manager from that date until he took over his present position.

IN CLEVELAND IT'S
WHK

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

More New AM Permits, Also FM, Tele Okayed

(Continued from Page 1)

Vanessa Valley Broadcasting Co., SCR, Scranton, Pa.; Pueblo Broadcasting Co., KOPO, Tucson, Ariz.; Atlanta Broadcasting Co., WLOA,addock, Pa.

First FM and television licenses issued by the FCC since the war are being mailed to four FM stations and the video station, it was announced yesterday.

The new FM licenses are: WFBL-FM, Onondago Broadcasting Corp., Syracuse, N. Y.; WIBW-FM, Wepka Broadcasting Assn., Topeka, Kans.; WINC-FM, Richard Field Lewis, Jr., Winchester, Va., and WOPI-FM, Radiophone Broadcasting station DFI, Inc., Bristol, Tenn.

These, plus the 48 FM stations which functioned during the war, make a total of 52 FM stations now licensed. A total of 245 FM stations are on the air, however, the FCC pointed out. Total of 831 FM stations are now authorized, including 636 construction permits and 195 conditional grants. In addition, there are 11 applications for FM broadcast facilities.

The first commercial tele license issued since the war goes to WNBZ-TV in New York City. This license, however, covers changed facilities at this station which was one of the first commercial video stations which broadcast during the war.

At the present time, there are 11 commercial tele stations, 59 under construction, and 10 pending applications.

Philadelphia Stations Authorized
The FCC yesterday adopted an order granting three applications for new Class B FM stations in Philadelphia, Pa., the order severed the applications from the hearing docket. The grants went to Unity Broadcasting Corp., of Pennsylvania, Independence Broadcasting Co., and Franklin Broadcasting Corp.

In the same order the Commission granted petition of WDAS Broadcasting Station, Inc., for leave to amend application for FM station showing a transfer of ownership of applicant corporation to the William Edman Theatres, Inc.

Dick Haymes Returning

Dick Haymes will return on Thursday, Sept. 11, at 9-9:30 p.m., EDT, on Electric Auto-Lite Co., on CBS, which resumes his former slot and sponsor. Prior to resuming this program, Haymes will be heard for three weeks starting July 19, on the Lucky Luke, "Hit Parade," on NBC. Agent for Auto-Lite is Ruthrauff & Ryan.

Webs Strengthen Coverage; Stations Improve Facilities

(Continued from Page 1)

wagon in so far as independents are concerned.

Tightening its hold on some 300 leading markets throughout the country, the networks have been benefited by constant improvement in frequency or power since the war by numerous affiliates, as well as newcomers licensed the past two years. No saturation point is indicated as yet and the trend is toward stations working on an exclusive basis with their network. Dual affiliation has dropped 100 per cent from a year ago, until only a small handful remain as affiliates of more than one network.

Growing Fast

Growing of web affiliates both in numbers and increased facilities is indicated in the figures for all webs as compared with those of a year ago. ABC as of July 15, 1946 had 206 daytime and 196 nighttime affiliates. As of today, the network has 243 daytime and 232 nighttime stations. By the end of the year, agreements in effect will give ABC 260 daytime and 249 nighttime outlets. Thirty-one ABC outlets improved power or frequency since March 1946.

CBS a year ago had 158 affiliates and currently 168 stations, with additional agreements to boost the figures by the end of the year. As evident with all networks, added power and better frequencies have also been the rule with a considerable number of the web's affiliates since the BMB figures of March 1946.

NBC currently has 167 affiliated stations as against 162 a year ago. At

Carr Named Station Mgr. Of New Annapolis Outlet

Annapolis, Md.—Thomas S. Carr, veteran radio advertising exec and formerly co-partner of Carr and Stark New York agency, has been appointed station and commercial manager of WANN, 1,000-watt outlet which has been in operation here since January, it was announced this week by Morris H. Blum, president and owner. Carr has been with the station for the past two months, participating in organizational and commercial activities.

Carr has been in network radio for the past twelve years.

WANTED

New York Independent station has great opportunity for Time Salesman. Commission basis.

Write RADIO DAILY, Box 378, 1501 B'way, New York 18, N.Y.

least 17 NBC outlets have added power or changed to a better frequency on the dial and like all webs added at least one 50,000 watt on the year. This does not mean a brand new affiliate but rather increased power to one of the outlets. Some boosts to 5,000 watts have been granted by the FCC, with some becoming effective between now and the first of the New Year.

Mutual's Story

Mutual pursues the even tenor of its way as to adding affiliates and covering up in additional markets, or bolstering the old. MBS boasts 446 affiliates as of today compared with 337, but is now totaling its own progress on the year. While it has added over 100 outlets, some 60 per cent are reported showing substantial power increases in as many important market areas.

Physical expansion of the major networks over a 10-year period reveals the following growth:

	NBC	CBS	ABC	MBS
1936	70	96	26	37
	(19 Blue)		(Blue)	
1941	133	122	114	207
	(Plus 86 Blue)			
1946 (Aug. 1)	162	158	215	337
1947 (July 15)	167	168	243	446

Phone Co. Opposes Recording Devices

(Continued from Page 1)

tions as possible, and no more likely to be recorded than face-to-face conversations.

"Canadians are now among the world's greatest telephone talkers, the number of calls per telephone in this country being among the highest reported from any country, where such figures are available. The assurance of absolute privacy is one of the greatest incentives to the freest possible use of telephone service," he said.

"Recording devices attached to telephones will alter the essential character of telephone service and seriously impair its usefulness and value," concluded the spokesman.

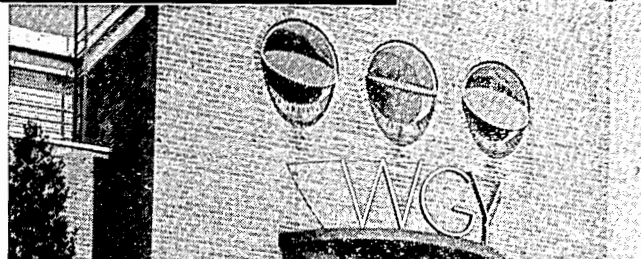
Stern To Vacation

Beginning on July 25th when Bill Stern, star of NBC's Sports News-reel, commences his vacation, Eddie Cantor, Frank Sinatra, and John Garfield will pinch-hit for him on his weekly broadcasts. Cantor will be featured July 25th, Sinatra August 1st, and John Garfield August 8th.

Warren Back At WOR

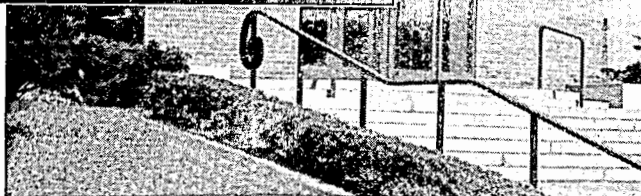
Carlton Warren has returned to his staff announcing duties at WOR after an attack of virus pneumonia.

PULLING POWER



119,025 pieces of mail in 1946

99,644 pieces of mail in the first 5 months of 1947



WGY Schenectady, N. Y.
GENERAL ELECTRIC

IN CLEVELAND IT'S

WHK

Para. Adds \$200,000 To Pic's Radio Drive

(Continued from Page 1)
000,000 at the nation's box offices. Reagan based his estimate on the results of the picture's engagements in such activities as Kansas City, Pittsburgh, St. Louis and Detroit where "Dear Ruth" has been given a "saturation" radio campaign with audience penetration "rated at peak."

The \$200,000 campaign, developed by Curtis Mitchell, Paramount's director of advertising and publicity, uses one-minute spots, 15-second chain breaks and such radio accessories as interviews on wax and a seven-minute ET of dramatic highlights from the film. Company turned to air advertising "to turn the trick." Reagan said, after a "normal" ad and exploitation campaign in San Francisco, Washington and Denver had indicated only "moderate success" for the picture which, while based on a Broadway stage hit and played by two up-coming stars, lacked "star" names the industry demands and "which insure good openings." Reagan said: "It was our conviction we had a better picture at the box office than the returns indicated, and we figured that unless we put showmanship behind it, we'd only get a gross of a couple of million."

Cites Grosses

How well the drive is paying off, the Paramount exec stated, is shown by the box office reports from cities playing the picture, such as St. Louis, Oakland where "Dear Ruth," and its air drive is set for. In latter city, Reagan said the film got as much money in its first three days as in the first week in San Francisco, where it had originally opened sans radio fanfare. This week "Dear Ruth" starts in Baltimore, Milwaukee and Memphis, with Salt Lake City, Philadelphia and Boston to follow.

Discusses Int'l Radio

Chicago—Declaring that knowledge and understanding of the foreign systems of broadcasting will give Americans a much greater appreciation of their free radio, Dr. Arno G. Huth, authority on international broadcasting, addressed the NBC-Northwestern University Summer Radio Institute last week.

Dr. Huth said that broadcasters who enter the international field must be aware of the great power and influence of this mass medium, and recognize its possibilities for good or for evil. He told the students that a fascinating new field would be open to them with the establishment of the proposed United Nations' world-wide radio network.

COAST-TO-COAST

—CALIFORNIA—

SANTA ANA—In a series of nightly broadcasts, believed to be almost unprecedented in radio history, KVOE is presenting actual court room testimony in the sensational Overell yacht-death trial. By special permission, microphones are placed in the courtroom, and the trial proceedings, transcribed each day on a tape recorder, are edited in the studio to eliminate objectionable material and presented each evening. . . . **SANTA ROSA**—A crowd of over 5,000 people recently jammed the streets around the mammoth open-air stage to hear the inaugural broadcast of this city's new station, KEEN. A group of 136 musicians, singers, actors and entertainers were featured in an hour-long program which included congratulatory speeches by city and county officials.

—CANADA—

TORONTO—On July 16, 17, 18 and 19, CFRB will broadcast the Canadian Open Golf Championship to be held on the Scarborough Golf Course in this city. Summaries, interviews and play-by-play descriptions will be handled by station sportscaster Wes McKnight, assisted by Gordon Sinclair, Jack Dennett and others. . . . **VANCOUVER**—"Coffee Time," a series of five-minute programs heard Monday through Friday for six months, and sponsored by the Vancouver Supply Co. for Cafe Coffee has just made its debut. Show incorporates a sound effects contest.

—OHIO—

CANTON—Kathleen Carter, featured singer on WHBC, will portray the title role in the opera "Carmen" during the 1947 Chautauqua season at Lakeside on Lake Erie, August 8th, 9th and 10th. Miss Carter is a member of Le Petit Opera Comique, a group which presents condensed versions of operas to audiences in the Northern Ohio area. . . . **YOUNGSTOWN**—L. Baldwin Harper, former producer-director at WTOP, Washington, D. C., where he handled many of President Truman's radio speeches at the White House and in Congress, is now WKBN program director.

—MASSACHUSETTS—

BOSTON—Newest addition to the public service commendations received by WCOP, is a certificate of appreciation from the Military Personnel Procurement Service of the First Army for patriotic co-operation with the Army Recruiting Service. Presentation was made to the general manager, Craig Lawrence, by Sgt. Jake Lindsay, Congressional Medal of Honor man. . . . **NORTH ADAMS**—Plans have been announced for the erection of a new building to house studio, transmitter and office facilities of the Northern Berkshire Broadcasting Co., with studio and control room accommodations designed also for use of WMFM, new 1,000-watt FM station.

—PENNSYLVANIA—

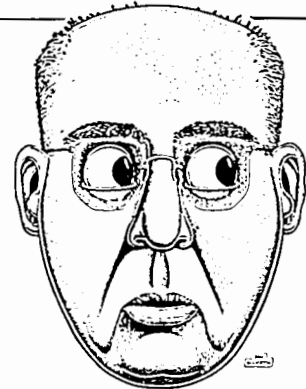
PHILADELPHIA—Ground was recently broken for the construction of a new building to house the television studios of WFIL-TV, the Inquirer's new television station. Scene of the ceremonies was on the west side of the Philadelphia Arena where the structure, "the most modern building in the country to be built especially for television" will be erected. . . . **PITTSBURGH**—"Communism and Democracy," a new series of programs based on the forum type show, recently made its debut over KQV. The initial program, "The Marshall Plan," presented David Grant, executive secretary of the Communist Party of Western Pennsylvania and James Dolson, Pittsburgh manager of the Daily Worker, taking the Communist viewpoint, and the Hon. Blair F. Gunther and Robert Lieberman, business agent for the Retail Clerks, Local 1365, AFL, speaking for democracy.

—OREGON—

PORTLAND—KGW's George Moorad has sold the movie rights to his book, "Behind The Iron Curtain," to 20th Century-Fox. . . . Mrs. Howard T. Barnhart of this city came in second in the nationwide "42 Oil Shampoo" contest and is the proud possessor of a \$500 check. She was recently interviewed by Kay West, KEX's women's program director, on her own show, "At Home With Kay West."

IT TAKES ALL KINDS OF PEOPLE ... to run a radio station

caricature by
BASIL WOLVERTON
Originator of the spaghetti and
meatball school of art and por-
trayer of Lena the Hyena.



JACK WASSAN
Sales Manager

You might think, from his picture, he would be out of practice with a comb — but Jack can "comb" a radio schedule and come up with just the right time periods to make sales grow! At 17, in the tall corn country of Iowa, Jack got a whiff of printer's ink and found it good. After selling space for various newspapers, he switched to the outdoor advertising field. In 1943, radio claimed him, and the boy from Iowa was really in his element. As a sales manager, Jack is a "customer's man" in the best sense of the term. Working with Petry representatives all over the country, Jack does his level best to see that the advertiser gets every possible break. If you're interested in a spot that will produce profitable sales results in the Oregon market, call up your nearest Petry office and ask them to contact KGW and let Jack take a "crack" at it.

Next Week—HELEN ALEXIEVE
Continuity Chief

KGW
PORTLAND, OREGON

AFFILIATED
WITH

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

HOTEL STRAND

Atlantic City's
Hotel of
Distinction

A Hotel designed for your complete Rest and Relaxation. Beautiful Rooms. Salt Water Baths. Open and enclosed Sun Verandahs. Open Decks. Top Cuisine unsurpassed. Garage on premises. In the very heart of all activities.

FESTA Grill & Cocktail LOUNGE
An added feature of this complete hostelry

EXCLUSIVE PENNSYLVANIA AVENUE & BOARDWALK

IN CLEVELAND IT'S
W H K

Plan FM Education Webs

APAC Hearing Ends; Report Deal With CAB

Ottawa—After sitting eight days in the case, the Copyright Appeal Board concluded its hearing in the Supreme Court Building yesterday in the application of Composers, Authors and Publishers Association of Canada for increased performing rights fees in 1947 from broadcasting stations in the Dominion. The hearing concluded late in the afternoon, with formal presentation by APAC for an overall annual fee of 10 cents per radio receiving set, as
(Continued on Page 3)

Tele Interests To Oppose AT&T "Coaxial" Rates

Organized opposition to the proposed commercial coaxial cable rates set by the American Telephone and Telegraph Company to become effective on August 1 will be registered on behalf of the television broadcast industry and manufacturers with the FCC, RADIO DAILY learned yesterday. It is expected that a request will be made to the Commission for a full hearing on the rate matter and it is probable that the Television Broadcasters Association will lead in the industry representations.

Mundt's Bill Revised; Quick Vote Expected

Washington Bureau, RADIO DAILY—Washington—Further Congressional study of the entire problem of international broadcasting and other activities of the present OIC is provided for in the amended Mundt bill approved yesterday by the Senate
(Continued on Page 8)

Events, Hemispheric And Atmospheric, Treated Hope-fully Aboard 'Santa Rosa'

Inside story of the mysterious flying discs was revealed yesterday when Bob Hope, docking in New York after a South American vacation, said the discs were "Crosby's sponsors throwing his records away." Steaming up the bay aboard the Santa Rosa, the Pepsodent salesman said it was the first time he'd seen New York harbor since he and "Prince Mike Romanoff swam in from Ellis Island a few years ago." Hope made one radio appearance at Montevideo when he walked into a studio unannounced where his old friend Pedro Vargas was singing. The happy reunion held up the show for several minutes, just dead air, and Bob said he felt like he was right back home in his own studio. With his latest movie playing S. A., Hope was greeted as "Monsieur Beaucaire" wherever he went. He's headed back to Hollywood now to make "Paleface" with Jane Russell.

Mutual Co-op. Sales Show Big Increase

Mutual network co-operative program sales representing over 1,000 local sponsorships, reveals an increase of 77 per cent in business over this month a year ago, according to Bert Hauser, director of the web's co-op department. Hauser points to 987 current program sales as compared to 557 last July. Leading the Mutual co-op parade is Kate Smith who started less than a month ago with 200 stations and
(Continued on Page 3)

NBC Plans Daily Coverage Of Pan-Amér. Conference

Plans for daily coverage of the Pan-American treaty conference in Rio de Janeiro starting August 15, were announced yesterday by William F. Brooks, NBC vice-president
(Continued on Page 2)

Stations Get Awards For Public Service

Annual awards established by the National Board of Fire Underwriters for distinguished public service in promoting safety of life and resources from fire are announced today for newspapers and seven stations, one station being a gold medal winner. Awards were started in 1941 and are picked each year by impartial juries. Current awards are for 1946.

Grand medal winner among stations
(Continued on Page 6)

NAB Names Ben Miller Asst. Program Director

Washington Bureau, RADIO DAILY—Washington—Appointment of Ben Miller as assistant program director of the NAB was announced yesterday by A. D. Willard, Jr., executive
(Continued on Page 5)

Commission Study Shows 23 States Are Interested

Washington Bureau, RADIO DAILY—Washington—Total of 23 states have expressed an "active" interest in the establishment of statewide FM educational networks, the FCC revealed yesterday.

The widespread interest in FM was indicated in replies received by the commission in response to inquiries sent to
(Continued on Page 3)

Station Reps Planning Protest To The FCC

Station reps, concerned over the prospects of one or more networks entering the station representation field, are reported making plans to register formal protest with the FCC in Washington.

The incident which has aroused the station reps is the report that Radio Sales, spot broadcasting division, of CBS, is branching out to include sta-
(Continued on Page 2)

Tele Gets Turndown By Chi. Fight Promoter

Chicago—First definite refusal of television coverage of a major sports event came this week when it was authoritatively disclosed that Arthur Wirtz, promoter of the Zale-Graziano middleweight bout held here last night in Chicago Stadium, flatly turned down a bid from WBKB.

Trade reports are that Wirtz, vir-
(Continued on Page 2)

Industry Execs Discuss Tele Show of Tomorrow

The "Television Show of Tomorrow" will probably contain the best production and program techniques of radio, motion pictures and the legitimate theater, although the overall technique will be as "individual" as the new medium itself, according to top video execs whose opinions will be expressed in RADIO DAILY'S "Shows of Tomorrow" published July 30. While the opinions outlined are as widely varied as the potentialities of

tele itself, program chiefs agree that the industry, upon reaching full growth, will exert a "tremendous" influence on the present day conception of entertainment, and may eventually prove to be a strong force in international relations.

Of major importance to several tele execs is the rate of growth of the television audience, which they feel, will offer a significant guide as to what future programming stand-
(Continued on Page 3)

Realism

Olga Druce, of Benton & Bowles, who directs and produces "House of Mystery" on MBS, becomes completely absorbed in her work when she rehearses the cast and intent on her direction the other day began unbuttoning her suit jacket. Everett Sloan, script in one hand was unbuttoning his shirt. Druce announced, "This is a 'dress,' not an undress rehearsal."

Micro Wave Tower

Construction of a 300-foot fabricated steel tower for micro wave experimentation is well under way at the Federal Telecommunications Laboratories, Inc., at Nutley, N. J. U. S. Steel Corp. revealed yesterday. A total of 800 tons of fabricated steel is being used in the construction. Microwave experiments will include wireless talking, television and navigation.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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Phone: Wisconsin 3271 Phone: Hobart 7627
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Nat Green

1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Wed., July 16)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

★ COMING AND GOING ★

WILLIAM E. RINE, managing director of WWVA, Wheeling, West Va., a caller yesterday at the station relations department of CBS.

W. R. ALFORD, JR., commercial manager of WSYR, Syracuse, N. Y., conferred yesterday at the New York offices of the station's national representatives.

CHARLES T. STUART, president of KOIL, American network affiliate in Omaha, Neb., is spending a few days in Gotham on business.

JOHN BECKER, Columbia network director, has returned from Washington, D. C., where he gathered material for a CBS documentary unit.

ROBERT SAUDEK, American network's director of public affairs, is back on the job following two weeks of vocational leisure.

CHICK ALLISON, commercial manager of WPEN, Philadelphia, in New York yesterday for confabs with his national reps.

BENEDICT GIMBEL JR., president and general manager of WIP, Philadelphia, and SAM SEROTA, special events director, were in New York this week to help welcome their fellow-Philadelphian, John B. Kelly, Jr., victor in the Diamond Sculls international rowing classic on the Henley.

WALTON BUTTERFIELD, of the H. B. Humphrey Co. New York office, has left for Atlanta with final proofs of an institutional book which the agency is preparing for the West Point (Ga.) Manufacturing Co.

GEORGE POLK, foreign correspondent for CBS, has left Cairo, Egypt, for Athens, Greece, where he will cover and report the currently-strained situation in that country.

CHARLES GODWIN, director of station relations at Mutual, left last night for Syracuse, N. Y., where he will confer with officials of WNDR, the web's new affiliate in the Salt City.

Seek Rural FM Web For Upstate New York

Ithaca, N. Y. — The Rural Radio Foundation, a non-profit corporation set up by nine farm organizations, has applied to the FCC for a grant to construct a six-station FM network serving 40 counties in New York state with a distinctly rural program service. Applicant noted the web is designed to serve families on 110,521 farms, 76 per cent of all farms in the state of New York. Limited commercial sponsorship of programs would be accepted.

President of the Foundation and the proposed network is H. L. Creal, farmer and Assemblyman of Homer, N. Y. Other officers are Clifford Snyder, Pittstown, N. J., farmer, vice-president; George Slocum, Milton, Pa., farmer, secretary-treasurer; and R. B. Gervan, Ithaca, general manager.

Program emphasis, the applicant said, would be placed on news and weather reports, market broadcasts, farm talks, nostalgic and religious music and quiz shows in line with the character of farm interests. The petition declared that considerable local talent is available in the area, particularly choral groups. Local churches would also be asked to conduct programs for shut-ins.

FM stations would be located in the towns of Hermitage, Bristol Center, Newfield, DeRuyter, Cherry Valley and Turin in the counties of Wyoming, Ontario, Tompkins, Madison, Otsego and Turin, respectively. Profits gained by the Rural Radio Foundation from operation of the network would be available, after debt service and taxes, "for research, education and other causes in the public welfare."

The Paul Godley Co., Great Notch, N. J., made survey and engineering work for the applicant while attorneys for the filing were Dempsey and Kopolovitz, Washington, D. C.

Grauer On Puerto Rico Short

Ben Grauer, NBC announcer and commentator, has completed his chore as narrator on "Tropic Holiday," a Universal short for the Porto Rican government.

Tele Gets Turndown By Chi. Fight Promoter

(Continued from Page 1)

tually assured of a \$400,000 gate, plus \$30,000 for radio rights, felt tele coverage of the widely heralded bout, would cut down box office receipts, even though the number of sets in the area numbers something less than 4,000.

Additional reports were that Wirtz, and other backers of the fight which had been labeled by sports experts as "the fight of the year," experienced some difficulty during the past 10 days in "selling out" the house, which accommodates about 20,000 persons.

Capt. Bill Eddy, director of WBKB, owned by Paramount Pictures, is reported to have approached Wirtz regarding video rights to the fight, with the latter declining any discussion of the matter. Adam Hats, sponsor of the radio rights over NBC, is said to have also shown interest in the tele coverage, had Wirtz given the approval.

NBC Plans Daily Coverage Of Pan-Amer. Conference

(Continued from Page 1)

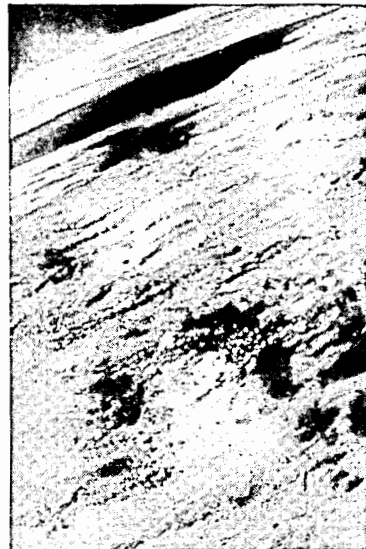
in charge of news, special events and international relations. Brooks has assigned Edward Tomlinson, NBC commentator and adviser on inter-American affairs, to handle the broadcasts from the conference. Tomlinson will cover the parley as part of a six weeks news-gathering trip through the West Indies and the east coast of Latin America.

Station Reps Plan Protest To FCC

(Continued from Page 1)

tions other than those owned and operated by the network. First station to come under Radio Sales representation is WRVA, Richmond, Va., effective October 1.

Contention of some station reps is that precedents have already been set with the FCC which preclude network expansion in this field.



Now it's 100 miles up

If you read these W-I-T-H ads regularly, you'll remember the one captioned "65 Miles Up."

Scientists placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth.

We thought that was a honey.

Now they tell us of one taken later. The same way, this time at 100 miles up.

We don't know whether the same group of scientists took both pictures or not. But the fact is, no matter what you do—what heights you attain—if you don't stay in there working, competition will out-strip you in no time.

It's especially true in radio. And smart radio time buyers know that W-I-T-H, Baltimore's successful independent station, is the way to keep ahead of the competition here in the 6th largest city.

Put W-I-T-H on that next list. It delivers more listeners-per-dollar-spent.



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

TOM TINSLEY, President Represented Nationally By Headley-Reed

WEVD 5000 WATTS 1350 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA Send for WHO'S WHO Among Advertisers on WEVD WEVD 117-119 W. 46 St. HENRY GREENFIELD, Mgr. Director N.Y. 19

CAPAC Hearing Ends; Report Deal With CAB

(Continued from Page 1)
 Compared with seven cents in 1946, an increase of 300 per cent. Through its legal counsel, CAPAC requested approval of the 14-cent rate from the Government-owned Canadian Broadcasting Corp., and seven cents from studio members of the Canadian Association of Broadcasters which represents privately-owned stations. The latter were reported to have already agreed to a seven-cent rate out of court, therefore the main issue was between the government network and CAPAC.

There was considerable doubt as to when a decision would be handed down by the Copyright Appeal Board, chairman of which is Mr. Justice J. Thorson, who also is president of the Exchequer Court of Canada. The latter is two years behind in its judgments. Whether ruling of the appeal tribunal will be speeded up remains an open question.

One of the concluding arguments presented at the CBC, as summed up in legal presentations, dealt with the obvious overlapping of performing fees in network programs piped into Canada from the United States. It was pointed out that Ascap collected a fee on American programs, and as soon as music is wired to Canadian stations the Canadian society required scheduled payment on identical broadcast which often is simultaneous. The CAPAC defense was that the Canadian association is granted right by Ascap to collect fee when the same programs are released through Canadian stations.

Swezey To Address University Workshop

Robert Swezey, vice-president and general manager of Mutual will address the final session of the annual meeting of New England Radio and Educational Workshop at Boston University on July 24. His remarks will be delivered before more than 100 teachers, supervisors, principals and superintendents, presently holding their final meeting of a three weeks session in Boston on "How To Improve Education Through the Improved Understanding & Use of Radio." Distinguished guests from radio management throughout the country have been attending the session and will be present when Swezey delivers his address.

Send Birthday Greetings To —

July 17

George Barnes	Walter P. Burn
Carl Burkland	Charles Howard
John B. Hughes	Dick Ruben
Ed Sims	

23 States Show Interest In Educational FM Webs

(Continued from Page 1)
 a number of state educational officials. States where planning committees are "active" are Georgia, Illinois, Kentucky, Louisiana, Michigan and Texas. States without planning agencies but evincing "interest," according to the FCC, are New York, Alabama, Iowa, Ohio, Oklahoma, Mississippi, Missouri and Tennessee. In addition, the U. S. Office of Education reported that there has been some planning also in Indiana, Maryland, Montana and New Jersey.

"Construction and location of a sufficient number of educational FM facilities," the FCC said, "would bring every school and every home in the state within reach of at least one station. In acting upon applications for non-commercial educational FM stations, the Commission considers carefully how the proposed stations will fit into any state-wide plan for educational FM."

As of July 15, of this year, six non-commercial educational FM broadcast stations held regular licenses; 32 construction permits were outstanding, and 8 applications were pending. On the same date, 9 stations were actually on the air.

The six licensed non-commercial educational FM stations include KALW, San Francisco, Calif., Unified School District; WBEZ, Board of Education, Chicago, Ill.; WIUC, Uni-

Mutual's Co-op. Sales Show Large Increase

(Continued from Page 1)
 has climbed to 290 local sponsorships. Fulton Lewis, Jr., currently is sold to 262 sponsors and Cedric Foster 126 as of July 1. All three leaders are dispensing news or commentaries. Network expects that the Smith and Lewis shows will both hit the 300 mark by Sept. 1.

Other Shows Active
 Other Mutual co-ops, sold on a combined 309 outlets are: Bill Cunningham, Cecil Brown, Fishing & Hunting Club, "Inside of Sports," Johnson Family, Henry LaCossitt, Erskine Johnson, F. H. La Guardia, "Meet the Press" and "Tell Your Neighbor."

In some of the above programs a single sponsor has the show on a number of outlets commercially, which are not included in the co-op figures as sales.

G. E. Electronic Brochure Out

A 24-page brochure on universal electronic parts, ESD-93, for distributors and radio servicemen, has been published by the Specialty Division of General Electric Company's Electronics Department. The new publication lists the price, specifications and other data on 16 parts in the division's line. Resistors, controls, antennas, the variable reluctance pickup, and loudspeakers are among the parts described in the new brochure.

versity of Illinois, Urbana, Ill.; WBKY, University of Kentucky, Lexington, Ky.; WNYE, Board of Education, Brooklyn, N. Y.; WBOE, Board of Education, Cleveland, Ohio.

FM CP's Granted

The 32 outstanding construction permits are held by the following:
 ICRW, Santa Monica School Board, Santa Monica, Calif.; KCVN, College of the Pacific, Stockton, Calif.; KSCU, Sacramento City, Calif., Unified School District; KUSC, University of Southern California, Los Angeles, Calif.; KSUI, State University of Iowa, Iowa City, Iowa; WTHS, Technical High School, Dade County Board of Public Instruction, Miami, Fla.; WLSU, Louisiana State University and Agricultural and Mechanical College, Baton Rouge, La.; WDTR, Board of Education, Detroit, Mich.; WUOM, University of Michigan, Ann Arbor, Mich.; WCAS, Board of Education, Buffalo, N. Y.; WCVU, Columbia University, New York, N. Y.; WFUV, Fordham University, Bronx, N. Y.; WSBS, Board of Education, Sewanhaka, High School, Floral Park, N. Y.; WBGD, Board of Education, Newark, N. J.; KIDAG-FM, Oklahoma Agricultural and Mechanical College, Stillwater, Okla.; KOKH, Board of Education, Oklahoma City, Okla.; KOKU, State University of Oklahoma, Norman; KIRVM, School District 4, Lane County, Eugene, Ore.; WPTL, Providence Bible Institute, Providence, R. I.; KIDE, Independent School District, El Paso, Texas; WHA-FM, Wisconsin State Radio Council, Madison, Wis.

WHAD, Wisconsin State Radio Council, Delafield, Wis.; KWGS, University of Tulsa, Tulsa, Okla.; KFUI, University of Indiana, Bloomington, Ind.; WTDS, Board of Education, Toledo, Ohio; WUOA, University of Alabama, Tuscaloosa, Ala.; WJUN, the Juno, Inc., Philadelphia, Pa.; WEHR, Pennsylvania State College, State College, Pa.; WSOU, Seton Hall College, South Orange, N. J.; WLAZ, Michigan State College, Lansing, Mich.; St. Louis Board of Education station, St. Louis, Mo.; State Teachers College station, West Chester, Pa.

Trade Execs. Discuss Tele Show Of Future

(Continued from Page 1)
 ards will be followed by the industry. Whether or not the format of top radio and motion picture offerings of today, featuring "name" performers, will be followed by the nation's television broadcasters is a point of discussion here. One exec feels the cost of this type of show will be prohibitive, while another expects that tele will produce its own Fred Allens, Jack Bennys, Bing Crosbys, etc.
 At any rate, program execs are in agreement that the "Television Show of Tomorrow" will be the result of a great deal of hard work, imagination and tireless experimentation.

Bill Limiting Mast Height Is Passed In The House

Washington Bureau, RADIO DAILY
 Washington—The House has passed the bill by Rep. Joseph O'Hara of Minnesota limiting the height of radio and television antennae within the District of Columbia. The bill limits the height of the towers in residential zones in accordance with the regular building height restrictions of the District of Columbia, and stipulates that no towers may be erected in residential areas which are closer than their own height to a home, school, or recreation facility.
 This legislation, O'Hara explained to the House, would have "no effect, in my opinion, upon the erection or installation of those towers which have already been licensed."

ON TARGET

The only shots that count are those that hit. Weed and Company's record for "on target" selling is maintained by the accurately directed efforts of its experienced representatives.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

CHICAGO

By NAT GREEN

ED PRENTISS has taken over the announcing duties on the Toni portion of ABC's "Ladies Be Seated" program.

Burr Lee recently joined the ABC central division department as a production director.

Guy Savage will cover the Arlington Handicap on July 19 and the Arlington Classic on July 26 at Arlington Park race track, via WBKB television.

Oscar Chausow, "Breakfast Club" violinist, will be a member of the first group of chamber music players at the recently reopened Wheeler Opera House in Aspen, Colo. The house was built in 1888, seats about 800 and it was opened last week for the first time in 34 years—because the town has gained over-night fame as a winter resort.

WEAW, Evanston FM station, has started a weekly ad in the Evanston Review to inform readers about the general facts of FM and each week a different sponsored program is featured in the ad. Several WEAW sponsors are inserting a small note about their radio programs in their own newspaper ads each week.

Figures compiled by Leonard Anderson, NBC division personnel manager, show that one out of every four employees of the NBC central division is a veteran of World War II, with 70 of the division's 391 employees eligible to wear the honorable discharge emblem.

Pearson's Brother To Sub

Washington—Drew Pearson, whose weekly commentaries on the national and international scene a Sunday evening ABC feature, has named his brother, Leon Pearson, as his replacement on July 27 at 6 p.m., EDT.,—the first week of his six-week vacation from his microphone duties. Leon Pearson, who recently returned from Europe, where he served as Paris editor for the International News Service, will speak from Washington. The Frank H. Lee Company of Danbury, Conn., sponsors.

Millet Leaving Continental

Albert Millet, director of advertising and publicity for Continental Records, has resigned and is leaving at the end of this month. He has no definite plans at the moment, except to take a vacation.

Unprogrammed

Viewers in the New York area who saw a strange parade of numerals and letters running across their sets Tuesday afternoon were viewing an unprogrammed demonstration of ultra-fax, new service developed by RCA. The demonstration was conducted by RCA executives between New York and Camden and televised on WNBT.



Notes From An Aisle Seat. . . !

● ● ● Hear that the Washington staff of CBS is readying a rapid run-through of Congressional performance via a single 30-minute airc skedded for broadcast after solons adjourn. . . . Is the thumb down on ABC's original plan to build up ventriloquist Paul Winchell as the web's Edgar Bergen? Latter, by the way, is planning a flock of one-niters for the fall. . . . Joe Louis, who will appear in a feature film to help exploit his soft drink (the Joe Louis Punch) is also planning a radio series with the All American Drinks Corp. as sponsor. . . . NBC staffer Garnett Garrison leaving the web in Sept. to join staff of U. of Michigan. . . . Bob Evans, who recently did a few shots on "The Right to Happiness," auditioning a new show called "Audition," a dramatic show which would give some 20 aspiring AFRActors work each week. . . . The success of the Damon Runyan Cancer Fund slogan campaign proves what an influ-Winchell gent Walter really is. . . . Harvey Marlowe, former producer for ABC television, getting set for his own video program service. Plan is to sell a sponsor a program idea and then film it for tele. . . . Edith Gwynne reports that Petrillo was getting so tough you even hadda get his permission to blow your top!

☆ ☆ ☆

● ● ● LOVE 'n' KISSES: Art Henley's sparkling scripting on the breezy "Honeymoon in N. Y." airc. . . . Crooner Jack Lawrence's Rainbow recordings. Waxciting. . . . The Jan August Sat. nite show. It's a Misirloulou. . . . Vic Damone's warbling via the Sat. Nite Serenade. . . . Marilynne Towne's chirping on her new WMCA show. . . . Franny Murray's exciting daily airings from the Atlantic City racetrack via WCAU. . . . Evelyn doin' "Mam'selle" with Phil Spitalny at the Paramount. . . . Dotty Lamour's swell job on "Front and Center," the army's recruiting show.

☆ ☆ ☆

● ● ● SUMMURMERS: Show which belongs in "Who's Clue" in radio is the scare-conditioned "Mr. and Mrs. North," which aptly teaches listeners the difference between fright and wrong. A dialectable bit with Sherlock Homespun humor is this half-hour set-up with two folk, Mr. & Mrs.—with Philo Vance-in-their-plans. . . . From the pages of the Satevepost to the Thurs. nite NBC mike comes the loveable antics of Col. Humphrey Flack (Wendell Holmes) which have kept his fans smiling for 15 years. This modern, witty Robin Hood is a shrewd, expansive character who endears himself to everyone but the conniving confidence men he invariably outwits. Scripted by Sheldon Stark and Tom Dougall, NBC and Program Prod. have come up with a "live" one. . . . CBS has a winner in its new series, "CBS Is There." Ken Roberts did a bang-up job in his portrayal of a mike-spieler at Ford's Theater the nite Lincoln was shot. . . . Patti Clayton's warbling on "Club 15" makes the thermometer go even higher. . . . Sometimes it takes plenty of pressure to prove a guy's talent. We're thinking of the boff pinch-hitting job Bill Cullen is doing on the Robert Q. Lewis airc. Bill took over the show last Monday for the ailing Lewis on practically no notice whatsoever. This, in addition to carrying his own show (Winner Take All) six times weekly. It's a mystery to us why CBS, which is not overloaded with comedy talent, shall we say, doesn't showcase Cullen in a show of his own. The lad has pinch-hit for practically everybody on the web but the house electrician. Is he destined to be always a bridesmaid and never a bride?

☆ ☆ ☆

● ● ● SMALL TALK: Disc jocks making a new hit—the Mills Brethren Decca disc "Dream, Dream, Dream." The other side, "Across the Alley from the Alamo," is already a smasheroo. . . . Arlene Francis will star in an original Peter Barry drama, "Terror By Appointment," on the "Listen Carefully" opus this Sunday over Mutual.

LOS ANGELES

By RALPH WILK

IRV HAMLIN, publicity director at KFVB, is back at his desk after spending a vacation in Boston, Mass. Jimmy Wakely, Monogram western singing star, has completed 39 quarter-hour transcriptions for Selected Radio Features under title, "Western Song Parade," and thrice-weekly feature has been booked on 24 stations in first week.

Dash, a Procter & Gamble product, has signed a 15-minute participation Martin Block show to be heard over Warner Bros. KFVB station.

Jack Stanley, long time "People Are Funny" show writer, bedded down with a bad leg for six weeks, the result of an accident while playing handball.

At a buffet dinner given by Atwater Kent for visiting delegates to the Los Angeles convention of Theta Sigma Phi, national journalistic sorority, Gracie Allen was presented with a parchment scroll of recognition. The scroll saluted her for "enlivening the nation's press" and for her "outstanding achievements in so successfully combining a career as a radio star, newspaper columnist and devoted wife and mother."

Martin Work terminated his services with Young & Rubicam, Hollywood on July 1st.

Peter Potter has had his option picked up by Chesterfield through Newell-Emmett agency for another 13 weeks. Agency handled Potter unusually early as option was no up for two months. Potter's ABC Record Party program over Mutual Don Lee Network is heard Monday through Saturday.

Haan Tyler, KFI sales manager has been appointed as director of the Los Angeles Advertising Club.

Jay Stewart, emcee of "What! Doin' Ladies," has taken on an added weekly chore of announcer on "Take It or Leave It."

Jack Carson has donated \$5,000 to be used as scholarships for drama in Los Angeles. Carson is giving two two-year tuitional scholarships and four for one-year to suitable applicants who will be screened by a special committee. Carson is an alumnus of the Ben Bard Players.

General Petroleum Corp., will sponsor the Sam Hayes Football Roundup on the Don Lee Network, plus Arizona and Inter-Mountain groups of Mutual Broadcasting System beginning September 24th, and follow throughout the football season.

Less Tubes—

Announcement of a new line of television kits was made by a Philadelphia concern yesterday. They priced a seven-inch telekit at \$77.50 and a 10-inch kit for \$124.50. Prices were predicated on a tag line—"less tubes."

Radio Is Preferred Medium For U.S. Atomic Information

Responsibility of broadcasters in handling the most outstanding question facing the world today is pointed out in an exhaustive study showing that the American public looks upon radio as its chief source of information on the atomic bomb and its effect on world affairs. Newspapers run a close second to radio with magazines, movies, newsreels and books trailing behind the two leaders.

A study has just been made public by Cornell University which conducted with the Survey Research Center of the University of Michigan to do the job. A noteworthy revelation for broadcasters contained in the survey is that "more people regard radio as their most trustworthy source of information about the bomb than so regard newspapers."

A tabulation of returns showed that 75 per cent of the persons queried rated radio as their chief source of information on the atomic bomb, while 45 per cent said newspapers. In answer to the question, "In general,

which of these ways of getting information has given you the best idea of how destructive the atomic bomb is?", radio got a percentage of 24 while newspapers had 23. As for which medium had been most important in helping persons to make up their minds about who should have the secret of the bomb, 22 per cent answered radio and 21 per cent said newspapers.

Runs to 310 Pages

The 310-page report is titled "Public Reaction to the Atomic Bomb and World Affairs" and has a subtitle, "A Nation-Wide Survey of Attitudes and Information." The study grew out of a proposal by the Committee on Social Aspects of Atomic Energy of the Social Science Research Council early in 1946 which desired to examine public opinion and attitudes on the atomic bomb. To underwrite the cost, Cornell University applied and received grants of \$23,875 each from the Carnegie Corp. of New York and Rockefeller Foundation.

WAB Names Ben Miller Asst. Program Director

(Continued from Page 1)
vice-president. Miller, who has served as assistant information director since April of last year, will take over new duties as soon as his successor has been named.

Miller has had extensive program experience in both the radio and agency fields. For seven years he worked with Young and Rubicam. In 1940 he joined WPID, Petersburg, Va., as program director. He also served as program director of WGAC, Atlanta, Ga.

He enlisted in the Army in the spring of 1942 and served for three and one-half years before his discharge. At the time of his discharge, a captain, he was serving as chief of the radio branch, Army Service Forces. He is married and has one child.

New WNEW-BBC Series Will Premiere On Aug. 10

"Mysteries from England" is the title of a 17-week series which WNEW, New York, will air starting August 10, 8-8:30 p.m., using radio dramatizations from three of BBC's programs of intrigue. WNEW's transcribed series will be heard every Sunday. The three BBC mysteries from which WNEW programs will be selected are "Mystery and Imagination," "The Adventures of Julia," and "Dr. Jekyll and Mr. Hyde."

Radio Stations Aid Local Merchandising

Over 73 per cent of the 535 AM stations in cities of 50,000 population and above give local merchandising assistance to campaigns placed by national advertisers, according to a survey completed by Deutsch & Shea advertising agency. It was also found that only a small percentage of broadcasters bill the advertiser for this extra service. The survey was made by mail during April and May.

New England Leads

Purpose of the check was to learn the extent to which stations contact local dealers and distributors when a national advertiser begins a campaign and what extra efforts broadcasters make to assist and promote merchandising. The Deutsch & Shea analysis found that New England broadcasters, as a unit, lead in merchandising assistance, with 93.2 per cent of the stations giving the added service. Next came the South Atlantic states with 82.9, followed by the Middle Atlantic region with 68.8.

The larger the city, the less the merchandising help, the survey showed. In cities of 50,000-100,000 population, 81.7 per cent of the stations afford local promotion but in cities above 250,000 the percentage is 64 per cent.

Methods Listed

Ballots showed that many broadcasters give an individual service to fit the needs of a national advertiser and some stations maintain special merchandising departments. Most common forms of merchandising assistance include letters to distributors and dealers informing them of campaigns, providing advertisers with market data, personal calls by representatives on distributors and dealers, and providing the advertisers' salesmen with local dealer names and route information.



Fulton
Lewis,
jr.

available now* on
the DON LEE net

Cover the Pacific Coast—Inside and Outside—by sponsoring radio's biggest cooperative on this great regional network.

Broadcast at 4:00-4:15 p.m. (P.S.T.) Mon. thru Fri., Lewis' rating in the 6 Coast Hooper cities has averaged 5.3 for the past 6 months. (Average in Don Lee Outside market cities is 12.0!)

To cover the Coast, this is a combination that can't be beat—FULTON LEWIS, jr. on the DON LEE NETWORK of 42 stations!

Wire, phone or write us immediately for complete information.

* Offered Subject to Prior Sale



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Experienced and New
WRITERS!
Steady and free-lance.
Dramatic, comedy, variety writing
Assignments available immediately.
Submit credits and sample scripts to—
BOX 379, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.

AGENCIES

EDWARD J. DEVNEY, for the past five years manager of the New York office of Howard H. Wilson Co., on Aug. 1 will join the Headley-Reed Co., national station representatives.

EDWARD ALESHIRE has joined the Harry B. Cohen Advertising Co. as director of copy, radio and all other creative services. During the war, Aleshire was in charge of one of the Navy's important film units. Prior to that, he spent 18 years with advertising agencies in New York, Chicago and Hollywood.

GERALD GROSS, formerly associated with the Harold F. Oxley Agency and the United Artists management, is now affiliated with the International Artists Corp., New York.

CHARLES L. CASANAVE, vice-president and general manager of Fred Astaire Studios Corp., announces the appointment of Barbara Day as director of publicity for the New York studio. She leaves her advertising and publicity post with United World Films to assume her duties immediately.

SLOANE-BLABON CORP., makers of linoleum, asphalt tile, koroseal, felt base and other floor and wall coverings, has appointed Geyer, Newell & Ganger, Inc., to handle advertising.

Stations Get Awards For Public Service

(Continued from Page 1)

is WTIC, Hartford, Conn., which was singled out "for its consistent, year-around effort to encourage better fire prevention and protection, and for the skillful planning, ingenuity and breadth of its programming."

The six other stations receiving national honorable mention are WGN, Chicago, "for all-year work in cities, industries and on farms, and for assistance to fire departments"; WLS, Chicago, "for farm fire prevention"; WPTF, Raleigh, N. C., "for community safety work in schools, homes and among Boy Scouts"; WHO, Des Moines, "for a school children's state safety contest"; WOWO, Fort Wayne, Inc., "for special Fire Prevention Week broadcasts, raising funds for fire equipment and all-year work"; and WFNC, Fayetteville, N. C., "for community fire safety work."

Judges who made the radio selections were Edgar Kobak, MBS president; Arthur Stringer, NAB director of special services; and George Rosen, radio editor of Variety.

What Are You Doing New Year's Eve

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**—You've been reading lately of the revivals of old hits and probably wonder howcome? . . . several reasons for this are obvious, namely, that a song with national appeal for one generation, unquestionably holds the same qualities for the succeeding generation . . . another reason given is that often times a music publisher finds that it might be timely to plug a certain type of number, and because he cannot find same among the new numbers, searches back and comes up with a ditty he feels rates another chance . . . we add another reason . . . old established music publishers, or those who may have acquired catalogues with old standards or former hit songs, will gamble with a song of yesterday due to the fact that most of the songs placed by writers for publication before the formation of SPA (Songwriters Protective Association) called for one cent per copy royalty. . . ● Walter Donaldson, who passed away this week at his Santa Monica home, has joined his co-writer, George Whiting in their "Blue Heaven" . . . Walter also wrote, among others, "You're Driving Me Crazy," "Yes Sir, That's My Baby" and "Back Home In Tennessee" . . . ● Things we like to hear . . . PFC Richard Schaeffer of Philadelphia won \$650.00 last Sunday (the price of a new leg) on the new CBSustainer, "Strike It Rich" co-produced by Walt Framer and Frank Cooper and emceed by Tom Russell.

★ ★ ★

● ● ● Perry Alexander and his Committee of small BMI publishers, dissatisfied with their financial returns, will meet next week to decide on how best to present their claims for increased earnings for performances of their catalogues. . . ● Barton Music Corp. is setting a number one plug on the ballad it accepted two years ago from Marty Symes and Johnny Farrow . . . titled "I Have But One Heart," the ditty has just been recorded on Columbia by Frank Sinatra and has what it takes. . . ● Al Friedman, formerly with the Witmark Chicago staff, in Gotham . . . his services should be signed, but fast . . . Al is one of the best-liked contact men in the industry. . . ● Whispering Jack Smith has just made a fine series of singing commercials for the "Mrs. Filbert's" series . . . deal set by S.S.C.&B. Agency. . . ● With "Mam'selle" still up there on the Hit Parade for the tenth consecutive week, Harry Link's staff at Feist is getting set to launch a successor in the ballad "You're Not So Easy To Forget" sung by Gloria Grahame in the MGM musical, "The Thin Man."

★ ★ ★

● ● ● Bourne, Inc. will publish a new song folio, called "Mountain Memories," written by Whitey & Hogan, who are featured daily on the WBT "Briarhoppers" series. . . ● Disk jockeys will sure go for "The Turntable Song," written by Leo Robin and Johnny Green and published by Miller Music. . . ● Bob Roberts, who scored in the J. Arthur Rank film production, "Stairway To Heaven," has been given the title role in "The Sheriff" series on WJZ Friday. . . ● Sid Tepper and Roy Brodsky, song-writing team under contract to Mills Music, have just written "Flying Saucers". . . ● 20th Century-Fox will screen-test WWRL lovely songstress Lynee Andrews . . . add local boy makes good . . . most popular daytime show in Boston, "County Fair," is emceed by Win Elliot who was born and raised in Chelsea (Boston suburb).

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● ● ● **ON AND OFF THE RECORD**—Red Foley's latest Decca, "New Jolie Blon" coupled with "On A Pillow of Sighs and Tears" can't miss. . . ● Peter Potter penning an "inside" tome on Disciples of waxed music, titled "And Then I Played" . . . Duell, Sloan and Pierce may publish it. . . ● New cowboy singer to watch is Dave Denney . . . lad's latest Signature coupling of "It Makes No Difference Now" and "Honey, Be My Honey Bee" will get plenty of disk jockey and juke box attention. . . ● Victor has a fine novelty platter in Freddy Martin's "The Lady From 29 Palms" backed with a samba "Cumana" which highlights the keyboard magic of Barclay Allen. . . ● Denver Darling, who has just been signed to an exclusive MGM recording contract, rates the Big Time.

EQUIPMENT

RCA's Package Program

Harrison, N. J.—New parts-packaging program, affecting some 33,000 radio, phonograph, television and miscellaneous parts and products comprising the entire line of the Renewal Sales Section of the RCA tube department, has just been completed, it was announced this week.

New parts boxes and cartons are in the red-black-and-white of the RCA products "family" with a varnish finish, and were designed to stock neatly and attractively on dealers' shelves. Easy selection of the proper part for the many different makes and models of radio equipment is now possible with the new packages. In addition, space is provided on each of the cartons for such technical data as voltages, capacities and other ratings.

Sparton Names District Rep.

E. C. Bonia, vice-president in charge of sales, The Sparks-Withington Company, has announced the appointment of H. L. Pierce as district merchandising manager of the Sparton Radio and Appliance Division Effective July 1st, his territory will cover all of eastern Pennsylvania and southern New Jersey. Pierce is forming his own company, to be known as H. L. Pierce & Associates, with headquarters to be announced.

Tube Plant Sold To G. E.

The Bowling Green, Ky., radio tube plant has been sold to the General Electric Co., war-time operator of the plant for \$356,000 cash, it was revealed by the War Assets Administration. G. E. plans to convert the plant to the production of electrical water coolers and mechanical refrigeration units and will employ approximately 200 men at the beginning of production with an expected expansion to a total of 400 employees.

New Tele Receivers

Arcturus Radio & Television Corp., a newly-formed associate company of Standard Arcturus Corp., of Newark, N. J., are now in the process of completing new tele receivers that embody surprising departures from present constructions and styles in the popular-priced fields, according to an announcement by the Company.

ev'rybody's SINGING—
ev'rybody's PLAYING—

"EV'RYBODY'S BUYING MY
LOVE SONG"

(Just to get a picture of you)

DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

REWARD!

"WHERE IS SAM?"

Communicate:-

JEWEL MUSIC, 1674 B'way, N. Y. C.

PROMOTION

"Texas Style" Party

Two day "Texas Style" sales presentation for members of the John R. and Co., firm was held here by B.C. San Antonio, pursuant to the announcement of Blair's appointment national sales representative for station. Five Blair men visited San Antonio for the presentation by W. Balthrope, station manager, Bill Michaels, assistant manager, L. Jerry Spengler, promotion manager. The Blair men are Bill Don, vice-president and Robert Don, manager of the New York sales office. Wells H. Barnett Jr., manager of the Sales Development, Chicago; Charles Dilcher, Chicago, sales; and Roy Moyer, Los Angeles, sales.

KOH Kite Derby

A rather unusual promotion to be broadcast by a radio station was the KOH Kite Derby, which attracted entries. No one could predict if youngsters would be interested, but for two weeks they crowded the playgrounds, studying kite construction and building their entries. KOH posted prizes of 90 merchandise orders, totaling \$300, and promoted the derby with spot announcements, publicity buildups on broadcasts, newspaper advertisements and colorful quarter posters placed in the various playgrounds and at cream fountains, a roller skating rink, the Y. M. C. A. and sports stores. Special kite paper, carrying the station's call letters, was available by KOH at the playgrounds.

WFAA 25th Anniversary

WFAA, Dallas, Texas has published a 4-page booklet together with full-size cartoon drawings, which looks back some 25 years and covers the station's history from its inception in the broadcasting field up to the present time. Several pages of the booklet are devoted to "milestones" in the station's history.

"Pennies Make Sense"

Two-week camp vacations are being provided for 62 youngsters through the time in their lives through the "Pennies of County Fair" CBS program, whose listeners have contributed about 1,200 pounds of pennies. Bill Elliot, emcee of the program, told listeners about three weeks ago that he was in a special campaign to send these privileged children to camp.

"Teentimers" To Minn.

"Teentimers Club," daytime music on NBC, heard coast-to-coast weekdays from 11:00 to 11:30 a.m., emanate on Saturday, July 19th, from Minneapolis, Minn., over KSTP. The broadcast will be given before an audience of 10,000 teen-agers at the Minneapolis Auditorium. The show will be flown to Minneapolis, including singing star and pianist Gordon MacRae, Bob Chester and his orchestra, and teen-preferred bouncer Freddie Robbins.

**Honolulu Monitoring Station
Serving FCC In Hawaii**

Honolulu — FCC's only primary monitoring station outside the continental United States has been reduced to a peace-time status after vital but unpublicized duties during the war.

It is located in the crater of Punchbowl, the famous extinct volcanic cone which overlooks Honolulu city and the strategic south coast of Oahu island on which there are Pearl Harbor, various airfields, and other strategic installations.

In charge of Lee Reno Dawson, regional manager, the staff totals 16 whereas during the war it averaged 80. Activities are in three categories: enforcement, investigative, and monitoring.

Ships Inspected

Enforcement inspects ships, all amateur and commercial stations, police, aero, and point-to-point (RCA, Globe, Mackay, etc). Hawaii is a duck soup reception area. The FCC boys intercepted the now famous Jap secret code "winds" messages just before Pearl Harbor. These told of the impending Jap attack. U. S. army and navy intelligence officers did not realize their great importance.

The investigative work includes locating illegal stations, ferreling out interference, and identifying unusual

signals. There are at least 300 hams active in Hawaii.

The ceaseless monitoring, "cruises" the frequency spectrum, checks "off frequency" operations, and keeps ears cocked for all illegal and unlicensed transmissions. Mobile units supplement the stationary machines.

About 50 per cent of total work is assisting the U. S. Navy throughout the Pacific unsnarl lots of its radio headaches. One engineer and two operators stand each watch.

Assisting Mr. Dawson are the following staff members: Paul R. Fenner (engineer-in-charge, enforcement); Melvin Vittum (engineer, enforcement); John L. Harris (engineer-investigative); Mrs. Margaret Hackell (secretary - stenographer); Theodore H. Tate (engineer-monitor); Wan T. Lorenzen (engineer-monitor); Dale Taylor (engineer-monitor); Elson Z. McCubin (engineer-monitor); Anthony Arbachiunaskas, Emory J. Kendrick, Howard W. Worns, and Frank J. Henry, (all radio operators); George Soares (mechanic-technician); Philomena Andrade (secretary to Mr. Dawson); Helen Kalanimawai Smith (clerk-typist, in charge payrolls); and Mrs. Healani Kawakineauloa Costa (clerk-typist).

**New Lens For Tele Sets
Enlarges Picture Size**

A new glass lens that approximately doubles the size of a television picture on a direct view tube has been introduced in the retail market this week, with a high degree of acceptance noted in consumer and dealer trade.

New lens, which is imported and sold exclusively by the Kellard Company of New York, is manufactured by the Sun-Ray Company of France and sells for \$100, including installation. Size of the lens, which can be mounted on a table model with screen sizes approximately six to eight inches, measures 12 inches in diameter, and weighs 14 pounds. It is mounted on the receiver by patented metal rods, and directly over the screen, enlarging the picture optically to that of a 12 or 15 inch direct view tube. It may be extended or reduced, as desired without any discernible loss in light or definition.

According to Bernard Guth of the Kellard Company, over 60 of the new lenses have been sold, majority to taverns and restaurants. It may be used in the home, he added, and adjusted to conform with "directional characteristic" of the room.

RCA, one of whose sets is used in the demonstration at the Kellard Company, is showing the lens to dealers in its Camden plant, although the company has no connection with its manufacture or distribution, it was said.

Guth pointed out that it has received considerable favor among dealers in the sale of receivers with small-

**Movie Companies Share
In 'H'wood Newsreel' Show**

Several movie companies are sharing in a tie in deal with WNEW which might become a common practice in other markets. Once a week program director Ted Cott whips together sound tracks from current or upcoming motion pictures, together with a cue script whereby stars of the pictures are interviewed by the local announcer, and puts it on the air every Sunday, 4-4:30 p.m., under the billing of "Hollywood Newsreel."

Idea itself of course, is not new, since movie companies always exploit their products with recorded material chucked at broadcasters. But in this case its not just a one-shot production but is a part of WNEW's regular program fare every Sunday. Also, Paramount Pictures is one which has just taken to the idea for the first time and will expand the activity to other markets if it clicks in New York.

Other movie companies participating in the WNEW deal are United Artists, 20th Century-Fox and Selznick. Station has also asked BBC to supply program material clipped from pictures made in England.

WNEW's "Hollywood Newsreel" stanza last Sunday presented Groucho Marx, Gloria Jean, Carmen Miranda and Andy Russell in scenes from their latest United Artists Release "Cocabana." Selznick and "Duel in the Sun" also picked up publicity.

er screens, "because people seem to prefer larger pictures, which is made possible through the use of this lens."

BEHIND THE MIKE

By SID WEISS

AL KELLY, Willie Howard's double-talking stooge, is doing triple duty these days and nights. Set for four guest shots on the Milton Berle aircr, he's also appearing in Mark Hellinger's film, "Naked City," in addition to wowing them at the Latin Quarter nightly.

Liza Morrow is gaining a unique distinction lately. She's becoming known as the "singer's singer"—being the fave of such warblers as Perry Como, Buddy Clark, Ella Fitzgerald, and Margaret Whiting, to mention a few.

Norma Shepherd, beautiful sepi pianist-songstress at the Hotel Nassau's Torch Room in Long Beach, getting herself screen-tested by 20th Century, who see in her the answer to Metro's Lena Horne.

One of the local stations (WOV) wants to stick a disc jock in the huge corner window of McGinnis' B'way spot for a daily broadcast—but the management is afraid it'll tie up traffic.

Johnny Martin, former Rudy Vallee drummer boy, currently featured with his own crew at the Maison Duarte, Jamaica nite spot.

Palladium Ballroom, on B'way, where Machito and his Afro-Cuban rumband occupy the number one podium spot, getting an NBC wire for three half-hours a week.

Lloyd Shaffer and his NBC Supper Club work currently on tour with Perry Como after their big 5-week run at the Paramount.

Ernest Chappell celebrating his 25th year in radio with the broadcasting of his new show, "Quiet, Please."

Robert R. Young, noted railroad magnate, guesting on Nancy Craig's ABC aircr.

Jack Robbins, the Tin Pan Alley tycoon, will ditto on the Symphony Sid-Ray Carroll WHOM jivefest, debating on jazz vs. rumba. (Jack can match his private rumba with anybody's in town).

Peter Irving, the ex-OPA radio director, finishing his novel this month. He quit radio to write it.

Note from Johnny (Johnny-on-the-spot) Grant, who's touring in Honolulu, saying hello to all his radio pals here. Johnny's got a lot of zip in his system and is a cinch to burn 'em up out there.

**CBS-KNX Decision Today
Re IBEW Pay Demands**

West Coast Bureau, RADIO DAILY
Woodward—Following a conference Wednesday, a representative at CBS-KNX assured Roy Tindall, business agent of Local 45, IBEW, that they would give a decision Thursday as to whether the outlet would agree to arbitrate wage differences with Local 45 or grant increase. Tindall said his men are ready to strike in the event arbitration is refused or if his compromise offer of \$100 per week for sound effects men is rejected.

★ ★ COAST-TO-COAST ★ ★

—IOWA—

DES MOINES—KRNT recently took its wire recorder 300 feet in the air to give its audience an account of the most exciting event of this city's five-day Hawkeye Holidays celebration. This unscheduled stunt was performed by a haywire steeplejack who did acrobatic antics astride a gold ball on a 50-foot flagpole to show up a professional flagpole stander who was hired to stand for five days on a braced platform atop a flagpole standing only 20 feet. The steeplejack, who as a result of his antics spent a day behind bars, was later interviewed by KRNT program director, Chuck Miller, on the Gene Emerald show. . . . **SIOUX CITY**—Grant Price, KTRI newscaster, and formerly with KSCJ, has been promoted to the post of news editor.

—DISTRICT OF COLUMBIA—

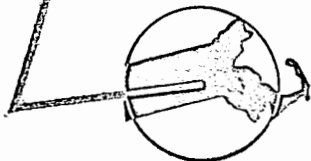
WASHINGTON, D. C.—For those listeners who are fed up with hearing soap operas all day, WOL has inaugurated "Story Time," a program featuring the narration of the finest of English classics. Beginning with "Wuthering Heights," Larry Geraghty, WOL staff member, and at one time a member of the Pasadena, California, Playhouse and the Washington Civic Theater, will read a chapter a day of each story. . . . Donald L. Engle, formerly with the Library of Congress where he was a member of the music department, has joined the staff of WINX and WINX-FM as music director. He replaces Paul Hume who is moving to The Washington Post as music critic.

—CONNECTICUT—

HARTFORD—Laura Gaudet, well-known concert radio artist from WTIC, has accepted another return engagement in Canada. She recently presented a program of Acadian and French-Canadian folk songs at Laval University in Quebec City. . . . **NEW HAVEN**—WNHC's staff member Syd Byrnes, who has been with the station since it began broadcasting in 1944, has left to take on the position of program director at WCPS, Tarboro, North Carolina.



Worcester leads the parade in department store sales increase over Boston, Springfield and Providence.



—WISCONSIN—

MILWAUKEE—A citation for exceptional quality in radio newscasting has been awarded by Sigma Delta Chi, national professional journalism fraternity, to Jack E. Krueger, WTMJ radio news editor. The award was based on Mr. Krueger's submission of scripts for two types of news broadcasts which are "Background of the News" and "Today's News Events," both 15-minute programs heard over the station. . . . John M. Frintup, a leader in radio sales work in this city for many years and originator of several widely accepted radio programs, has been named general manager of WEXT, Milwaukee's new independent radio station which will have its inaugural August 31.

—OKLAHOMA—

OKLAHOMA CITY—Howard Bradford, Army Air Corps veteran of 9½ years, and formerly with an Oklahoma oil company, has been added to WKY's continuity department as copy writer; while musician Joe Cross, formerly tooting the clarinet with the Les Brown organization, has joined the station's music staff in that capacity. . . . **TULSA**—KVOO news bureau chief, Ken Miller, is telegraphing to the station's news bureau a daily report direct from the 14-car industrial train now touring the eastern United States. Miller is giving first-hand, on-the-scene reports regarding the progress of their fellow citizens aboard the train, the purpose of which is to sell the state's resources to industry and big business in the east.

—OHIO—

CANTON—Cliff Oliver, formerly with WOPA, Vienna, Austria, Armed Forces Radio Service station on the Continent has joined WHBC's announcing staff. . . . **STEBENVILLE**—When this city recently

B. Altman Sells Tele

B. Altman & Co., New York department store, has been appointed a dealer by Industrial Television, Inc., of Nutley, N. J., it was announced by Edwin B. Hinc, sales manager. Video sets produced by ITI, featuring the remote control principle outlined in these columns recently, have been installed in the New York and East Orange (N. J.) Altman stores.

Sets Tele Exhibit

Transvision, Inc., New Rochelle (N. Y.) manufacturer, announced this week a special public exhibit of its new sets July 30-August 1, at the Waldorf-Astoria. New receiver features a 12-inch video tube in addition to FM and other developments in the tele reception field.

KROW Signs Goodrich

B. F. Goodrich Company has contracted for a long schedule of one-minute spot announcements on KROW, Oakland - San Francisco, to promote their tire products. Business was placed direct.

celebrated its 150th anniversary, the entire staff of WSTV played a major role in all the goings-on, which lasted for five days. During that period 15 on-the-spot broadcasts were scheduled, covering everything from an Old-Timers Reception to Fun on the Midway and varying in length from 15 minutes to 3 hours and 45 minutes. . . . **DAYTON**—Frank Lodge of the WING engineering department has been named assistant music director of that station.

—NEW HAMPSHIRE—

CONCORD—Ralph Fenno recently visited Boston to record, via paper tape for WKXL, a series of interviews with Boston Red Sox champs. The dugout discussions were presented nightly on his "Spotlight on Sports". . . . **MANCHESTER**—Former Governor Francis P. Murphy, whose name built the call letters WMUR, has relinquished his position as Democratic national committee man. . . . **DURHAM**—State university radio office director, Sid Dimond, is one of the moderators at the Educational Radio Workshop at Boston University. . . . **CLAREMONT**—New hillbilly entertainers on WLOB, are Doris and Bob Bareet and three-year-old son Gary.

Mundt's Bill Revised; Quick Vote Expected

(Continued from Page 1)

Foreign Relations Committee. It is intended now that the bill be brought to a Senate vote before adjournment—with a special 10-man committee of House and Senate members to report on the whole matter by Feb. of next year.

The special committee would recommend also on the State Department's proposal for a private foundation to take over the "Voice of America" broadcasts.

The committee also deleted the portion of the Mundt bill as passed by the House which called for the setting up of special non-government advisory bodies—one of which would have been composed of broadcasters. This was embodied in the amendment offered during the House debate by Rep. Everett Dirksen of Illinois.

De la Ossa To Speak

Ernest de la Ossa, NBC personnel officer, will participate in discussion of the Taft-Hartley law to be conducted July 29-30 by the Commerce and Industry Association of New York. De la Ossa will speak at 1 a.m. July 30 on "Determining What Workers Really Want." The session will be held at the Engineering Societies Auditorium, 29 West 39th St.



A WHALE OF A DIFFERENCE!

Our five-times-stronger voice makes a whale of a difference in your plans for selling the rich Pittsburgh market. With a 500% greater daytime and 65% greater nighttime audience in the five MV/M area, we're blanketing 1-1 3 million people with a strong signal. This, plus our reasonable 5,000 watt rates, makes KQV the real buy in Pittsburgh.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION

Basic Mutual Network • Natl. Reprs. WEED & CO.

Copyright' Study To Sen.

Public Serv. Program Gets Unique Citation

A public service program of unusual merit was singled out by the Advertising Association of the West this week for an award when the NBC Pacific Coast network program, "News In Advertising" was given a citation at a joint meeting of the San Francisco Chamber of Commerce and the Advertising Club of San Francisco.

The citation which covered "distinguished service to advertising and

(Continued on Page 5)

New "Guest Star" Series Being Produced In N. Y.

Brent O. Gunts, who recently resigned as director of radio for the Treasury to join Entertainment Enterprises, Inc., will continue to produce the "Guest Star" series for the Treasury at the NBC studios in New York. Mitzi Green, James Stewart, Cary Martin and Lena Horne are among the name personalities who will cut ET's for the Treasury the next few weeks. Kenny (Senator Laghorn) Delmar will continue as master of ceremonies. "Guest Star" being heard over 1260 radio stations as a public service program.

Al Pearce Show Returning; Will Debut On ABC, July 26

Al Pearce, comedian-entertainer, returns to network radio on Saturday, July 26, with a new morning variety show on the ABC web. Titled "The Al Pearce Show," the program will be heard from 9 to 10 a.m., EDT, and will originate in Hollywood. The

(Continued on Page 2)

Taxi Innovation

San Antonio taxi users have quicker service now with the installation in a fleet of cabs of two-way radio sets. The FM sets have been installed in a fleet of 50 cabs at a cost of \$40,000 which offers speedy answer to calls for taxi service.

Seek Eisenhower For Sponsored Program

General of the Army Dwight D. Eisenhower, who retires as chief of staff, War Department, next year to accept the presidency of Columbia University, New York, is being sought by an automotive sponsor for commercial radio. RADIO DAILY learned yesterday. The Detroit manufacturer would like the services of General

(Continued on Page 5)

Commercial Radio Used To Exploit Amusement Pk.

Lebanon, Pa.—Commercial radio is being used for the first time to exploit the entire amusement park of the gigantic Hershey Estates near here, thus breaking a tradition of the late Milton S. Hershey, chocolate bar king. According to Julian F. Skinnell, operations manager for WLBR, 1,000 watt indie, it was Frank Short, staff salesman, who did the trick, selling radio to the Hershey Estates where only newspapers were used in a small way before. Newspaper inser-

(Continued on Page 5)

Webs to Cover Unsealing of A. Lincoln Documents

Major networks will offer comprehensive coverage of the unsealing of the famed Robert Todd Lincoln collection of papers and letters of Abraham Lincoln coincidental with the unsealing by the officials of the Library of Congress on Saturday July 26. Papers were deeded to the Library for safe keeping by the late son of the Civil War President, who stipulated that they could be made public only 21 years after his death. ABC plans to program the event

State Department Issues Awaited Study On Inter-American Agreement; Sets Stage For Hearing

RKO Pictures Buys New Spot Campaign

Boston—RKO Radio Pictures has signed with the Yankee network for a combined advertising and promotion campaign on its new film, "The Long Night," which will premiere in 338 theaters in New England and upper New York state during a two week period starting Aug. 6. RKO has signed for a series of spot announcements on network news programs for

(Continued on Page 2)

FCC Authorizes Grants For 9 New FM Stations

Washington Bureau, RADIO DAILY Washington—The FCC yesterday authorized conditional grants to nine applicants for new FM stations. One of the grants went to CBS for an FM outlet in Washington. Other

(Continued on Page 2)

New FM Transmitter Produced By RCA Plant

First commercial 50,000-watt FM transmitter of pre-production design, has been completed by RCA at its Camden, N. J., plant, the transmitter

(Continued on Page 6)

Washington Bureau, RADIO DAILY Washington—The long-awaited State Department report on the Inter-American copyright agreement was submitted yesterday to the Senate Foreign Relations Committee, thus paving the way for a full hearing on the controversial document. Issuance of the report to the Senate group came

(Continued on Page 3)

Intermountain Web Expansion Underway

Salt Lake City—A new 5,000 watt outlet and power increases for several stations highlights progress in the rapidly expanding Intermountain Network serving Utah, Idaho, Montana and Wyoming, it is reported by Arch Madsen, web veepee. Network will soon add a 5,000 watt in Great Falls, Mont., which the Montana Farmers Broadcasting Corp., will op-

(Continued on Page 3)

VA Expands Department To Include Television

Washington Bureau, RADIO DAILY Washington—Informational program of the Veterans Administration soon will be given over television stations, it was revealed yesterday. VA's radio division has been re-

(Continued on Page 3)

Balcony Serenade

Passersby at Madison Ave. and 53rd Street Wednesday were treated to a free choral concert. Bob Martin's choral group, rehearsing a series of recordings in Martin's offices, moved to the outdoor terrace because of the heat. A goodly street crowd was entranced by their harmonies, so Bob has decided to continue the custom throughout the heat wave.

British Viewpoint

J. Arthur Rank, British movie magnate, who called for home on the Queen Elizabeth yesterday, told trade press representatives that theater television is past the experimental stage and video will increase theater attendance in the next three or four years. He added that his company planned to install large screen television in five or six of their London theaters.



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

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607

WASHINGTON BUREAU

Andrew H. Older, Chief
6417 Dahlgren Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271

CHICAGO BUREAU

Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

(Thurs., July 17)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

Alf Landon, '36 Candidate Granted CP For AM Sta.

Washington Bureau, RADIO DAILY
Washington—Alf M. Landon, 1936 Republican candidate, yesterday was granted a construction permit for a new AM station at Englewood, Colo. The former Kansas Governor also has applied to the FCC for new stations in Liberal and Leavenworth, Kans.

IN CLEVELAND IT'S WHK

★ COMING AND GOING ★

LYFORD MOORE, ABC's Berlin correspondent, is back in the States for a brief vacation and confab with web officials. He'll return overseas early next month.

JOHNNY HARPER, announcer of WWRL, Woodside, N. Y., back from a vacation spent at Lake George.

A. B. CHAMBERLAIN, CBS' chief engineer, has returned to Gotham following a business trip to Boston.

ELMO C. WILSON, CBS director of research, leaves today for a week's vacation at Lake Clear, in the Adirondacks.

OWEN SADDLER, manager of KMA, Shenandoah, Ia., in town to huddle with network execs.

LEON LEVINE, assistant director of education for the CBS network, leaves today for a vacation at his summer home in Westport, Conn.

RAY P. JORDAN, general manager of WDBJ, Roanoke, is back at his desk following a three-day business trip to New York.

AL MORGAN, of WCBS' "This Is New York," leaves today with his family for a three-week vacation at Chataqua Lake, N. Y.

PAUL BARTLETT, manager of KFRE, ABC affiliate in Fresno, Cal., arrived in New York yesterday to talk business with web officials.

CARL W. MATTISON, general manager of WGLN, Glen Falls, N. Y., visiting network execs. in Gotham.

JOHN H. GANZENHUBER, manager Broadcast Sales, Radio Division, Western Electric Co., returned from an extended broadcasting engineering trip through the West and Midwest.

ETHELMAY CHADBOURNE, secretary to Roy Harlow of B.M.I., leaves today for a vacation to sunny California.

LEE LANGLEY, ABC correspondent in Rio de Janeiro, has set plans to attend the meeting of Foreign Ministers of the American Republics early next month in Petropolis.

VIRGINIA LEE COMER, national representative of Video Associates, Inc., is spending a few days in Chicago conferring with station reps. regarding television package shows.

BEN GREEN, radio director of Arthur Meyerhoff & Co., Chicago, arrives by plane tomorrow morning for conferences about the Gabriel Heater show, which changes broadcast time on Mutual to 7:30 p.m., effective Sunday.

RKO Pictures Buys New Spot Campaign

(Continued from Page 1)

a 10-day period prior to the opening and will also use 15-minute transcriptions. based on the movie, and which will feature Henry Fonda, Barbara Bel Geddes and Vincent Price who star in the picture.

S. Barret McCormick, RKO director of advertising and publicity, said that his company will buy extensive radio time in other sections of the country as the picture opens in other markets. Agency handling the RKO account is Foote, Cone & Belding.

Some 50 stations in New England and upper New York state are tied in with the RKO deal. It is believed to be one of the largest promotion campaigns ever made by a film company in that area. Event marks the ninth time that RKO and the Yankee network have co-operated in such a project. Campaign on "The Long Night" has been personally supervised by Linus Travers, executive veepee and general manager of the Yankee web, and Terry Turner, field staff director for RKO.

Distributes Playback Machine

Plans for distribution of the new Porto-Playback, which reproduces 16-inch transcriptions at 33 1/2 r. p. m., or 10 or 12-inch phonograph records at 78 r. p. m., was announced yesterday by Charles Michelson, Inc., New York transcription company. The portable playback machine has already been adopted by many radio stations.

Kersta Sets Chi. Talk

Noran E. Kersta, manager of the NBC television department, will speak at the NBC-Northwestern University Summer Radio Institute in Chicago, Ill., Tuesday, July 29. He will give a "Status Report on Television."

FCC Authorizes Grants For 9 New FM Stations

(Continued from Page 1)

conditional grants went to the following: Montgomery FM Broadcasting Corp., Silver Springs, Md.; Appalachian Broadcasting Corp., Bristol, Va.; Northeast Georgia Broadcasting Co., Gainesville, Ga.; Springtime City Broadcasting Co., Clearwater, Fla.; Syndicate Theatres, Inc., Wabash, Ind.; Pacific Broadcasting Co., Fresno, Calif.; Ruth W. Finley, Santa Rosa, Calif.; and WDUK, Inc., Durham, N. C.

Following stations were authorized FM construction permits: Associated Broadcasters, Inc., Bethlehem, Pa.; New Rochelle Broadcasting Service, Inc., New Rochelle, N. Y.; WGAL, Inc., Lancaster, Pa.; UAW-CIO Broadcasting Corp. of Detroit, Mich.; Dairylands Broadcasting Service, Inc., Marshfield, Wisc.

Al Pearce Show Returning; Will Debut On ABC, July 26

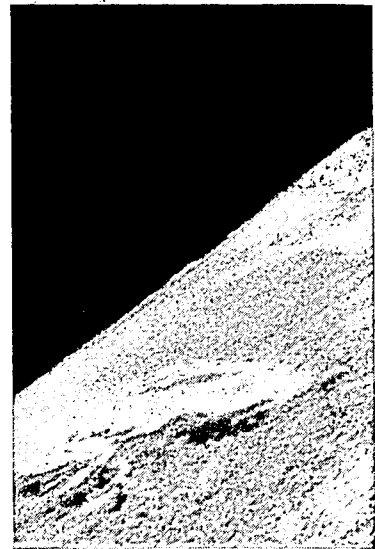
(Continued from Page 1)

"Wake Up and Smile" program currently heard from 9 to 10 a.m., will move from 10 a.m., to 11 a.m., on the same date.

Confirm Murrow Change

Resignation of Edward R. Murrow as vice-president and director of public affairs for CBS, was confirmed by the network yesterday with Davidson Taylor, v.-p., and director of programs, named to take Murrow's post. Hubbell Robinson, Jr., will join CBS as vice-president and director of programs to fill the post vacated by Taylor.

Murrow, the network announcer states, resigned "in order to undertake a daily series of news broadcasts over the CBS network, beginning in early fall." The statement added he would continue to serve as consultant in public affairs.



65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities . . . but if it's Baltimore you're trying to picture . . . the way to do it is list the call letters W-I-T-H.

It's Baltimore's successful independent station. The station in this sixth largest city, that delivers more listeners-per-dollar-spent than any other station in town!



W-I-T-H

AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Reed

Plans Set Coverage Re Lincoln 'Unsealing'

(Continued from Page 1)
 on on Sat. July 26, with the first of
 vo documentary programs, entitled,
 "New Light on Lincoln," presented
 3:30-4 p.m., EDT., from Washington.
 now will report the formal open-
 ing of the collection, emphasizing the
 importance of the possibility of clear-
 ing up gobs of information on Lin-
 coln's life. Four Lincoln scholars
 collaborating on the project who will
 be heard on the broadcast are Carl
 Sandburg, part and foremost Lincoln
 biographer; J. Monaghan, States His-
 torian of Illinois; Prof. J. G. Randall,
 of the University of Illinois and Paul
 Angle, secretary and director,
 Chicago Historical Society. Dr. Luth-
 er Evans, Librarian of Congress, will
 also participate in the broadcast.

MBS Sets Show
 Mutual will broadcast a program
 10 p.m., EDT., on Sat. July 26, from
 Washington on a special coast-to-
 coast hookup. Those taking part will
 include, Carl Sandburg, Dr. Roy P.
 Mesler and Rep. George A. Dondero,
 Michigan, plus on-the-spot reports
 and commentators.

Up until last night, NBC had not
 booked the program on the network
 television. Possibility however
 that follow-up radio or video will be
 one.

VA Expands Department To Include Television

(Continued from Page 1)
 aimed the radio and television divi-
 sion and will enter the video field in
 bringing information about VA ad-
 ministrated benefits to veterans and
 their families.

VA officials said the additional
 function was taken on "in recogni-
 tion of television as a rapidly grow-
 ing medium reaching thousands of
 veterans' homes."

Public relations divisions in the
 VA branch offices will handle tele-
 vised programs over local stations
 in their areas.

Radio Station Expansion Indicated In W. E. Survey

Returning from a five weeks trip to
 the west and midwest areas, John H.
 Katzenhuber, manager of broadcast
 sales, radio division, Western Electric
 Company, declared that there was
 evidence of intense activity among
 broadcasters in modernizing and en-
 larging station facilities. He com-
 mented especially about the progress
 being made in FM station installa-
 tions.

VPDQ's
TIME-BUYERS JACK POT
 THIS WEEK'S WINNER
JACK PETERS
KASTOR, FERRELL, CHESLEY &
CLIFFORD
 Next Week ? ? ? ?

State Dep't Issues Report On Inter-Amer. Copyright Pact

(Continued from Page 1)
 more than a year after representa-
 tives of 21 nations signed the agree-
 ment.

With the National Association of
 Broadcasters and other industry or-
 ganizations registering objections to
 some of the provisions, a fight before
 the committee is expected. Con-
 gressional sources said, however, that
 there is little likelihood that hear-
 ings will be held for several months
 because of the approaching adjourn-
 ment of Congress.

In submitting his report on the
 convention to the Secretary of State,
 Dr. Luther Evans, Librarian of Con-
 gress and American delegate to the
 conference, said that U. S. authors
 "will enjoy greater protection" than
 ever before.

NAB Opposition
 Industry comments and objections
 were not included in the State De-
 partment report on the theory that
 the question could be better thrashed
 out before the Senate Committee. In
 general, such organizations as the
 NAB have opposed several provisions
 of the agreement, and such groups
 as Ascap, Authors' League and the
 Songwriter's Protective Association
 have registered approval.

Although couched in diplomatic
 language, the report indicates the
 split in views between the U. S. and
 some Latin-American delegates to
 the conference. And although the
 differences were resolved, it is ex-
 pected that many objections ex-

pressed by industry consultants will
 be revived at the Senate hearing.

Principal articles in the agreement
 include:

(1) All translations, adaptations,
 compilations, arrangements, abridge-
 ments, dramatizations, or other ver-
 sions of literary, scientific and artistic
 works, including photographic and
 cinematographic adaptations, shall be
 protected as original works.

(2) The author of any copyright
 work, in disposing of his copyright
 by sale or by other means "retains
 the right to claim the paternity of
 the work and to oppose the modifica-
 tion or use of it which is prejudicial
 to his reputation as an author"—un-
 less with the consent of the author.
 He may waive his rights in "accord-
 ance with the laws of the country
 where the contract is made."

(3) Each of the contracting states
 agrees to recognize and protect with-
 in its territory the rights of authors
 in unpublished works. The present
 convention shall not be construed
 to annul the rights of an author in
 his unpublished work, nor his right
 to prevent reproduction, publication
 or use without his consent, nor his
 right to obtain damages therefor.

The report describes the latter
 clause as "epoch making" in the ad-
 vantage it secures to United States
 owners of unpublished works.

The report also underlined the
 insistence of the Latin-American
 delegation that the authors' all-in-
 clusive rights include use of the work
 in coin-operated machines. This was
 left out of the agreement because
 of the conflict with U. S. laws. Tele-
 vision, however, was included in the
 agreement finally signed.

Consultants to the U. S. delegation
 included legal counsel representing
 radio broadcasters, book publishers,
 motion picture producers, authors and
 others.

NAB officials told RADIO DAILY that
 the organization will be represented
 before the Senate Foreign Relations
 Committee.

FCC Sets Oct. 6 As Date For WBAL-Hearst Hearing

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday
 ordered that the consolidated hearing
 on the applications of Hearst Radio
 for renewal of license of WBAL, Bal-
 timore, and Public Service Corp., for
 the station's facilities be held on Oc-
 tober 6.

Thus, unless other legal steps are
 taken by Hearst Radio, the long-
 awaited battle between WBAL and
 newsmen Drew Pearson and Robert
 Allen may take place. Baltimore sta-
 tion was cited in the FCC's Blue
 Book.

The Pearson-Allen application for
 WBAL's facilities also was interjected
 in the recent Senate hearing on the
 nomination of Rep. Robert F. Jones
 to the Commission.

Strike Affects Show

Cincinnati — Strike of 1700 hotel
 employees in Cincinnati forced
 WLW's audience participation show,
 "Fifty Club" to abandon origination
 from the Hotel Gibson. The show
 heard at noon over WLW and WINS
 New York will originate in WLW
 studios. Money will be refunded to
 persons who have purchased tickets
 for broadcast and lunch at the Gib-
 son. Tickets for the show are sold
 out through next spring.

Intermountain Web Expansion Underway

(Continued from Page 1)
 crate on 500 kcs. Call letters have
 not been assigned.

KFXD, Intermountain's affiliate in
 Boise-Nampa, Idaho, has hiked its
 power from 250 to 1,000 watts and is
 also operating the 3-kw., KFXD-FM.
 Frank Hurt heads the Boise opera-
 tion.

Strong Power Increase
 At Logan, Utah, Reed Bullen, KVNU
 general manager, is supervising in-
 stallation of a 1,000 watt transmitter
 to replace the 250 watt and at
 Provo, Utah, KOVO power is being
 jumped from 250 to 1,000 watts with
 station manager Cliff Tolboe directing
 construction. Intermountain's oldest
 Wyoming affiliate, KQRS, Rock
 Springs, owned and managed by Har-
 old McCracken, is making the same
 power increase as the other stations

Few months ago Intermountain be-
 gan feeding programs to KEFY, Po-
 catello, a 250 watt and the net-
 work's latest Idaho affiliate. Program
 service to the regional outlets from
 KALL, Salt Lake City, key station in
 the chain, has increased heavily
 and now includes three daily regional
 newscasts, a full hour farm program,
 a daily Woman's Page feature and
 a daily variety musical featuring
 the "Utah Playboys."

TALK to the SOUTH'S EAR ZONE
 through **WDSU**

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

FARGO BISMARCK
 NOW SERVED CBS PROGRAMS BY
KSJB Jamestown North Dakota
 5000 WATTS
 600 on the dial

Represented by
Adam J. Young, Jr., Inc.
CBS - MBS

NEW ORLEANS WDSU ABC Affiliates
 5000 Watts
 1280 kc

SOUTHWEST

C. W. Jackson, former extension radio editor for Texas A&M College, WTAW, College Station has resigned his post to join KCMO, Kansas City as director of agriculture.

According to a letter to the staff of WOAI, San Antonio from one of its listeners, the station offered San Antonio and listeners in this area its first network broadcast on July 24, 1926 from the NBC network.

The Trinity University Forum is being broadcast for a full hour each Tuesday night over KMAC, San Antonio and its FM outlet, KISS from the auditorium of the university by remote control. Following the broadcast a Coffee Hour is held at which time forum members and the audience get together in informal discussion.

The only unsponsored commercial program in America is the claim of KIXL, Dallas for its "Hit Parade of Singing Commercials" which is heard daily. The nation's top jingles are broadcast all at once.

Television Not Ready Yet For Theaters, Says MPC

Hollywood—Although television for the home is making rapid strides, it needs considerable development before it becomes a practical use for theater, Motion Picture Council, Inc., reported yesterday after a long study. Council's conclusions said: Home tele is improving rapidly in quality of reception and programs; film production for tele use is largely limited to 16-mm. Film and quality is "not very satisfactory," color television is now "reasonably satisfactory" for theater presentation, but only when images are transmitted by coaxial cable; large screen black and white projected pictures are still inferior even to poor newsreels.

See DeLay

Development of practical theater tele equipment will take longer than the year or two predicted by the manufacturers, it was said.

Spelling Bee

San Francisco—Gals and Guys will battle it out in spelling bees in a new series of ten weekly programs starting Wednesday, at 7:30 p.m. over station KGO. These weekly spell-downs will feature competition between three Bay Area men's clubs and three women's clubs.

Competing for the title of "American Broadcasting Company's Bay Area Spelling Champion" will be teams from the San Francisco Press Club, Lions Club of Alameda, and Lions Club of Burlingame, representing the men; and Theta Sigma Phi of Berkeley (national journalistic society), Ebell Club of Oakland (dramatic club), and the Soroptimist Club of Richmond, representing the girls.



California Commentary . . . !

• • • Although John Guedel has been a successful radio producer and writer for nine years, it was not until he arrived in Honolulu on a vacation that he made a personal appearance on the air. He did a four-minute ad lib monologue on "Hawaii Calls," the Mutual t.c. show, which emanates from KHON, Honolulu. . . .

Los Angeles

Eddie Cantor takes to the road early in August. He will be guest star at a baseball game sponsored by the Wichita Beacon for the benefit of the Salvation Army Penny Ice fund. From Wichita he goes to Chicago for a few days and then on to New York for the American Legion convention. On Sept. 3 he will be in Philadelphia at a benefit for the United Jewish Appeal and on Sept. 4 he will go to Boston for a benefit for the same cause. Following this benefit he will return to Hollywood to ready his fall radio show. . . . Leslie Clucas, head of Gene Autry Radio Prods., has waxed "State Fair Jamboree," half-hour program starring the Hoosier Hotshots, Curt Massey, Martha Mears and Frank Worth and his orchestra. The show will be offered as a live program.



• • • Composer David Rose and lyricist Leo Robin have penned an even dozen songs for "Ramona," now under way at 20th-Fox studios. When the film is completed, the entire musical scoring will be handled by Rose, musical maestro of the David Rose-Georgia Gibbs "Blue Ribbon Music Time Show." One of America's most prolific contemporary composers, Rose is writing a brand-new number for each of his weekly radio shows. Meeting this radio deadline, plus his movie chores, plus his recording of many of his original compositions for MGM-Records, is putting him in the forefront of modern American composers. . . . Edward Arnold will fly to Los Angeles on two successive Thursdays from the annual encampment of the Bohemian Club of San Francisco in order to make his weekly "Mr. President" broadcast. He left today to join the parade of celebrities from all over the country who will meet at the Redwood Grove this week. Incidentally, he has received two special portraits of FDR and President Truman from the personal collection of Alfred Pach, noted presidential photographer.



• • • Has anyone mentioned that the "flying saucers" are disconcerting? . . . Ken Carson, the velvet voice on Jack Meakin's "Summerfield Bandstand," began his stage career at the age of 15, giving out with some self-taught harmonic trills in an amateur contest at the Novelty Theater in Wichita, Kan. . . . Dale Evans reports that even fan mail can have a political angle. Many of her recent letters have come in care of the Republican (sic) Studios. . . . Bob Hope is en route back to Hollywood from a South American vacation and is due to start work on his new motion picture, "Paleface," at Paramount this week. . . . Paul P. Weigand, a trombonist in the David Rose orchestra playing for Pabst Blue Ribbon Music Time, is back with the same sponsor after 16 years. Weigand was a member of the Ben Bernie orchestra which launched the Pabst show on June 2, 1931.



• • • When Paul Whiteman conducted the concert at the Hollywood Bowl July 12 for a George Gershwin Memorial program, he broke all of his old attendance records, as he had 1500 "standees" for the concert. . . . Charles "Bud" Barry, new ABC vice-president in charge of programs and television, is spending a week in San Francisco with Bay City network officials. Don Searle, ABC's Western Division head, is in San Francisco to confer with network department heads and to help entertain Barry. . . . Zeke Manners says his girl wanted to go to a Hollywood night club—so he sold his car and took her.

NEW BUSINESS

Chicago—The past week was an exceptionally active one for spot business on WENR. Contracts signed included the following:

General Motors (Oldsmobile), three chainbreaks weekly for 13 weeks; Holland Jewelry Co., five live chainbreaks weekly, 27 weeks; Chrysler, one chainbreak weekly for 15 weeks; American Tobacco Co., nine chainbreaks weekly for three weeks; Chicago Sun, nine chainbreaks weekly for two weeks and three for one week; Kellogg Co., two live one-minute announcements twice weekly for three weeks, two chainbreaks weekly for five weeks, and one chainbreak weekly for five weeks; Curtis Publishing Co., two chainbreaks weekly for 26 weeks; Tam O'Shanter Country Club, six live chainbreaks weekly for two weeks; Arlington and Washington Park Jockey Club, five one-minute announcements for five weeks, one for four weeks, and two chainbreaks weekly for 11 weeks; Procter & Gamble, five chainbreaks weekly for 52 weeks; the Hudson Rose Co., five live chainbreaks weekly for 52 weeks; Chrysler Corp., three chainbreaks weekly for 13 weeks; Bulova Watch Co., renewal of 19 chainbreaks weekly for 52 weeks and one day; Beich Candy Co., three chainbreaks weekly for 52 weeks; General Motors (Oldsmobile), renewal of three chainbreaks weekly for four weeks.

WMAQ Activity

Spot business included an order for 12 one-minute announcements to be aired daily on the Early Bird programs over WMAQ, six-a-week, 5:30 a.m., (CDST) for two weeks starting July 28 for the Apex All-Weather Products Company (Rust-Oleum). The Kaiser-Frazier Motor Car Company, through Swaney, Drake and Bement, Inc., ordered six one-minute announcements to be aired three per week for two weeks starting today.

Hope ET on WNBC

The "Jim Fleming Show" on WNBC this morning carried a recorded interview with Bob Hope made aboard ship as the comedian came into New York harbor after a South American visit. Fleming and Hal Schneider, NBC field engineer, packed their recording equipment out to the incoming ship on a Coast Guard cutter carrying press and customs officials.

New High

If any question-cracker can "Break the Bank" over ABC at 9 p.m., EDT, tonight the haul will be exactly \$5,980, largest cash booty ever available on a radio quiz show, according to an under-world tip-off from ABC. A Newark, N. J. couple was trying the combination last week when time ran out and four questions on serious music kept them from \$5,980.

Week Eisenhower For Sponsored Program

(Continued from Page 1)

Eisenhower for a current events commentary on a public service show that is being discontinued.



EISENHOWER

It is not known whether General Eisenhower's Columbia University commitments would give him the latitude of accepting a commercial radio proposal. However, it is a questionable whether the general would appear on radio at this time. Eisenhower as a radio personality is regarded as tops. His voice, ability as a speaker, prestige as a military leader and international figure have been considered by the automobile company's agency.

Commercial Radio Used To Exploit Amusement Pk.

(Continued from Page 1)

ans, however, had never plugged Hershey enterprises except key games of the Hershey Bears and appearances of big name bands at the amusement park ballroom.

The WLBR salesman sold them on the idea of a 45-minute amateur jammer, originating from Hershey Park every Tuesday night, which Hershey officials considered a dull business period. The radio fare has increased attendance at the park and fun seekers flock in every week to see and hear for light amateur contestants who compete for such prizes as radios, penicillin pencil sets, electric clocks and other appliances. Jamboree is emceed by Paul Mitchell of WLBR's announcing staff and background music is provided by Mitch Grand and his quartet from Harrisburg.

Exploitation of the Hershey Estates speaks with the long time policy carried out by the late chocolate king. It was his contention that his superior product was its own advertising.

KERA-FM Frequency Shift

According to Martin Campbell, general manager of WFAA, Dallas and KERA-FM voice, KERA will shift to its new frequency in accordance with the FCC announcement by Oct. 1. Station will operate on channel 250 with 98 megacycles.

★ AGENCY NEWSCAST ★

JAMES A. NOE, owner of KNOE, NBC affiliate in Monroe, La., and **WNOE**, MBS affiliate in New Orleans, has announced the appointment of **Burke, Kuipers & Mahoney, Inc.**, to represent the two stations nationally. The new representation arrangement became effective July 1.

SEIDEL ADVERTISING AGENCY, Inc., has been engaged to handle all advertising for Simplified Tax Forms, Inc.

STANLEY YOUNG, formerly with Edward Petry & Co., and Chicago manager of Spot Sales, Inc., has been appointed as sales supervisor in the central area, under the head of transcription sales, for **Louis G. Cowan, Inc.**

WALTER P. WESLEY, president of Gilliland, Ranssen, Wesley and Ragan, Chicago, described a new instrument called an "electropsychograph," which is used to measure human reactions. Device can be employed, he explained, for pre-testing of both printed advertisements and radio commercials.

ADVERTISING ASSN. OF THE WEST has made an award to **NBC** and station **KPO**, San Francisco, for its "distinguished service" in airing the program, "News In Advertising," each Saturday afternoon.

BARBARA DAY, to **Fred Astaire Dance Studios**, as publicity director.

A. RICHARD DIEBOLD, president of **Kilmer & Co., Inc.**, and **RAYMOND SPECTOR**, president of **Popular Home Products Corp.**, in a joint statement yesterday, announced the sale of all the outstanding stock of **Staze, Inc.**, to **Kilmer & Co., Inc.** In announcing the acquisition, **Mr. Diebold** stated that **Staze, Inc.**, will continue with present personnel at 475 Fifth Ave., New York City. **Staze** and **OKaze Denture Associates**, which have spent over \$750,000 for advertising in the past two years, will be extensively promoted under the new ownership. **Mr. Spector** has been retained as consultant while the advertising will be directed by **Duane Jones Co., Inc.**

ARTHUR F. BROWN ASSOCIATES, Boston, announces representation of **Saunders Radio & Electronic School**, Newton, Mass., as a new account.

A. E. KESSLER has been appointed public relations director of the **United States Television Mfg. Corp.**, according to an announcement from **Hamilton Hoge**, president of the firm.

HAMPDEN BREWING CO. of **Willmamssett, Mass.** for **Hamden Ale**, through **Reingold Co.**, Boston, will use radio.

EVERSHARP, INC. through the **Blow Co.** is planning a campaign on its new cartridge for the ballpoint pen.

Bridges Clarifies Aims Of Congress ET Bill

Washington Bureau, RADIO DAILY

Washington—Fear that **Robert J. Coar**, co-ordinator of recording facilities for House and Senate, may exercise any control over broadcasters' right to cover Congressional proceedings was blasted by Senate Appropriations Committee Chairman **Styles Bridges**, (R., N. H.) in a statement in the Congressional Record yesterday.

Several broadcasters had expressed to **Bridges** their concern about the new arrangements provided in the legislative appropriation bill for **Coar**, who now becomes an official of the Capitol.

The question has been raised, **Bridges** said, "whether under the language of the appropriation bill, the co-ordinator of recording facilities would have anything to do with the radio broadcast or televising arrangements for covering committee sessions of the Senate or House, or have any part in setting up facilities for normal or special radio news coverage in the Senate and House."

"I wish to make it plain that this project, which is widely endorsed on both sides of the Capitol, is intended solely to aid individual members in making transcriptions," **Bridges** said. "It is not intended that the proposed co-ordinator shall assume any new functions or duties beyond the ser-

WCBS-TV To Air Race With New Zoomar Lens

WCBS-TV, will bring its viewers the first running of the **Gold Cup** race direct from the **Belmont track** tomorrow (July 19) 4:00 to 5:00 p.m. The new event is for three-year-olds and up, at a mile and five-eighths, with \$100,000 added. **Alfred Gwynne Vanderbilt**, millionaire horseman, will call the race.

During the broadcast, **CBS** will test the **Zoomar lens** to determine its "adaptability" for television. It is claimed that this new optical invention can "zoom" from a wide-angle shot to an extreme close-up without interruption.

The **Zoomar lens** also will be tested during **WCBS-TV's** coverage of the **Brooklyn Dodgers-Cincinnati Reds** double-header next Monday, July 21, at **Ebbets Field**, with **Bob Edge** reporting.

vice he is rendering now. The individual stations and networks will continue to make their own arrangements for interviews, live broadcasts, televising or recordings of committee sessions, various types of discussion programs and special events such as joint sessions in the same manner as they now do. Meanwhile, through this appropriation, the present recording service will serve members of Congress more efficiently," the Senator pointed out.

Public Serv. Program Gets Unique Citation

(Continued from Page 1)

business in interpreting the American way of life," was presented to **John W. Elwood**, general manager of **KPO** and **NBC** in San Francisco. "News In Advertising" has been written by **Ina Stephenson**, assistant manager of the **KPO-NBC** news and public service department since its inception by **Elwood** in July, 1943.

"News In Advertising" is just what its name implies. It is a program devoted to the news that appears in paid advertisements in national magazines, newspapers, radio and other media. **KPO-NBC** has listed five fundamental reasons for the programs as follows:

1. "We believe that it dramatically illustrates the fact that there really is importance in good advertising.
2. "We believe that it will create an ever wider and more intelligent interest in good advertising.
3. "We believe that it further points up the fact that sound advertising is one of the best protectors of the American way of doing business.
4. "We believe that it is one more spokesman for the value of good advertising as it affects the daily lives of people.
5. "We believe that it gives to business men, as well as consumers, an objective look at advertising, pointing up the many ways in which good advertising can and does work for their benefit."

The program has won favor among advertising and sales executives for its work in increasing the public's respect for and confidence in sound advertising.

WGYN's Wide Audience

Despite the lack of a low priced **FM** receiver on the market, one **New York FM** station figures it has picked up a special week-end audience of 200,000 people, all listening to one set. It's **WGYN**, whose programs are being received by radio at **Palisades amusement park** in **Fort Lee, N. J.**, and piped over 29 loudspeakers. **Park officials** say 200,000 persons visit the amusement center every week-end and 35,000 daily during the week. **Palisades tunes in WGYN** daily from 10 a.m., to 10 p.m., and carries the broadcast without interruptions.

WANTED

New York Independent station has great opportunity for Time Salesman. Commission basis.



Write RADIO DAILY, Box 378, 1501 B'way, New York 18, N.Y.

IN CLEVELAND IT'S

WHK

EQUIPMENT

Public Demonstration By RCA

Post-war advances in RCA Victor's radio-phonograph instruments will be presented at the RCA Exhibition Hall in Radio City, N. Y., starting July 21, when the public will be challenged to detect the difference between radio broadcasts of one pianist and in-the-room performances of another pianist. Novel demonstration recently attracted industry-wide attention at the convention of the National Association of Music Merchants in Chicago, proving so effective that RCA Victor decided to present it before the public.

Six New Sentinel Radios

The Sentinel Radio Corp., Evanston, Ill., announces the addition of six radio models to their present line. Outstanding of the new models is a table model FM-AM-AC-DC radio, which according to E. G. May, sales manager, is "the perfect extra radio, whether or not a console is already in the home."

Sonora To Present Line At Distributors Meeting

A Sonora distributors' meeting to be attended by the company's 74 distributors from every area in the country will be held in Chicago at the Drake Hotel, July 28-29. According to Joseph Gerl, president of Sonora, the major business of the meeting will be to display Sonora's new 1948 line, and complete promotion and sales plans for the fall season.

Twenty-three new models will be shown, including FM sets and Sonora's new television set. The new radios will go into production on August 1, while the television set will go into production October 1.

Sonora's television set will be the first all-Chicago-produced set and will be unveiled at a special showing on the evening of July 28 when television station WBKB will present a special telecast to be viewed by the Sonora distributors at the Drake Hotel.

Doing Book On "Fibber"

Hollywood — Don Quinn, scripter for NBC's "Fibber McGee and Molly" program, is writing a book about the McGees. It is scheduled for fall publication by Simon and Shuster.

"Fibber McGee and Molly" return to NBC Tuesday, Oct. 7 (9:30 p.m., EST.). They will again be sponsored by S. C. Johnson & Son, Inc., Racine, Wisc. Needham, Louis & Brorby is the agency.

IN CLEVELAND IT'S

WPK

Dance Band Dead-Pans Irk British Tele Producers

(British Bureau, RADIO DAILY)

London—The new variety producer of the BBC's television service is going to have a try to make band entertainment look better on the screen. Dance bands contribute nearly 50 per cent of the BBC's schedules. And although many name bands have been forced by theater managers to boycott television dates, there has never been a shortage of good average bands who were prepared to accept the lower rates paid for vision programmes. Of late, however, the impression has grown among many viewers that some of the bands appearing at Alexandra Palace (the BBC tele studio) are far from "videogenic" and recent viewer polls have brought certain bands the mark "positively stale" (some of the bands concerned are among the most popular on the air). As a result producer Anderson—

with the full backing of BBC executives—is going to shake up the band business of his department. Number of outfits will probably be dropped without much ado. And the remainder will be expected to put on far livelier shows than before. The emphasis is to be on "show"—just playing and crooning is according to Anderson quite insufficient for television needs. Next week the Geraldos—still the most popular single band-personality in both the sound and sight departments—is to set the new pace with a feature "Gerry's Inn." All the members of his band have been trained in one or more funny acts and the show will take about a third longer than an ordinary band-crooning event. Some of the band will be costumed and other outfits will in future be expected to offer similar comedy acts.

New FM Transmitter Produced By RCA Plant

(Continued from Page 1)

employing a new type of mechanical construction, and a specially designed high frequency in the 88 to 108 megacycle band.

The transmitter, RCA states, makes use of a unique type of construction in the tank circuits of the power amplifier section. Other features are combined such as air-cooled triode, designed for ground grid operations. Same type tube is used in the driver and final amplifier stages.

Includes Console

In addition to numerous features intended to cover all emergencies and routine usage, a new control console is supplied as standard equipment with the transmitter. It contains audio mixing and monitor controls, primary power switching for the transmitter and for antenna tower lights. If additional transmitters, including television, are installed at a later date, it is only necessary to add extra control turrets and desk sections to retain centralized control of all broadcast equipment at the transmitter site.

Menser Accepts Post On VA Hospital Programs

Clarence L. Menser, vice-president of NBC in charge of programs, has accepted a post on the National Advisory Board of Veterans Hospital Programs, Pat B. Withrow, Jr., national director, announced today.

Three of the nation's largest networks are now represented on VHP's advisory board. Other radio executives on the board are Howard S. Meighan, vice-president of CBS, and Fred Thrower, vice-president of ABC.

Veterans Hospital Programs is a comparatively new, non-profit organization which takes high caliber radio entertainment to veterans hospitals and distributes free, bedside radios to the men.

Ford Motor Co. Renews Tieup With WCBS-TV

Ford Motor Co., for the second year has renewed its "Parade of Sports" for the 1947-48 season over CBS video outlet in New York, WCBS-TV. Program will cover all events from Madison Square Garden with the exception of professional boxing. According to George L. Moskovic, commercial manager of the outlet, Ford will have available a variety of events including collegiate basketball, ice hockey, track meets, rodeo, horse shows, amateur boxing tournaments, dog shows, skating contests, circus and others.

J. R. Davis, vice-president and director of sales and advertising of the Ford Motor Co., in commenting on the new contract said "all indications point to the supremacy of actuality television broadcasts of sports events, in which Ford Motor Co., is a pioneer. Knowing this to be true, we feel CBS has made a wise move in concentrating on such events, and the renewal of our contract for Madison Square Garden shows, is an indication of our belief in that policy."

New Ford tele series opens with the rodeo in the Garden in September, presenting events at intervals during each week until the indoor season closes with the circus in the spring.

Will Script Musical Shows

David Randolph, composer and director of the Randolph Singers, moved into CBS this week as script writer for the web's sustaining musical programs during the year's leave of absence granted to Ben Hyams. Unlike Hyams, Randolph will stick to scripting only, the annotation of musical shows being handled by a CBS announcer. While at CBS, Randolph is on leave of absence as music consultant to the State Department's OIC.

Hyams will leave New York July 25, spending a week in Hollywood, and then sailing for a long sojourn in Hawaii.

PROMOTION

"Newsreel Theater Of The Air"

WHN's "Newsreel Theater of the Air," is the subject of a special booklet issued by the station. Booklet is printed on heavy stock, bound with plastic rings and is carried out in the style of a motion picture screen, complete with a simulated curtain as the front cover. Upon opening the cover, reader is given the impression of an actual movie film on which the station's story is told. Each of the thirteen pages contain a message concerning the program and effectively tells just what "Newsreel Theater of the Air" accomplishes.

Song Title Contest

Ray Anthony's "Bands for Bonds" program heard over Mutual Saturdays, 1:30-2:00 p.m. has posted a Twenty-five Dollar Bond as a prize to the listener who best explains their choice of a name for Anthony's unnamed theme song which opens the program. So many listeners wrote in to Anthony asking why the unnamed song had no name and explaining why it should have one, with suggestions for a title, Anthony decided to run a contest. Title to be selected will be announced on a future program.

Sports Tieup

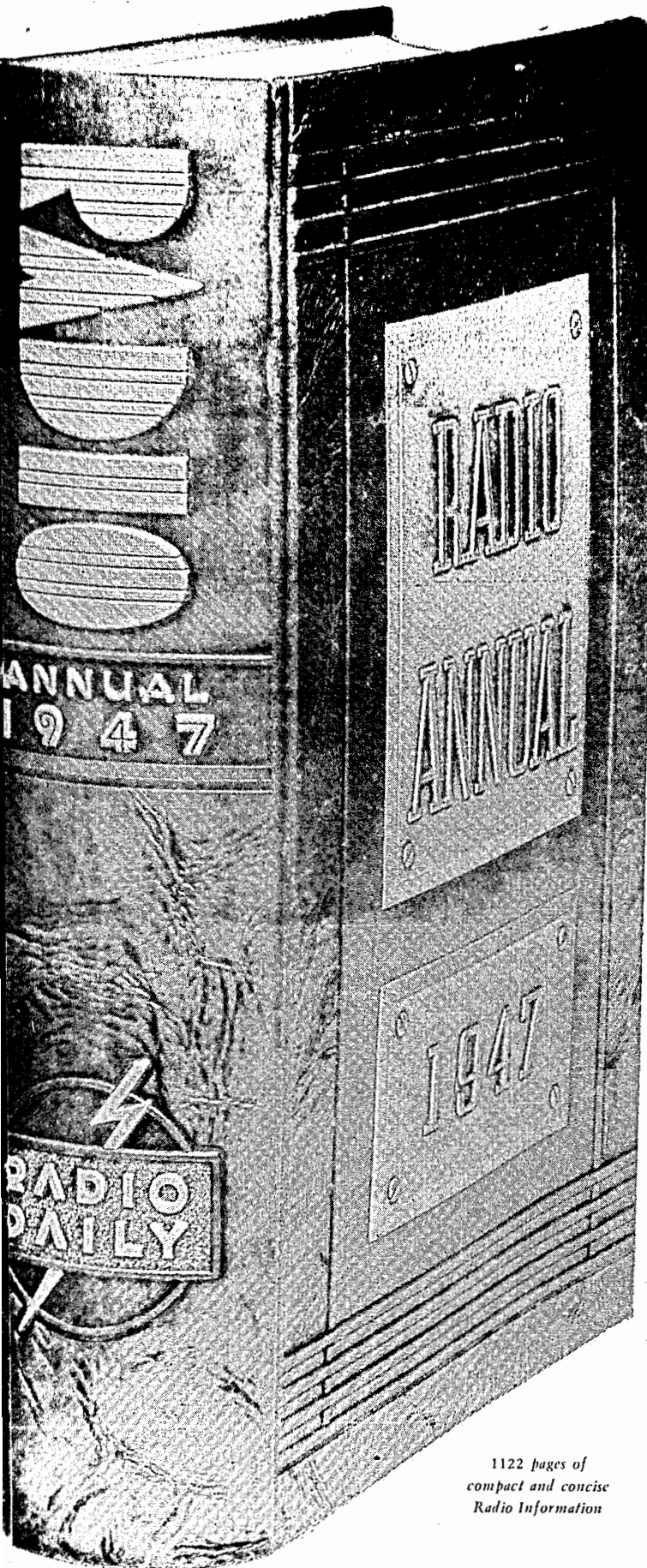
The KABC Sports Calendar, a day by day resume of all sports programs being aired over KABC, San Antonio, is being distributed each month by the station as an insert in the regional circulation of the Sports Magazine. Several thousand copies of the magazine, circulated in the KABC trade territory will carry the calendar which has an attractive head depicting the various sports activities covered by the station. The tag-line at the bottom is "Stay tuned to KABC—680—for the latest in the world of sports!" and is so arranged that it can easily be read even though the magazine is closed.

Perfumed Ink Stunt

As a promotional stunt on the opening of KIXL, Dallas, Lee Segall, the station's owner inserted a two colored advertisement printed with perfumed ink in the Dallas Morning News. The ad, which released a sweet aroma was headed, "The Air Is Sweeter in Dallas" KIXL is on the air!" Completing the ad were information relative to the station's program features plus an information for all to visit the studios of KIXL located in Radio Town, Dallas.

New Musical Program

"The New Spanish Trail" combines music with a Latin flavor and a capsule travelogue which makes for an entertaining and educational 15-minute program heard each Tuesday over WOAI, San Antonio. The travelogue presents interesting highlights of some of Mexico's historic cities and is narrated by Henry Guerra, ace WOA announcer. In the musical part of the program song of Rosita and the WOAI studio orchestra are featured



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Radio Information

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NUMBER
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SUBSCRIBERS**

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Please enter my subscription to **RADIO DAILY** and **RADIO ANNUAL** to start immediately. I enclose my check for \$10.

NAME

COMPANY

ADDRESS

BEHIND THE MIKE

By SID WEISS

JAY JOSTYN has asked 52 questions during the four weeks that "Listen Carefully" has been on the air. Thirty-three were answered correctly. In each case, the people quizzed were within ten feet of the actors and were told beforehand that they would be queried about what they heard!

Ad exec Bob Mernit and Moe Senate closed deal this week to air Noro Morales' rhumba crew directly from the Young's Gap Hotel, Parksville, N. Y., three times weekly via WOR.

Tony de la Cruz, former vocalist with Xavier Cugat, now fronting his own rhumba combo at New London's Griswold Hotel.

Jo Hurt, understudy for Pamela Britton, doing an impressive job with the role in "Brigadoon."

Walter Thornton, model agency head appearing on "Twenty Questions," was asked to send up a sample of his product or story in the regular form given to all guests. Thornton sent up Pin Up gals Louise Hyde and Gloria Whalen.

Radio execs, who want to get away from it all, have discovered the Long Beach Hotel Nassau's intimate Torch Room, where chanteuse Norma Shepherd holds forth.

Top column buildup of the year, in our opinion, is the Ade Kahn publicity job on comedian Peter Donald, one of show business' nicer guys.

Marilyne Towne, WINS and WMCA singing star, can't decide whether to concentrate on her warbling or become a comedienne—so is asking her fans to write in and offer their opinions.

Bob Copsey, of the Copa's Copsey and Ayres dance specialists, thinks a girdle manufacturer should sponsor televised ball games. Think of that 7th inning stretch, he sez.

Helen Fraser, Barbizon model leader, slated for eight guest shots this fall to chat about "today's woman."

Theater, Inc. bringing Old Vic back to tour the country this fall, but the troupe won't appear in N. Y.

Dick Gasparre, maestro at Lido Beach Club, brings his New Yorker-orchestra back to the Monte Carlo in September.

Two Join WHN

Two salesmen who have just joined WHN's sales staff are Russ Walker, formerly with WQXR, New York, and Richard C. Landsman, who was with WNOG, Norwich, Conn., before coming to New York. Walker was a member of WHN's announcing staff back in 1936.

COAST-TO-COAST

—CALIFORNIA—

OAKLAND—Irving Rosee, radio director of Madison Square Garden and publicity account handler for the Roller Skating Rink Owners Association of America, was in town last week for the National and International Roller Skating Championships broadcast exclusively over KLX. This was the first time, incidentally, that the roller skating championships have been held on the West Coast. . . . As a public service feature, KROW recently carried an exclusive broadcast of American Airlines' inaugural ceremonies at Oakland Airport for their new Oakland flight schedule. Russ Coughlan, at the microphone, described the event and the christening of the company's flagship "Oakland" by Roberta Bellis, "Miss Oakland."

—COLORADO—

DENVER—To ballyhoo his afternoon show, "Hour of Music," KLZ's disk jockey Frank Harden, is airing a quarter-hour teaser set at 8:30 a.m., daily, at which time he gives tips on what artists, bands and tunes will be featured on the later program. Usual procedure is to play one side of a recording, with promise to play the other side at 4:00 p.m. According to fan mail, the gimmick is definitely working. . . . Ray Perkins, KFEL disc jockey, has been invited to be guest star at the Denver Symphony's weekly "pops concert," July 22. Perkins will play two of his own original compositions, "Waltz for Listeners" and "Old English Dance," which have been orchestrated for piano and orchestra.

—INDIANA—

COLUMBUS—New commercial manager of this city's newest radio outlet, WCSI-FM, is K. O. McGlone, formerly connected with the R. J. Reynolds Tobacco Company as District salesman. . . . FORT WAYNE—The appointment of E. W. (Bill) Malone as station manager of KTYL, Mesa, Arizona, is the fourth manager appointment among former WOWO staff members in as many months. Besides Malone, the three other new managers are John Camp, formerly of the WOWO sales department, now with WIRL, Peoria; WOWO public service and sports director, Hilliard Gates, now with WKJG, Fort Wayne, and Bill Erin, also an ex-WOWO sports announcer, who will manage a new AM station under construction at Springfield, Ohio.

—KANSAS—

TOPEKA—Gamble Stores, which sponsor the daily broadcast of Ted West and his Range Riders on WREN, are currently opening up a contest among listeners for the "oldest radio." Being invited to dig through attics, storerooms, etc., the listeners are invited to bring the ancient sets into the Gamble Store where the owner of the oldest model will receive a brand new Gamble-brand Coronado radio as first award. . . . Weekly broadcasts by the Midwestern Band Camp, orchestra and concert band, are being made by WREN for the duration of the 8-week camp session on the

campus of the University of Kansas. Musical units are under the direction of Prof. Russell Wiley, of K. U. faculty and station production being handled by Arden Booth.

—MASSACHUSETTS—

BOSTON—Three WBZ staff personnel have been chosen to represent New England's talent contribution to network radio on "The Big Break," on July 27. They are Arthur Amadon and Robert Rissling, announcers and staff vocalists and Conrad Jameson, narrator for "It's Tough to be Young," the station's dramatic program on juvenile delinquency. . . . HOLYOKE—Raymond W. Drury, Navy veteran, has joined the announcing staff of WHYN. . . . LAWRENCE—Representing the annual Department Citation Award to WLAW, tomorrow, on behalf of the Blood Donor Committee of the American Legion, Department of Massachusetts, will be Governor Robert F. Bradford.

—NEW JERSEY—

NEWARK—Discs, at the unprecedented rate of 600 a week, will be flying in the North New Jersey-Metropolitan area beginning July 21 when WAAT's disc jockey, Paul Brenner, inaugurates a new record give-away contest for listeners to his morning stanza of "Requestfully Yours." In cooperation with six major record companies, Columbia, Majestic, Mercury, RCA-Victor, Signature and Sonora, Brenner will conduct a "guess-the-artist" contest in which one of the six participating labels will be featured on each day's "mystery record." The first 100 listeners correctly identifying the record in each day's contest will receive certificates to be exchanged for a free record of their choice on a corresponding label at their local record shop.

—PENNSYLVANIA—

ALLENTOWN—Keith Rogers, formerly of WRRL, Richmond, Virginia and WLW, Cincinnati, Ohio, has been named chief engineer of WFMZ, exclusive FM station in this city. . . . PHILADELPHIA—One of this city's foremost radio conductors and director of the WFIL String Ensemble, Norman Black, will conduct a 65-piece symphony orchestra in the third Sunday evening concert of the season at Philadelphia's Reyburn Plaza, July 20. The program will also feature Constance Stokes, as soloist, a winner in the 1947 "Voice of Tomorrow" contest. . . . PITTSBURGH—KDKA's production staffer, Ev Neill, is subbing for Russ Merritt, pianist with the station's staff orchestra while he is on a motor trip through Canada.

Buy Buddy Bear ETs

Three more stations and two sponsors have signed for the transcribed "Adventures of Buddy Bear," daily juvenile strip distributed by Kasper-Gordon, Boston, which premieres Sept. 8. They are KSDJ, San Diego, sponsored by Mrs. Conkling's Bakeries; WHPE, High Point, N. C., sponsored by the Cradle Shop; and KRIG, Odesa, Tex.

MEXICO

By HOMERO RIOS D.
Staff Correspondent, RADIO DAILY

VISITING the sites in and around Mexico City, Ricardo Espina, Radio Caracas executive, is accompanied by his wife Mrs. Vestalia Manrique de Espina and other relatives. The party will return to Venezuela early next week with a stopover in Havana for two days being scheduled by the Venezuelan visitors.

Radio Programas de Mexico, a progressive radio organization founded by Emilio Azcarraga and Clemente Serna Martinez, has just celebrated its sixth anniversary. Employees with more than five years of service were awarded with commemorative gold rings.

XEQW, a new radio station, will open some time next October in Merida, Yucatan. It will be a 500-watt RCA transmitter. The station will be handled by Radio Mexicana de Merida, S. A., and Senor Perfecto Villamil Cicero has been appointed general manager. The XEME radio station actually in Merida and owned by the same company, will be transferred to Progreso a town a few miles away from Merida.

Jose Mojica, a former Chicago Opera singer and Mexican radio and movie star, was ordained priest of the Catholic Church at a spectacular ceremony held yesterday at the San Francisco Church in Lami, Peru. . . . Mojica, once a famous attraction of the stage and screen, was retired at a Cuzco, Peru monastery since several years ago. . . . the new priest's name will be Fray Jose de Guadalupe.

The Mexican Government has just issued an embargo on the importation of luxuries, such as automobiles, refrigerators, perfumes and cosmetics and radios, items considered a non-essentials. . . . this prohibition will be in effect temporarily.

Dr. I. Q. radio program covers wider audience every week. This program sponsored by Mars, S. A. makers of Milky Way, is broadcast every Tuesday night from the Cine Olimpico in Mexico City on the XEW network. This account is handled by Grant Advertising, S. A., and Jorge Marro, the senior of the Mexican radio announcers personalizes Dr. I. Q.

Send Birthday Greetings To—

July 18
Harriet Hilliard
Howard Jones Marvin Mueller
Adele Ronson Red Skelton
Hal Styles
July 19
Merlin H. Aylesworth
Frank Hodek Irene Hubbard
July 20
Irving Fields Murray Forbes
Henry W. Lange Don Stevens

IN CLEVELAND IT'S

WHK

Gov't Reports Radio Gain

Receiver Production Sets 6-Month Mark

Record total of 8,610,644 radio and television receivers were produced during first six months of this year, it was revealed over the week-end. The biggest jump was in the production of FM-AM and television sets. The A said that more television receivers were produced in June alone than the entire year 1946. The output of AM-FM sets for the six-month period was two and one-half times that of the previous year. Production in June of 11,484 tele-

(Continued on Page 6)

Pay-As-You-See' Tele Opposed By Speakers

First spoken opposition to the pay-as-you-see television system recently announced by Zenith Radio Corp., came from E. A. Nicholas, president of Farnsworth Television and Radio Corp., who said it was impractical and unnecessary, and Dr. Allen Du Mont who claimed the industry doesn't need such a system. Speaking at a national convention of Farnsworth distributors in Chicago,

(Continued on Page 3)

Winchell Leads 1st 15 In July 15th Ratings

Walter Winchell held top place in the July 15th Hooperatings on the "last fifteen" evening programs followed by "Crime Doctor" and "Take or Leave It." The Jergens journalist had a rating of 12.1 while second and third place were rated 10.7 and 10.1. Other shows in the top 15 are as follows: Mr. District Attorney 10.1, Screen

(Continued on Page 2)

Trend?

Survey of taverns and night clubs on Long Island indicates that patronage goes to night spots having the largest television picture. Time was, opined a bartender, when the largest stein of beer or biggest free lunch used to draw the trade away from the opposition. Now they seek out the largest and best baseball and fight pictures.

School Days

Boston—Two studios of WNAC have become radio class rooms with school teachers from various grammar and high schools of New England as "pupils." The course in radio is sponsored by the Boston University and the New England Committee on Radio in Educational Workshop. James S. Powers, director of the Yankee network institute and Richard Cobb, production chief, are the workshop consultants.

Bedside Network Of VA Expanding

Washington Bureau, RADIO DAILY
 Washington, D. C. — The bedside network operating in 30 Veterans Administration hospitals is giving patients a chance to produce and play around with their own program ideas. Shows range from disc jockey to quiz programs transmitted direct to bedside through intra-hospital networks of earphone receiving sets. Most patients use conventional head-

(Continued on Page 3)

Paramount Impressed By Spot Radio Results

Impressed with the results obtained in their \$200,000 spot campaign to hype the box office returns on "Dear Ruth" in key center cities throughout the nation, Paramount Pictures is reported considering larger expenditure.

(Continued on Page 5)

Consensus Of 636 Directors In 'Shows Of Tomorrow' Poll

Opinions of 636 of nation's program directors will be reflected in RADIO DAILY's first poll on programming which will be featured in the eighth annual Shows of Tomorrow edition which comes off the press on July 30. Final tabulation of the questionnaires was completed Friday with the findings indicating some new trends in program popularity. The program directors survey will be one of 15 editorial features in the

Dept. Of Commerce 5-Year Research Shows Radio Income Increased 800% From 1929 To 1946

PTA Asks Nat'l Board To Scan Kiddie Shows

San Francisco—A move to create a national board of judges to which all scripts for children's programs will be submitted has been started by San Francisco's Lafayette PTA unit. As a first step in the campaign for better children's programs it has passed and given wide circulation the following resolution: Whereas juvenile crime-and-horror programs on the radio are tending to dull the minds of our children, and Whereas the radio industry does

(Continued on Page 5)

New Contract Signed By IBEW And Record Co.

New contract signed by Local 1212, IBEW, and Columbia Recording Corp., sets up pay scales ranging from \$67.50 weekly starting salary to

(Continued on Page 2)

Year Round Radio Drive Set By Amer. Cancer Soc.

Predicated on the success of radio's participation in the recent campaign against cancer, James S. Hauck, publicity director of the American

(Continued on Page 2)

Washington Bureau, RADIO DAILY
 Washington—Culminating a vast, five-year research project, the Department of Commerce over the week-end revealed revised statistics on national income which indicate the rapid growth of the radio broadcasting industry. The new figures, described as "official" U. S. statistics, cover an 18-year period

(Continued on Page 5)

Engineering Division Reorganized At FCC

Washington Bureau, RADIO DAILY
 Washington—Widespread re-organization of the FCC's engineering department was announced Friday by the Commission. Also announced was the promotion of George S. Turner to be assistant chief engineer to fill the vacancy caused by the recent naming of George E. Sterling as chief engineer.

(Continued on Page 6)

Ziv Co. Program Study Completes Second Phase

Second portion of the study being made by the Fred W. Ziv Co., in the interest of its half-hour series "Favorite Story," reveals that the dramatic program has its "best" day and time, Sunday at 7:30 p.m. Sampling of local

(Continued on Page 3)

Man-of-the-Month

WKRC, Cincinnati, through its house organ, "Keynote," is selecting a man-of-the-month among grocers and druggists in the station's area for presentation on a special broadcast August 4. Gimmick calls for radio readers to cast ballots for their favorites and mail them to the station. Stunt was conceived by Joel W. Stovall, promotion director and editor of the house organ.



★ COMING AND GOING ★

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JOHN W. ALICOATE : : : Publisher

FRANK KIRSCH : : : : Editor

MARVIN BURKE : : : : : Manager

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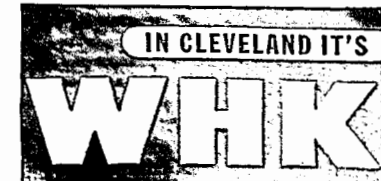
FINANCIAL (July 18)

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

Table titled 'OVER THE COUNTER' with columns: Bid, Asked. Lists Du Mont Lab., Finch Tele Comm., Stromberg-Carlson.

FCC Hearing Is Expected On AT&T 'Coaxial' Rates

Washington Bureau, RADIO DAILY Washington—Although no formal protest has been filed yet with the FCC, the Commission is expected to set a hearing on the commercial coaxial cable rates proposed by the American Telephone & Telegraph Company. Deadline for filing objections to the rates is tomorrow. Up to Friday no such objections had been registered with the Commission, although widespread opposition is expected. Without objections, the rates are scheduled to go into effect Aug. 1.



A. A. SCHECHTER, vice-president of the Mutual network in charge of news and special events, is back at his desk following four days in Washington, where he attended the meeting of the NAB's public relations committee.

HERB LONDON, radio publicity director at Kenyon & Eckhardt, is vacationing in Thompsonville, N. Y.

FRANCIS X. ZUZULO, Mutual network's assistant publicity director and trade editor, is a guest this week at the Westchester Country Club, where he is demonstrating his best golf shots.

G. W. "JOHNNY" JOHNSTONE, director of the radio department at the National Association of Manufacturers, is enjoying a series of Saturday-night-to-Wednesday-morning vacations.

WILLIAM E. RINE, managing director of WWVA, Wheeling, West Va., who was here last week for conferences at Olders, has returned to the station.

GALEN DRAKE, American network commentator, is back at the local ABC mike after having made a guest appearance on Tom Breneman's "Breakfast in Hollywood" when the program emanated from Waynesboro, Pa.

MOE GALE, personal rep. for Robert Merrill, and other radio greats, is vacationing with MRS. GALE at Lake Tarlton.

JOHNNY HARPER, announcer at WWRL, has returned from Lake George.

Winchell Leads 1st 15 In July 15th Ratings

(Continued from Page 1) Guild Players 10.0, Life of Irvy 8.4, Can You Top This? 8.3, Dr. I. Q. 8.2, Fred Waring 8.0, Adventures of Philip Marlowe 8.0, Drew Pearson 8.0, Truth or Consequences 7.9, Bob Hawk Show (Sub.) 7.9, Your Hit Parade 7.8, Inner Sanctum 7.7. Average evening sets-in-use was 17.3, down 4.8 from the last report and down 1.1 from a year ago. Average evening rating was 4.9, down 1.8 from the last report. Current total sponsored hour index is 54 1/4 as compared with 62 the last report. Top 10 daytimers in the July 15th report were Young Dr. Malone, Our Gal Sunday, Helen Trent, Ma Perkins (CBS), Big Sister, Young Widder Brown, When a Girl Marries, Portia Faces Life, My True Story, Stella Dallas and Pepper Young's Family.

636 Program Directors Participating In Poll

(Continued from Page 1) tain listings of more than a 1,000 new ideas in programs and a television section introducing video program innovations.

Writing Book On McGees

Don Quinn, veteran scripter of the "Fibber McGee and Molly" program, is writing a book about the McGees which will be published this fall by Simon and Schuster.

Toscanini Tele Fan

Arturo Toscanini, NBC symphony conductor, has become an avid fight fan since a television was installed in his Westchester home, Alan Kalmar reports.

CHARLES COLLINGWOOD, Columbia network news commentator, off for three weeks of leisure. Don Hollenbeck will sub for him in the interim.

PETER DONALD and MRS. DONALD, formerly Jo Janis of the airwaves, left yesterday for Bermuda. During Peter's absence, Ward Wilson will be gagmaster on "Can You Top This."

J. F. JARMAN, JR., manager of WDNC, Columbia network outlet in Durham, N. C., is back at the station after having spent part of last week in New York.

LEONARD ASCH, president of WBCA, Mutual outlet in Schenectady, N. Y., is in New York on station and network business.

ED "ARCHER" GARDNER—he of "Duffy's Tavern"—left by Pan-American Clipper late last week for a stay of two weeks in Bermuda.

JACK LAWRENCE, singer-composer, is in Washington, D. C., for friendly discussions with Congressman regarding his newest song, entitled "Have a Heart, Taft-Hartley, Have a Heart."

WALTER LURIE, executive producer at CBS, left yesterday for Hollywood to look over new shows, talent, etc. He'll be gone for two weeks.

JOHN J. KAROL, sales manager of CBS, has returned from a holiday spent at his summer home.

New Contract Signed By IBEW And Record Co.

(Continued from Page 1) \$127.50 after three years service. Old scale was from \$65 to \$112.50. Supervisors now get a flat \$153 weekly where the former pay was \$135. The old 7 1/2 per cent additional for night engineers working between 6 p.m. and 7 a.m. was also increased to 10 per cent.

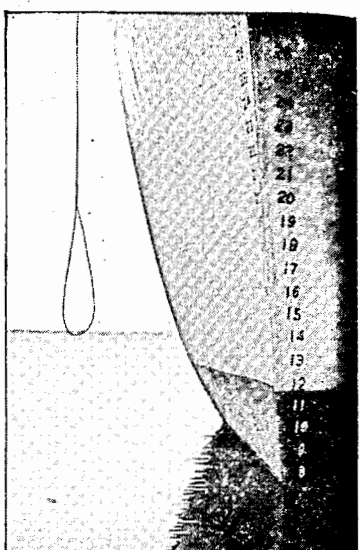
Contract is retroactive to last July 1 and runs for 18 months. Negotiations for Columbia were conducted by Mefford R. Runyon, general manager, and Kenneth E. Raine, attorney, and for IBEW by Charles Calame, Local 1212 business manager, and Freeman Hurd, IBEW representative.

Year Round Radio Drive Set By Amer. Cancer Soc.

(Continued from Page 1) Cancer Society. Friday announced plans for a year round radio series of transcriptions and scripts. The shipment of ET's to 1,461 AM and FM stations has already started. Walter King, ACS publicity department radio director, is credited with the plan for the year round campaign.

Vaughn Monroe To Tour

The R. J. Reynolds Co. "Vaughn Monroe Show" goes touring starting July 26. On that date the CBS show will be broadcast from the Armory, Elmira, N. Y.; August 2, it is heard from Narragansett Pier, Rhode Island; August 9, from Convention Hall, Asbury Park, N. J.; August 16, from East Market Gardens, Akron, Ohio; August 23, from Hershey Park Ballroom, Hershey, Pa. Program is heard Saturdays, 9:30-10 p.m., re-broadcast at 12:30-1 a.m. William Esty & Co., Inc., is the agency.



TOWLINE

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline... it's for sales that need towing up stream... or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we're talking about.

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

Not a bad harbor to tie up in. Just remember the call letters. They are W - I - T - H, Baltimore. And it's the 6th largest city in the country.



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

Inside Network Of VA Expanding

(Continued from Page 1)

About others prefer a pillowphone, permitting them to lie down while listening.

A Minneapolis, Minn., vet patient has an afternoon disc jockey show on WJLA, and produced by Harry Settember, a member of ABC's production department before he entered the hospital. Show also does a take on radio commercials, one of which is pegged on "Toll Gate Toothbrush." Emcee describes the woes of a man who waited so long for a bridge that his bridge washed away. "He should have used Toll Gate."

Local citizens of Hines, Ill., have won prizes for a weekly quiz program at the VA hospital there. The program carries recorded conversations of hospital employes and calls on patients to identify the voices.

The Z-Bar Network in Montana has carried a VA hospital-originated program at Fort Harrison titled "Meet the Hospitalized Veterans." Show, in which patients are interviewed in a hospital studio, was picked up by WJLA, Helena, and relayed to the nationwide network.

Disc Show at Ft. Howard

Patients at Fort Howard, Md., participate in sports quizzes conducted by Jimmy Dukehart, sports editor of the Baltimore News-Post, and Jesse J. Juncum, Baltimore Sun. At Van Nuys, Calif., a patient produces and emcees a disc jockey show called "Swing High." In addition to playing request selections, the program advertises products on sale in the hospital canteen. Commercials include the prices of all merchandise mentioned, a benefit to bedridden patients since they pass their orders to hospital attendants to buy for them.

Cvalescents at Jefferson Bar

Patients at Jefferson Bar, Mo., get the latest news and musical scores over their earphone sets by co-operation of KWK, St. Paul. The hospital newscaster telecasts KWK newsroom just before the broadcast to pick up last minute news items.

Ziv Co. Program Study Completes Second Phase

(Continued from Page 1)

and regional sponsors indicated a heavy preponderance in favor of the day and time.

As a cross section, Sunday is preferred in such widely separated sectors, for instance, as Philadelphia (WFIL), Baton Rouge, La., (WJBO), Phoenix, Ariz., (KOY) and Rapid City, S. D., (KOTA). The 7:30-8:00 p.m., slot gets first call in Grand Rapids, Mich., (WLAV), Port Huron, Mich., (WHLS), Bay City, Mich., (WBCM), and the Baton Rouge and Phoenix outlets, among others.

"Next best" day is Thursday, and "next best" time, 8:30 p.m. Earliest time preference is 2 p.m., and latest is 9:30 p.m. "Least preferred" days are Monday and Saturday, although John L. Sinn, executive vice-president of Ziv and general supervisor of the series, believes further sampling will show an ascendancy in Monday scheduling. Saturday, he says, is a question mark.

Sales of "Favorite Story" are nearing the 100 mark, which Sinn holds is "exceptional" for a show on the market for only two months.

This is Ziv's second survey covering the program, the first one being devoted to sponsor types. The "time" preference is based on summertime programming. Several sponsors indicated that "days" and "time" would "probably be changed" in the fall scheduling.

'Pay-As-You-See' Tele Opposed By Speakers

(Continued from Page 1)

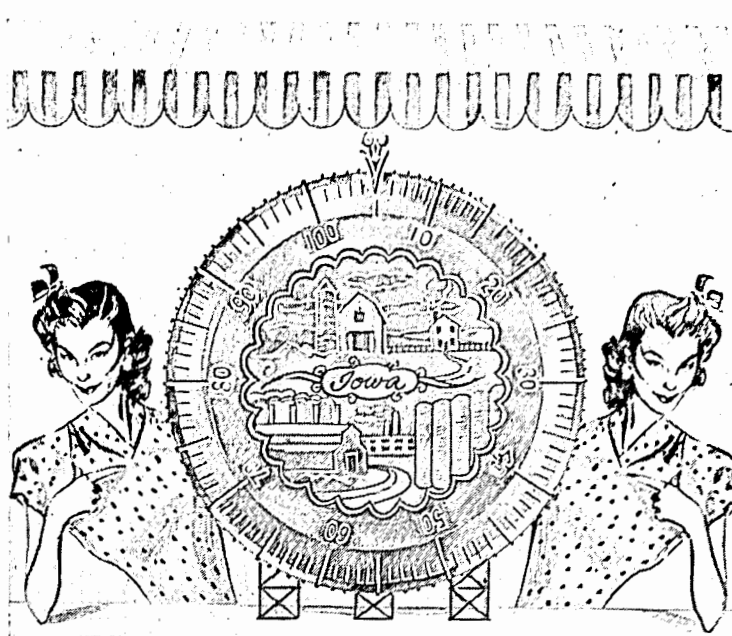
Nicholas said the same idea was proposed in the early days of radio but that it never made any headway. He said the free program system in radio had been most successful and that television would be able to pay its own way in the same manner.

Nicholas believes radio listeners are too accustomed to spinning a dial and receiving free programs to accept a television system where they have to pay for service rendered every month. He described proposers of the pay-as-you-see system as "chronic doubters who have constantly sought to talk down television progress."

Dr. Du Mont, president of Allen B. Du Mont Laboratories, claimed there is no need for such a method in television. He said his companies' two stations are nearly breaking even as a business operation and may show a profit by the end of this year. Du Mont added that 90 per cent of the time on the Washington station, WTTG, is sold out to sponsors.

Harvest Time

Full radio coverage was given the harvesting of the wheat crop at Peeryton, Texas, with six stations on hand to air the proceedings. Bill Shommette, Farm and Ranch Editor of WOAI, San Antonio covered the event for that station and others represented included KHUZ, Borger, KPND, Pampa, KJEL, Lubbock and KGNC, Amarillo, Texas and KWHW, Altus, Okla.



Double Your Money ON WMT

No gamble! With WMT in Eastern Iowa you sell America's highest per capita income group. The lush Iowa market includes one fourth of all Grade A U.S. farmland PLUS prosperous factory income

WMT—the "station of the stars"—covers both these twin markets for you with programs listeners like! Ask your Katz representative for details on WMTland's twin markets!



WMT

Cedar Rapids
Basic Columbia Network

5000 watts 600 kilocycles Day and Night Member: Mid-States Group

Recording?



on top of the OPERA BUILDING

in Chicago

TRANSCRIPTION MASTERS - REFERENCE RECORDING

LOS ANGELES

By RALPH WILK

A LATE evening plea to KLAC for a blood transfusion donation during the baseball broadcast last week, brought more than 80 responses in less than half an hour before Fred Haney called a halt. During the Los Angeles-Hollywood game, Sports-caster Haney received the telephonic request. He mentioned it on the air between innings twice, and within a half-hour the phone responses were so tremendous that Haney had to reply to another request, thanking the audience and calling a halt.

Evelyn Knight, vocalist on the "New Tony Martin Show," has given up her New York City apartment and shipped her furniture and personal effects to her new home in Westwood Village, Los Angeles suburb.

Gordon Burke has joined the KLAC staff as summer announcer. Burke was formerly with KHJ.

This week KECA started giving the fans a five-minute roundup of strictly local news, Monday thru Friday. The edition features nothing but stories about Los Angeles people and their doings, and events which occur in the city and county.

Garry Moore, who should know, is writing an "educational" volume tentatively titled, "Nine Ways to Avoid Becoming a Radio Comedian."

Dick Haymes returns to the air September 11th for the Electric Auto-Lite Company after he completes a three weeks' stint now on Lucky Strike Hit Parade July 19th through August 9th.

Capitol records is cutting series of broadcasts by famed "Echoes of Eden" choir, 150-voice spiritual group of the St. Paul's Baptist Church of Los Angeles. Rather than have group record in formal studio in "cold" atmosphere, and lose its startling spontaneity. Capitol is recording while the group broadcasts. Choice numbers will be picked for album package. J. Earl Hines directs, Rev. John L. Brannam is program head. "Echoes of Eden" is heard every Sunday night over KFVB.

To Sponsor Coleman Show

Chicago—The Peter Hand Brewing Co., through BBD&O, has contracted for sponsorship of the transcribed series "The Ronald Colman Show" over WGN for 52 weeks, starting July 28. The half-hour program, featuring dramatizations of favorite stories of celebrities, will be broadcast at 9:30-10 p.m., on Wednesdays, with Ronald Colman in narrative and acting roles.

Experienced and New WRITERS!

Steady and free-lance.
Dramatic, comedy, variety writing
Assignments available immediately.
Submit credits and sample scripts to—
BOX 379, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.



Mainly About Manhattan. . . !

• • • Oscar Levant not yet set for the Tolson show and as a matter of fact, has only been mentioned to date as a possibility. Trouble with lining up the show is Jolie's well-known passion for travel. . . . Ginny Simms, long absent from the Gotham scene, will headline the show at the Starlight Roof come August 4th. It'll mark her first solo appearance in town. . . . Ronald Colman's "Favorite Story" platters already sold to some 75 stations, we hear. . . . Program Prod. have inked a binder for radio adaptation of H. Webster's pop cartoon, "The Timid Soul". . . . Recent reports show that the British public has more video sets than we have here. . . . Personal vote for cleverest commercials we've heard in years: Ken Lyons' deit embroidery for Chesterfields via the Arthur Godfrey ayem sessions. . . . Dorothy & Dick's drive against the new long skirts gaining plenty of momentum around town. "Hold the Hem-Line" clubs springing up all around, with their faithful following vowing to back up their breakfast idols in a last-ditch fight to keep styles sane. . . . J. Arthur Rank trying to lure Perry Como over to London for a filmusical with six-figure offers. . . . Herb Polesie, one of the stars (?) of "20 Questions," overheard two models wondering out loud why the Zale-Graziano fight wasn't televised. "I guess," guessed one, "it's because he's been barred from New York!"

★ ★ ★

• • • MAIN STREET SCENERY: At Times Square, sweltering 300-pounder Happy (Guess Who) Felton wishing he were worth his weight in cold. . . . Bill Eythe stopped for a late dish of ham 'n' eggs at an all-nite B'way eatery. The Egg and Eythe? . . . Beryl Davis, the Englishhantuse, and Lisa Kirk chirping away like song-birds of a feather at the Colony. . . . Andre Baruch and his B.W. (which also stands for Bea Wain) disk-ussing plattertudes at the Fireside Inn with host Arnold Michelman.

★ ★ ★

• • • AROUND TOWN: Dr. Allen B. DuMont, of DuMont Lab, reports increasing production of tele receivers and that their new table model will be off the assembly line by August. . . . If you're interested in sub-leasing a two-and-a-half room apt. until Sept. 15th, call Kermit Schafer at PL-5-3560. . . . Leo Lefcourt, prominent coast radio agent, in town for a week. . . . Credit for originating and conceiving those clever animated jingles (1st singing commercials on television) goes to Herb Leder, tele director at Benton & Bowles. They're currently being used on the Dodger ball games. . . . Cablegram from Sarah Burton informs she's flying into N. Y. today. . . . Jackie Eigen's Copa broadcast enjoying fantastic popularity, with the Copa bar crowded with celebs every nite all scrambling to get aboard the bandwagon. . . . Betty Garrett calls him Robert Cute Lewis. . . . Dick Willis readying a new book on beauty aids and hints. . . . Larry Finley, the transcription guy, due in town late this month to discuss screening his show, "Myrt & Marge". . . . Jessyca Russell's words of wisdom in her Writers Newsletter: Most successful writer these days is he who signs byline to check for Damon Runyan Cancer Fund.

★ ★ ★

• • • THE REVIEWING STAND: That profound philosophy can be presented as light drama is proven by NBC's tightly written "Plays By Ear" series, as witness last week's "Freedom and Weep," story of a man who wanted to be free of all rules and found it wasn't an advantage when he got such freedom. . . . ABC's "Listen to Duchin" at 4:30 p.m. gives them another high score in the game of making afternoon listening lighter and brighter. . . . Mutual's "Hour of Music" from one to two on Sundays is as varied and as pleasant a music session as we've heard, with last week's offering everything from opera to musical bridges taken out of scripts. . . . Commercials for the film "The Hucksters" are outhuckstering hucksters.

SOUTHWEST

THOMAS G. CRONK, writer and producer of radio shows which have been aired by WINX, Washington, D. C., and KOBH, Rapid City, S. D., has been signed as director of the third play to be presented in Dallas by the Dallas Little Theater group. Cronk for the past three years has been company manager for the Star Theater Players, a group sponsored by the Pasadena Playhouse.

S. H. Bothwell, former city manager of Fort Worth has been named director of KTBB, Tyler, which will soon take to the air there. Station owned and operated by the T. B. Butler Publishing Co.

Louis Jacobson has been named program director for WFAA, Dallas. He comes here from Chicago where he was program director and producer for the network shows there and with the J. Walter Thompson advertising agency.

"Meet The Generals" was the title of a special broadcast aired on WOAI, San Antonio last Wednesday at which time four visiting generals from Mexico were interviewed. They included Lt. Gen. Matias Ramos Salto, Lt. Gen. Bonifacio Salinas Ruiz, Maj. Gen. Manuel H. Yeyes Idun and Brig. Gen. Praxides. Gen. Jonathan Wainright, command general of the Fourth Army in San Antonio, also appeared on the broadcast.

Billie Ward is being heard in a quarter hour program each Saturday over KRBC, Abilene, in news views concerning the regular at along with events of interest in the Abilene area. Miss Ward is secretary of the Abilene Main Recruiting Station.

"Stars and Kilocycles," the complete story of WFAA, Dallas, a souvenir booklet of the station's 10th anniversary is now being offered to the station's listeners at 10¢ per copy. Book was written by James Calhoun, the dean of the station's announcing staff who presided over WFAA's first opening broadcast June, 1922.



"That reminds me—WFDF Flin has a few availabilities."

Fast Growth Of Radio Shown In Gov't Study

(Continued from Page 1)

beginning in 1929 and extending through last year.

The figures show that the income of the radio broadcasting industry increased from \$28,000,000 in 1929 to \$214,000,000 in 1946—a jump of nearly 100 per cent. The low figure for the 18-year period was in 1930, when an income of only \$8,000,000 was registered. Since 1933, however, the broadcasting industry has shown a steady increase in income, with last year, the highest in the industry's short history.

The industry's income is obtained statistically by aggregating the fol-

Short-Lived

Washington — WQQW, the Washington, D. C., station which gained national recognition because of its limitation on commercials, may soon be put on the block for sale, it was indicated over the week-end. The station's board of directors will meet soon to decide the future of WQQW, Manager Edward M. Brecher said. The station began operating on Jan. 1 of this year under a "listeners' bill of rights" limiting commercials to four an hour.

lowing: Wages and salaries; supplements to wages and salaries; income of unincorporated enterprises; corporate profits before federal and state and excess profits taxes; inventory valuation adjustment; net interest; rental income.

Wages and salaries for the broadcasting industry jumped from \$10,000,000 in 1929 to \$133,000,000 in 1946.

Wages in salaries for 1945 were \$116,000,000 and in 1944 amounted to \$100,000,000. The supplement figures bring the 1946 totals up another \$9,000,000.

Income of unincorporated enterprises in the radio broadcasting industry jumped from nothing in 1929 to \$2,000,000 last year.

Corporate Profits Compared

Corporate profits before federal and state income and excess profits taxes for the industry increased from \$20,000,000 in 1929 to \$71,000,000 in 1946. This peak figure also was reached in 1944.

Federal and state corporate income and excess profits tax liability for the industry climbed from \$2,000,000 in 1929 to \$29,000,000 in 1946. This compares also with \$42,000,000 registered in 1945 and the \$46,000,000 registered in 1944.

Corporate profits after federal and state income and excess profits taxes,

'Frisco PTA Group Launches Crusade on Children's Shows

(Continued from Page 1)

not seem willing to accept its responsibility toward the public welfare of the children of America, and

Whereas children's programs should evoke such desirable and beneficial emotions as sympathy, awe, wonder, admiration for ethical and spiritual values, the desire to be of help to other persons, gaiety, ambition toward worthwhile effort, and

Whereas crime-and-horror serials for children over-emphasize fear, horror, suspense, apprehension, anxiety, crime, violence, lurid adventure, poorly plotted escapades, and characters who are nothing more than robots, and

Whereas the radio industry can well afford to write off its existing investments in second-rate melodrama;

Specify Programs

Therefore be it resolved:

That the Lafayette PTA urge radio stations KGO and KFRC, together with their affiliated networks, advertising agencies and sponsors to abandon the following 10 programs aired Monday through Friday from 5 p.m., to 8 p.m.:

"Terry and the Pirates"; "Jack Armstrong"; "Lone Ranger"; "Sky King"; "Hop Harrigan"; "Superman"; "Captain Midnight"; "Tom Mix"; "Red Ryder"; "Cisco Kid". (If there is any intention of returning "Tennessee Jed" to the local air in the fall, then "Tennessee Jed" should be included with the foregoing list).

Be it further resolved:

That the stations, networks, advertising agencies and sponsors be urged to bring the preceding programs to a logical conclusion within a reasonable period, not to exceed two months; that the stations, networks, advertising agencies and sponsors substitute more intelligent, constructive, and unmistakably worthy children's programs; that since the aforementioned list of programs has a bad name, it is neither feasible nor wise to try to re-write them around more intelligent themes; that the stations, networks, advertising agencies

for industry, show the increasing bite taken by these taxes.

1945-46 Biggest Years

Profits after these taxes increased from \$18,000,000 in 1929, to a neat \$42,000,000 in 1946. The biggest jump in the 18-year period was from 1945 to 1946. Profits in 1945 amounted to \$24,000,000, just one million dollars below the previous peak of \$25,000,000 in 1944.

Net corporate dividend payments for the industry jumped from only \$4,000,000 in 1929 to a record of \$15,000,000 last year. Payments of \$12,000,000 were registered in the years 1943 to 1945.

Undistributed corporate profits for the industry increased from \$14,000,000 in 1929 to \$27,000,000 in 1946.

Also indicative of the rapid and prolonged expansion of the radio broadcasting industry is the compara-

and sponsors wipe the slate clean and give the children a new deal.

And be it further resolved,

That the Lafayette PTA urge all stations, networks, advertising agencies and sponsors to submit all scripts for children's programs to a recognized, expert and impartial board of judges. Such a board could consist of: one-third, representatives of the radio industry; one-third, professional experts such as psychologists, psychiatrists, ministers, educators, librarians; and one-third, listeners such as parents.

Agencies Defend Shows

Replies to this campaign have already started to come in. From J. Walter Thompson Co., agents for "Tennessee Jed" the letter says, "We never before had a letter of objection to it from any PTA group. We have built . . . "Tennessee Jed" stories to help build character, courage, stamina and a realistic, optimistic attitude towards life and to emphasize the ethical principles that have made our country great."

A similar letter from Hill, Blackett & Co., agents for "Captain Midnight" adds "Most child classics, Grimm's Fairy Tales, Tom Sawyer, Huck Finn, Treasure Island, would not meet the requirements and restrictions set up for "Captain Midnight."

NEA Approves

The National Educational Association said "You are dead right in your feeling that crime and horror programs on the radio present a serious challenge to parents and people everywhere. I hope you and your various PTA groups will lead in a movement that will become . . . nationwide."

The Federal Communications Commission replied "Selection and presentation of radio program material is the responsibility of the station licensee . . ."

Mrs. Ernest Lenn, chairman of the "Better Radio for Children" campaign, Lafayette PTA, states that further chapters in the campaign will soon be forthcoming.

Exempt From Luxury Tax

Atlantic City—Delegates attending the sessions of the International Telecommunications conference here are exempt from the luxury tax which is now in force in this city. This was decided by the city this week when it decided to give the radio delegates the same status as United Nations delegates. This also excuses them from paying taxes on shows and motion pictures.

Figure for employment. The number of full-time equivalent employees for the industry increased from a scant 4,000 in 1929, to a total of 36,000 in 1946.

The average number of full-time and part-time employees for the industry climbed from 23,000 in 1929 (only figures available), to 39,000 last year.

Paramount Impressed By Spot Radio Results

(Continued from Page 1)

ditures in spot radio on forthcoming picture releases.

The special spot campaign on "Dear Ruth" was inspired by the Advertising Planning department of Paramount and executed by Stanley Shuford, advertising manager of Paramount Pictures. It was instituted to stimulate interest in a sagging box office picture and paid off by doubling grosses.

Shuford's spot campaign is the second time a major movie company has used radio effectively to sell a picture. RKO made excellent use of radio in selling "Hitler's Children."

New Wine Campaign


Chicago — Fruit Industries, Ltd., California winery, is starting a new 13-week spot radio campaign for F. I. wines, in Utah. F. I. has been gradually increasing its advertising for this product since the first test campaign released in Milwaukee last January.

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

217



IN LOUISVILLE

C. E. Hooper, December 1946 . . . April 1947

Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD - CINCINNATI 6, OHIO

Hollywood
New York • Chicago

IN CLEVELAND IT'S
WHK

Receiver Production Sets 6-Month Mark

(Continued from Page 1)

vision receivers brought the half-year's total to 46,389, as compared with 6,476 in the whole of 1946.

Total of 445,563 FM-AM receivers were turned out by RMA member companies during the first six months of 1947 as compared with 181,485 in 1946. June's output, however, declined, along with the entire set production, below the two previous months. FM-AM receivers manufactured in June numbered 76,624 as compared with 84,507 in May.

Total June set production dropped to 1,213,142 in seasonal decline as compared with 1,316,373 in May.

The proportion of FM-AM receivers to the total set production rose from 1.4 to more than 5 per cent during the first half of 1947. An RMA survey last Spring indicated that total FM-AM set production in 1947 would run between 1.8 and 2.1 million this year, rising sharply during the last half of the year.

A decline in the proportional number of table models and a slight rise in the percentage of consoles characterized the 1947 half year production. Table models dropped from 77 per cent in 1946 to 63 per cent during the first six months of this year. Console production rose from seven to almost 11 per cent during the same period. Of the 932,420 consoles reported, 867,910 were radio-phonograph combinations.

Of the 46,389 television receivers produced in the past six months, 32,769 were table models, 9,229 were consoles, 3,517 were radio-phonograph combination models, and 874 were converters.

The FM-AM output during the half-year was largely in console models, although table-model production has shown an increase in recent months. A total of 361,689 radio-phonograph combinations, 15,615 straight consoles, and 68,259 table models made up the FM-AM total.

Chi. Spot Campaign

Using the slogan "Sing out for Jay's — A pip of a Chip," Leiber Advertising is launching an intensive campaign for the Special Foods Co., large Chicago potato chip processor. Plans call for use of musical radio spots and other forms of advertising, to begin in September. Present appropriation is \$150,000, of which 40 per cent will be spent via Chicago's major radio stations, musically urging listeners to "Sing out for Jay's." Also in formulation are plans for striking new point-of-sale displays.

WINDY CITY WORDAGE

By NAT GREEN

• • • The Foote, Cone & Belding agency is launching an extensive promotional and publicity campaign coincident with the start on August 2 of the "Torme Time" program on NBC for the Toni Company of St. Paul. Show features Mel Torme, song stylist, and the campaign includes a tieup with Musicraft Records. A two-record album will be sent to all disc jockeys on NBC stations and to radio editors. . . . Dave Atchison, former editor of "Veterans" magazine, and combat correspondent with the Eighth Army in the Pacific area, has joined the NBC central division press department as a staff writer. . . . I. E. Showerman, NBC general manager, Gene Dailey of the WBBM news room and Art Churvis, member of Paul Gibson's staff at WBBM, were guests of the Eastern Airlines on the initial flight of the Constellation in the new Chicago to Miami service July 16. Showerman flew from Miami to New York for a short business trip. . . . Richard Bradley, president of Richard Bradley Associates, advertising agency, left Chicago July 20 for eastern business conferences, his itinerary including Pittsburgh, New York, Philadelphia, Baltimore and Washington, D. C. . . . John Scott Keck of the NBC radio recording division will join the commercial sales staff of the New York recording division on August 15.

★ ★ ★

• • • Maggie O'Flaherty, Chicago script writer and author of a \$350 prize-winning script in CBS's recent "Dr. Christian Award" contest, and long associated with the Quiz Kids, has written WBBM regarding its new series on juvenile delinquency: "When it comes to awards for genuine public service, if 'Report Uncensored' does not take first place, I will stage a one-woman riot." The series has received the unqualified endorsement of scores of judges, social workers and officials engaged in the fight against juvenile delinquency.

★ ★ ★

• • • Don McNeill of the "Breakfast Club" slipped away for a three-day vacation July 21-23, with Allen Prescott pinch-hitting for him as emcee on the show. . . . Bill Evans, WGN disc jockey, left Sunday on a three-week vacation. Hal Lansing is pinch-hitting for him on his "Record Reveille." Lee Bennett on the "Happy Birthday" show, and Evans' funnies program will be recorded and broadcast by e.t. . . . Wendell B. Campbell, general manager of KMOX, St. Louis, has been elected a member of the board of directors of the Playgoers of St. Louis, Inc.

★ ★ ★

• • • ABC's "Welcome Travelers" show, emceed by Tommy Bartlett, is far-reaching. A few days ago a couple newly arrived from Scotland stopped over in Chicago and were interviewed on the program. In the course of the questioning they said they knew nothing of this country but had seen the name Salem, Oregon, liked the name and decided to go there and settle down. Within an hour wires arrived from the governor of Oregon, the mayor and the Chamber of Commerce of Salem, offering the couple an apartment and several jobs.

★ ★ ★

• • • Hal Cotton, farm director for WGN, made a tour through Illinois last week and recorded six special safety programs which will be broadcast on his farm shows during Farm Safety Week. . . . Dave Moore of the WBBM publicity staff off to Michigan for a two-week vacation. . . . Eric Danielson, program traffic supervisor at NBC, and Mrs. Danielson have adopted a baby boy from the Cradle, Evanston, Ill. . . . "Crime Files of Flamond" moves to a Sunday spot, 9:30-10 p.m., on July 27, and "The Northerners" move to Thursday night on July 31. . . . Frances Farmer Wilder, president of the Association of Women Directors of the NAB, told students at the NBC-Northwestern U. Summer Radio Institute that the 20,000,000 listeners to daytime serials are from all cultural levels of society, including 41 per cent of the highest economic and social stratum.

Engineering Division Reorganized At FCC

(Continued from Page 1)

and the promotion of George K. Rollins to be chief of the new radio operator and amateur division.

The re-organization was recommended by Sterling "as a means of tailoring the engineering department to current requirements" and at the same time to permit utilization of the services of the assistant chief engineers for special assignments to assist the chief engineer.

Branch chief positions in the engineering department were abolished and assistant chief engineers Marion H. Woodward, William H. Krebs and Turner, in addition to the special duties of those posted, will be in charge of new common carrier, marine, radio and safety and field engineering and monitoring divisions, respectively.

Willoughby In Dual Role

Supplementing his duties as senior assistant chief engineer, John A. Willoughby will be responsible for engineering contacts relating to new broadcast stations, engineering status of applications and, in particular, will provide engineering liaison with the Civil Aeronautics Administration in clearance and marking of radio towers for all radio services. Relieving the senior assistant chief engineer of the responsibilities of administering a division will enable the chief engineer to devote more time to the special problems of the Commission and industry as they relate to engineering.

The international division, presently under the common carrier branch, was abolished and all common carrier radio services, in addition to the international point-to-point services, will come under the jurisdiction of the radio section of the common carrier division. John A. Russ will be the assistant chief of the common carrier division.

Treaty Functions Transferred

Certain treaty functions of the former international division are transferred, along with the NARBA, work of the standard broadcast division, to the present frequency service-allocation division.

The marine division has been renamed the Marine Radio and Safety Division and will operate under Assistant Chief Engineer Krebs with Howard C. Looney as the assistant division chief.

The emergency and miscellaneous division is now called the Public Safety and Special Services Division and comprises four sections having to do with the engineering features of various radio services.

AVAILABLE

Gentlemen with more than 15 years experience in Radio and stage would like to join production staff of Radio Station or Advertising Agency. Write Radio Daily, Box 380, 1501 Broadway, New York 18, N. Y.

IN CLEVELAND IT'S

WHK



Ever wish you were Aladdin?

You remember him . . .

He was the lucky fellow who found a magic lamp. It gave him everything he wished for—from diamond-crusted palaces to a sultan's daughter as his bride.

You've probably wished a lot of times for a miracle like this to happen to you. Maybe not for out-of-this-world treasures, but for something that will take care of the things that are bound to come up.

Like medical expenses, or college for the kids. Or maybe just for the nice, safe feeling it gives you to have some extra money put aside for the future.

Though no magic is involved, there is a way to give you this security. The Payroll Savings Plan. Or, if you're not eligible for the Payroll Plan but have a checking account, the new Bond-a-Month Plan.

Either way, it's almost unbelievable how quickly your money accumulates.

Where else can you get such a *safe*, generous return on your money (\$4 for every \$3)? It's so simple—so easy, you hardly miss the money that you're saving.

And don't forget—at the same time, you're *making more!*

Next to a magic lamp, there's no better way than this to make sure your future is secure.

**Save the easy, automatic way
... with U.S. Savings Bonds**

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THE WEEK IN RADIO

May Boost FCC Budget

By JIM OWENS

FCC will be provided a \$6,440,000 budget for next year—\$189,000 over '47—if the Senate Appropriations Committee recommendation is adopted.

Expected confirmation of Robert F. Jones, Jr., as successor to Ray Wakefield on the FCC came from the Senate without a dissenting vote.

FCC study revealed 23 states are interested in setting up state-wide FM networks. Report indicates heavy use of FM facilities for educational activities.

State Department's report on the Inter-American Copyright agreement was released to the Senate Foreign Relations Committee, after a year of deliberation.

Major networks continue to expand national coverage of markets with some 1124 stations (out of a total of 1300) signed up for affiliation.

IN CLEVELAND IT'S WHK

COAST-TO-COAST

—CONNECTICUT—

HARTFORD—Harvey Olson, WDRC program manager, has been elected vice-president of the Hartford Advertising Club.

—FLORIDA—

JACKSONVILLE—Frank Taylor, Jr., assistant manager of WPDQ, was recently awarded the United States Junior Chamber of Commerce Distinguished Service Award.

MIAMI—WGBS is inaugurating a series of dramatic shows on Community Chest which will cover a period of 13 weeks.

—MISSOURI—

ST. LOUIS—A major construction project is now under way in the offices of KXOK in this city.

phone of Canada "frowns" upon use of recording devices for phone conversations. Pilot Radio Corp. has developed an attachment for converting AM receivers into AM-FM.

Following resignation of Lt. Gen. James G. Harbord, David Sarnoff was named RCA board chairman.

Large-screen television will be shown in New York this fall by RCA in collaboration with Warner Bros. Pictures, Inc.

—NEW HAMPSHIRE—

CONCORD—WKXL's Youth Workshop recently produced a comedy entitled, "The Menace From Minnesota," with teen-age thespians taking the parts.

—OKLAHOMA—

ENID—For the purpose of promoting larger female audiences for its baseball broadcasts, KCRC is urging its women listeners to join the station's "Hit and Run Club" which, upon joining, entitles them to a post-card making them contestants for valuable prizes.

—OHIO—

CINCINNATI—Robert M. Fleming, former program director of WCKY, has returned to the L. B. Wilson stations as sales account executive.

with Paramount is also said to be readying presentation of theater tele in the near future.

ABC racked up a 12.7 per cent business increase for the first six months of this year compared with '47.

Orrin E. Dunlap was named vice-president of RCA in charge of advertising and publicity.

AGENCIES

ALEX KEESE, TOM PETERSON, CLYDE MELVILLE and JOHN D. ALLISON, effective August 1, will each become a director and vice-president of Taylor-Howe-Snowden Radio Sales, Inc.

ELLIS SARD has joined Kenyon & Eckhardt to work in television and radio departments.

TOM FARING, formerly production chief, Feld, Casey & Rosen, Inc., New Brunswick, N. J., has joined the sales promotion staff of WCTC.

MIRIAM M. SEMONS has joined Brad-Vern, Van Diver & Carlyle, Inc., New York advertising agency and merchandising counselors.

SHERIDAN & ASSOCIATES, Los Angeles merchandising firm, has named Allied Advertising Agencies to handle a national newspaper and magazine campaign.

FOUR AGENCY EXECUTIVES will answer questions about the relationship of CBS affiliates to agencies in one of the meetings on the agenda of the Columbia network's first Promotion Managers' Clinic.

FRITZ C. HYDE, JR., has been named assistant general sales manager for Goebel Beer.

Send Birthday Greetings To July 21 Art Franklin Allyn Joslyn Elsie Hitz Fullon King

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 40, NO. 15

NEW YORK, TUESDAY, JULY 22, 1947

TEN CENTS

Radio Still Topping Mags

AT & T Would Cancel Coaxial-Cable Rates

Washington Bureau, RADIO DAILY
Washington — American Telephone and Telegraph Co., yesterday asked the FCC for permission to cancel its proposed commercial rates for inter-city television facilities. Formal Commission approval is a foregone conclusion.

In its terse announcement, AT&T said present "experimental" service for the Washington-New York coaxial cable would be continued without charge to television broadcasters until new rates are filed with the Commission.

AT&T's sudden action came on the eve of the deadline for filing objections to the proposed rate with the Commission.
(Continued on Page 6)

Boroff Heads Committee On Freedom Train Plans

Chicago—E. R. Boroff, vice-president in charge of ABC's central division, was elected chairman of the Chicago Radio Committee for the purpose of organizing the American Heritage Program and Inaugurating the Freedom Train, it is announced. The campaign, which will be launched in September, will utilize
(Continued on Page 2)

Carnation Co. Moving Headquarters To Coast

The Carnation Co., milk firm who among the leading advertisers in radio, will consolidate its New York, Milwaukee and Seattle offices into a single national headquarters in Los Angeles. Company is reported as readying a seven-story structure to
(Continued on Page 8)

Distance Record

Frank R. Day, a St. Albans (L. I.) resident, and the owner of a U.S.T. tele set, carved himself a small piece of video history last week when he picked up a broadcast from WNXZV, Zenith experimental outlet in Chicago—distance of 900 air miles. Day wrote the station, explaining in detail what he saw (for 23 minutes) and received, forthwith, WNXZA verification.

Singing ET Ban

Sydney—The Federation of Australian Commercial Broadcasting Stations have banned singing commercials as from July 1. Ban does not apply to singing ideas which are part of the actual program. Some stations objected to the ban, but they kept a solid front for Federation solidarity.

Radio's Importance Stressed To AMA

In a movement to impress on members of the Automobile Manufacturers Associations the importance of radio as a medium, Harry Cushing, radio department AMA, has prepared and distributed a booklet to 500 advertising and public relations officials in the automotive and allied industries.

"Our purpose is to call the industry's attention as forcefully as possible to the tremendous social and economic importance of the broadcasting industry in the nation's daily
(Continued on Page 5)

International Harvester Renews "Harvest Of Stars"

International Harvester Co., Chicago, has renewed its Sunday NBC program, "Harvest of Stars," at 2:30-3 p.m., EDT, effective Oct. 5. This makes the third consecutive year for the client using 154 network stations, according to Lloyd O. Coulter, vice-
(Continued on Page 8)

NAB Urges AM-FM Music; Webs To Confer With AFM

Washington Bureau, RADIO DAILY
Washington—The four major networks will seek to arrange duplication of web AM musical programs for FM radio stations, it was revealed yesterday. The pledge was made by top network representatives to the NAB Employee-Employer Relations Committee meeting here on labor legislation. The NAB committee endorsed the network stand and urged that the FM duplication get under way "as quickly as possible." Thus

Study Shows Many Leading Advertisers Continue To Favor The Radio Over Magazine Field

ITC Would Bar Spain From Its Membership

Atlantic City, N. J.—The International Telecommunications Conference reconvenes this morning following a week-end recess which began just after delegates had voted to exclude Spain, Outer Mongolia, Estonia, Latvia and Lithuania from the conference. Spain and Outer Mongolia were barred by the two-thirds majority vote method, however, and
(Continued on Page 7)

Oboler Signed By Decca For Dramatic Records

Signing of Arch Oboler to write and direct a series of three albums of dramatic recordings was announced yesterday by Decca Records. The first of the three will be Bette
(Continued on Page 2)

A. N. Halverstadt Named Chairman Of Radio Council

The Radio Council, recently established by a group of members of the Association of National Advertisers, has elected A. N. Halverstadt, of The Procter & Gamble Company, as chair-
(Continued on Page 5)

With leading advertisers whose expenditures in radio exceeded that of magazine billings, making it possible for the broadcasting industry to show greater total sales over the other medium, again holding to similar commitments, radio this year will continue to show a larger gross billing than that
(Continued on Page 6)

New 'Rep' Company Formed On Coast

Formation of a new radio station representative organization to be known as Western Radio Advertising, Inc., was announced yesterday by Lincoln Dellar, president, and Purnell H. Gould, vice-president and general manager. Offices of the new firm are being established in Los Angeles and San Francisco.

The new company, according to Dellar, will operate exclusively in the interest of stations in the Western
(Continued on Page 5)

Plan Huge Tele Exhibit For St. Louis In Fall

St. Louis—A concerted attempt to establish this city as "one of the leading postwar television centers in the nation" will be made during an industry-wide video exposition to be
(Continued on Page 5)

Bull Fights Okayed

If the BBC wants to broadcast a bull fight it may certainly do so, and listeners can take it or leave it, a London court has ruled. The Performing Animals Defense League had requested an injunction to prevent BBC from carrying a transcribed commentary on a bull fight portraying Easter in Spain, saying it would encourage bull fighting in England.

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

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WEST COAST OFFICES
Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlfonega Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Mon., July 21)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Admiral Corp.	8 1/8	8 1/8	8 1/8	—
Am. Tel. & Tel.	156 3/4	156 1/2	156 1/2	— 3/8
CBS A	29 1/2	29 1/4	29 1/2	—
Farnsworth T. & R.	7	6 7/8	6 7/8	—
Gen. Electric	38 3/8	37 3/8	38 1/8	+ 1/8
RCA Common	9 1/8	8 7/8	9	— 1/8
RCA First Pfd.	77 1/2	76 1/2	76 1/2	— 3/8
Stewart-Warner	16 1/8	16	16 1/8	+ 3/8
Westinghouse	29 1/4	28 7/8	29 1/8	— 1/8
Westinghouse Pfd.	100 5/8	100 1/2	100 1/2	— 1/2
Zenith Radio	21 3/8	21 1/8	21 1/8	—
NEW YORK CURB EXCHANGE				
Nat. Union Radio	3 3/8	3 1/4	3 3/8	—
OVER THE COUNTER				
Du Mont Lab.		Bid 7 1/2	Asked 8 1/4	
Finch Tele Comm.		5 3/4	6 3/4	
Stromberg-Carlson		12 5/8	14 1/8	

Renew Coast Show

Whitehall Pharmacal Co., New York, has renewed the Fleetwood Lawton news commentary on NBC Western network, Harry C. Kopf, NBC vice-president in charge of sales, announced. The program is broadcast Monday through Friday, 8:15-8:30 p.m., PST. The agency is Dancer - Fitzgerald - Sample, Inc. for Anacin and Bisodol Mints.

JOB WANTED

... the job of **SELLING KANSAS** for YOU - at low cost • Just hire:

Ben Ludy, GEN'L. MGR.

W I B W

The Voice of Kansas
TOPEKA

★ COMING AND GOING ★

ROBERT D. SWEZEY, vice-president and general manager of the Mutual network, is in Washington for the meetings of the NAB labor and code committees. From the Nation's Capital he'll go on to Boston, where on Thursday he'll address the Radio Workshop of Boston University.

MARY PATTON, radio actress, left yesterday by plane for Switzerland, where she will join her husband, **FRANK PAPP**, the NBC director, who is touring Europe's displaced persons camps and relief centers to record a radio documentary series for the Church World Service.

WALTER ROSE, general manager of KWOS, Jefferson City, Mo., paid a call yesterday at the offices of Mutual, with which the station is affiliated.

"Q" COX, general manager of KGW, Portland, Ore., recently paid a fleeting visit to his own office while en route from Sun Valley to New York to attend the Summer session of NBC's SPAC representatives.

LOU SPOSA, **IRENE MURPHY**, **IRINE PETROFF**, and other members of the RCA Victor-Allied Stores "Television Caravan," will open today in Rollman's Store, Cincinnati.

CEDRIC FOSTER, Mutual network commentator, stopped off at the MBS New York offices on his way back to Boston following completion of a six-week tour from coast to coast.

GEORGE CROTHERS, director of "In My Opinion" heard on CBS, is resting up for a while at Lake George.

LOUIS COOK, manager of KNOW, American network affiliate in Austin, Tex., is here for conferences at the headquarters of the network.

WALTER PRESTON, program director of WBBM, is back at the Chicago offices following a short trip to New York for confabs with officials of CBS Radio Sales.

NICK NICKSON, announcer on WWRL, has left for a vacation of two weeks at Colchester, in Connecticut.

JOHN H. BENNETT, commercial manager of WWSC, Glens Falls, N. Y., is in town on business. The station is an outlet of the Mutual network.

JULIAN ANTHONY, American network correspondent, leaves Washington, D. C., by plane tomorrow for Tokyo, Japan, where he will join the fleet of B-29's which will attempt a one-stop flight to Washington, arriving Aug. 1, Air Forces Day.

JOE SHRIBMAN and **JOE GALKIN**, personal reps. for top bands have arrived via seaplane at Lake Tarleton N. H. for a vacation.

FRANCIS HEAD, of John E. Gibbs & Co., talent reps., off to Chicago for a week of conferences with Tommy Bartlett regarding his new show, "Welcome Travelers."

Oboler Signed By Decca For Dramatic Records

(Continued from Page 1)
Davis in Oboler's original drama, "This Lonely Heart," story by Tschaikowsky and Madame Von Meck. Victor Young and orchestra will back Davis on the Tschaikowsky album.

Another album "Bill of Rights" will be done in co-operation with U. S. Government's "Freedom Train" series with an all-star cast. The third will be "The Living Book" which will dramatize incidents from the Bible and will be made in collaboration with Christian and Jewish organizations.

Max Wylie, Joins Producers As Editor And Chief Writer

Max Wylie, formerly in charge of daytime radio for Young & Rubicam, has joined Program Productions where he will be editor and chief writer of "The Timid Soul," a half-hour weekly show now being offered agencies and networks. Program is based on the cartoon character drawn for the New York Tribune syndicate by H. T. Webster. Title role in the production has not been assigned but three radio actors are being considered.

Program Productions, headed up by Jerry Layton and Wilbur Stark, is the package firm which sold "Col. Humphrey Flack" to NBC. In his new connection, Wylie will work with all shows which Program Productions handles.

"Talent Scout" To CBS

Following Friday night's broadcast, Arthur Godfrey's "Talent Scout" moves on to CBS to Mondays, 8:30 to 8:55 p.m., EDT., starting July 28.

Borroff Heads Committee On Freedom Train Plans

(Continued from Page 1)
all media of communication, education and community participation to emphasize nationally the common heritage of America.

Other members of the Chicago radio committee are John Platt, advertising director Kraft Cheese Co., representing advertisers; Jeff Wade, Wade Advertising Agency, agencies; Art Jacobson, production director, NBC directors; E. R. Borroff, networks; Glen Snyder, vice-president and manager WLS, stations; Fran Allison, radio actress, talent; and Phil Bowman, writers; L. S. (Duffy) Schwartz, liaison advertising council, and Holman Faust, Radio Management Club.

Plan will consist of three phases. First a tour of the Freedom Train; secondly, rededication weeks conducted by communities throughout the nation; and third, the continuing national program of the Advertising Council utilizing all media for a full year's duration.

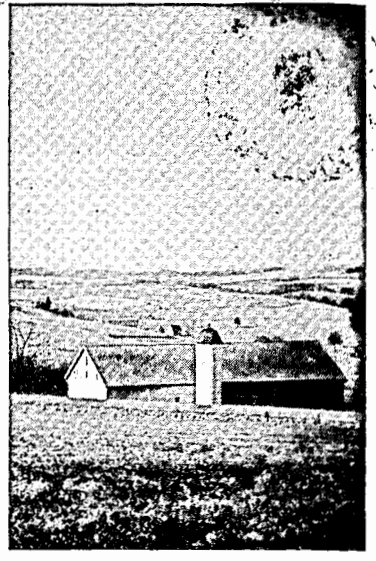
Wedding Bells

Ridgefield, Conn.—Gail Austrian, daughter of Ralph B. Austrian, president of RKO Television Corp., was married here Sunday to Harry Ingram.

Lynn Berglas, of Norwich, N. Y., secretary to Arthur Godfrey's "Mug" Richardson will marry Lawyer Henry M. Rebeck of Waverly, N. Y., July 28, 2:00 p.m., at the Spanish-Portuguese Synagogue, New York City.

Fight On Television

Heavyweight fight between Ezzard Charles and Elmer Ray scheduled for Friday night at the Madison Square Garden will be televised on WNBT, NBC's New York station.



PEACEFUL

Peace is wonderful in the country. That picture proves it. But as long as you're in the business of buying radio time, you've got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we're glad. Because year after year, W-I-T-H continues to deliver more listeners-per-dollar-spent than any other station in town.

You'll recall, too, that Baltimore is the 6th largest city in the States . . . this is a 5-station network town.

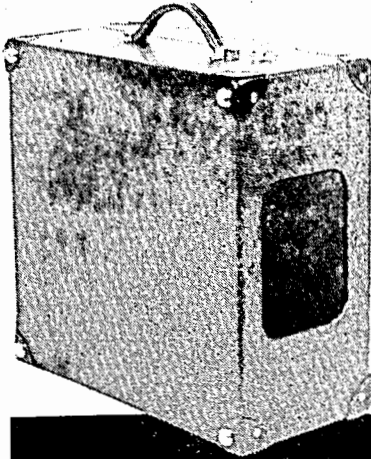
No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?

W-I-T-H

AM and FM
IN BALTIMORE
TOM TINSLEY, President
Represented Nationally By Headley-Reed

IMMEDIATE DELIVERY

CLOSED



NEW 1948 AC-DC PORTO-PLAYBACK for 16 inch transcription records

specifications and features

weight: 24 lbs. complete.

case: Attractive, sturdy, light, 5 ply Weldwood case. Brown outside, cherry red inside. Finished in fine grain water repellent fabric with non-rust brass fittings.

size: 16½" x 16½" x 8".

speaker: Latest design 6" permanent magnet Jensen speaker with special oversized magnetic field.

equalizer: Correct equalization network for shellac, NAB standard, ortho-acoustic and flat recordings. (EXTRA —one special position for low level recordings.)

pick-up: Latest model true tangent Astatic transcription pick-up with permanent sapphire nylon shank stylus.

motor: Dual speed 33½ and 78 r.p.m. with improved heavy duty motor sealed in oil, operating on either AC or DC current.

controls: Separate tone, equalizer and volume controls.

price: \$140. Net F.O.B. New York.

CHARLES MICHELSON
PORTO-PLAYBACK
EQUIPMENT USED BY

The new CHARLES MICHELSON INC. AC-DC PORTO-PLAYBACK is a boon to advertising agencies, radio stations, transcription companies and schools.

Completely new in every respect, this compact, lightweight machine is designed to faithfully reproduce your program or presentation on 16" transcriptions at 33½ r.p.m., or 10" and 12" phonograph records at 78 r.p.m.

The permanent sapphire nylon shank stylus that will not scratch your record—the ease of operation—the clarity and quality of tone—the handsome, sturdily built case, are but a few

of the outstanding features incorporated in this latest AC-DC PORTO-PLAYBACK.

To tell and sell your sales story better, order yours NOW.



MAIL THIS COUPON NOW
FOR IMMEDIATE DELIVERY



Gentlemen:

Please enter our order for immediate delivery of your new AC-DC PORTO-PLAYBACK at \$140 each, f. o. b. New York.

check encl.

Ship C. O. D.

NAME

ADDRESS

CITY.....ZONE.....STATE.....



CHARLES MICHELSON INC.

PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934

67 WEST 44th STREET, N. Y. 18 • PHONE MURRAY HILL 2-3376

AND MANY OTHERS

LOS ANGELES

By RALPH WILK

ART LINKLETTER will be widely entertained during his vacation trip to Central and South America this summer. "Link" has just accepted the invitation of Admiral Leland Lovette, U.S.N., Chief of the U. S., Naval Mission to Brazil, to attend a gathering of dignitaries to Rio de Janeiro.

The musical score for Eddie Cantor's newest motion picture, "If You Knew Susie," is being handled by Edgar "Cookie" Fairchild and his orchestra. "Cookie's" music was heard on Cantor's Pabst Blue Ribbon radio show this past season.

"Blondie" on the Sunday radio, on the screen and in the comic strips, is now being drawn in Hollywood since the creator of the "Blondie" funnies, Chic Young, moved in from Florida and declared that it would be beautiful California for the rest of his life.

Robert Libott and Frank Burt have signed to write the new transcribed radio series entitled "The Unexpected," starring Barry Sullivan. Shows are 15-minute dramas, with twist endings.

Irvin Atkins, radio writer and producer, has been named west coast representative for Cruttenden and Egers agency of Chicago. Atkins will also take over duties as head of the agency's radio department, concentrating on the Admiral Radio account. Offices are in the Taft Building.

George Allen, producer-director of "The Whistler," Wednesday night thriller, has been named manager of commercial programs for the CBS Pacific network. He will, however, continue to produce and direct "The Whistler."

Set Heavy Radio Drive For Campaign Of CARE

Approximately 190,000,000 "listener impressions" will be registered by the major and regional networks during the two week period, August 4 thru August 17, as part of an intensive public service campaign on CARE conducted by the Advertising Council, it was revealed yesterday. Campaign, designed to illustrate with dramatic emphasis, food conditions in foreign countries, will include all other media.

Radio's participation in the campaign, as in various other drives of a similar nature, will be handled in co-operation with the Council's Radio Allocation Plan. Top national advertisers and their network programs and stars, will insert and deliver messages on the importance of aid to CARE. Total network impressions during the two-week drive are estimated at 150,000,000, in addition to another 40,000,000 for regional network and local spot announcements, etc.

Entire campaign, with aid of all media, is expected to increase the daily food-package distribution from the current 10,000 to 50,000.



Broadway Bulletin Board . . . !

● ● ● Looks like the State Dep't will have to call in the nets to take over overseas programming come fall. Gov. agency will continue, however, to sit in on the airings to Russia. New setup will doubtless open up international airings to bankrollers, as this type of good-will consumes much lettuce. . . . Starting in the fall (as they did last year) the Army will sponsor football games over ABC and Mutual to hypo recruiting. . . . Talk of the television circles this week is a mistake registered by engineers, when in setting up a nite tele pick-up during the day at a men's pool, they neglected to close the circuit for 15 minutes. Pictures of naked men swimming were flashed on the tele screens of the city. . . . Aside to Groucho Marx: You aiming to follow in Ronald Colman's footsteps and make with the transcriptions via Ziv? . . . Rudolph Friml, Jr., band-leader and son of the noted composer, latest entry in the disc jockey sweepstakes. . . . Nine of the best "School of the Air" stanzas of the past five years will be brought back to CBS Tues. nites (10:30 to 11:00) from Aug. 5th through Sept. 30th to show adult listeners the entertainment and educational value of such programs. . . . Lloyd Shaffer knows of an actor who puts on one-man shows. That's usually the size of his audience.

★ ★ ★

● ● ● THAWTS WHILE THINKING: Disc jock or not, Ted Husing's resonant, authoritative quality is missed in the sports parade. . . . Sometimes his exceptional ease and unconcerned "air-titude" makes Red Barber sound as tho' he were broadcasting on a direct wire to a particular four-man card game in Flatbush. . . . Bill Stern sells you a nice brand of dramatics. . . . Put the tag of "Mr. Consistant" on Mel Allen. . . . Tho' he wasn't always right in his play calling, there never has been and there prob'ly never will be a voice as attention-getting as the late Graham McNamee's. His "Good evening, ladies and gentlemen" was national reveille at any hour of the day or nite. . . . While he isn't a standout as an interviewer of railroad passengers coming and going from Chicago, Bob Elson is a baseball fan's delight in calling a shortstop's throw across the infield. Love his "heeeeee's out!". . . . The gent who is marvelous at making you see what you are supposed to see is television's voice at the Yankee ball games, Bill Slater, a great guide for your optics. . . . It's a shame for Giant fans that a loveable guy who knows the A to Z of baseball like Frank Frisch wasn't born with Russ Hodges' gift of gab.

★ ★ ★

● ● ● SMALL TALK: Vaughn Monroe's "Moon Maids" are now a quartet instead of a quintet, with thrush Katharyne Myatt doing a bow-out. He's not replacing her. . . . Club 18 becomes "The Troubadour" Aug. 8th with complete change of ownership and policy. . . . Rob't Q. Lewis wasn't the only casualty on his show last week. Lee Brody, one of the character actresses on the show, was rushed to Bellevue where she's still critically ill. . . . Jack Smith trying to get agency to let him do his show from the coast in the fall. They compromised with a five-week deal out there. . . . You can tip your Adam Hat to "The Big Break" which preemed over NBC Sunday nite. One of the chief differences in this show and its forerunners, however, hasn't even been publicized. The contestants before each broadcast are asked what award they would like—anything to further their career—if they win. Sponsor has nothing to do with picking the prizes. . . . Two Navy destroyers will escort Bob Rip'ey's Chinese Junk down the river when the "Believe-It-Or-Not!" creator is saluted by Albany Aug. 8-9. . . . Joan Leslie's sister, Betty Brodel, now a starlet on the Paramount lot. . . . Tony Rivers, radio actor who recently inherited over a million bucks, is playing a bit part in "Naked City." He sits on a scaffold 40 floors above old Manhattan. What some guys won't do for money!

★ ★ ★

CHICAGO

By NAT GREEN

"THE FIRST NIGHTER," dramatic program which originated from the WBBM-CBS studios here until April of last year, will return to the CBS network October 4, from Hollywood.

Jim Backus, young comic who has supported Eddie Cantor, Fred Allen and Jack Benny, steps into his own in the new Jim Backus Show which makes its debut on WGN-Mutual August 3, 8:30 to 9 p.m. Backus will write his own comedy routines for the program, which will also feature musical selections.

Dave Kimble of the NBC advertising and sales promotion staff, vacationing in the Black Hills.

Johnny Olsen and the cast of "Ladies Be Seated" will perform before the Davenport (Iowa) Grocers and Meat Dealers Assn. on July 27.

Harry Creighton, staff announcer will join Holland Engle as emcee of the weekly "Dress Up Quiz" show on WGN. An additional feature of the program, which started yesterday, is the award of a wrist watch to the holder of the lucky number in the studio.

Friday nights are celebrity nights on Guy Savage's "Majestic Musical Caravan," WENR midnight show, and Savage has had several local radio editors as guests recently.

New Long Island Station Opens At Hempstead

New 250 watt daytime station at Hempstead, L. I., WHLI, owned by Elias Godofsky, went on the air at 7 a.m., this morning with "A Tribute to Long Island," an hour-long program which featured speeches by city, county and island officials. Hempstead's Mayor Ernest A. Ashdown also declared Tuesday as "WHLI DAY" and read the proclamation during the broadcast. WHLI's FM affiliate, WHNY, is scheduled to begin broadcasting August 20. WHLI will be on the air from 7 a.m., to 8:30 p.m., at present, but WHNY will broadcast from 7 a.m., to 11 p.m.

Station made its first test transmissions last Thursday, inviting any listeners to acknowledge reception. Station claims to have received nearly 3,000 letters and phone calls following the announcements.

WHLI's program format will be based on "familiar good music" and local news. Newscasts will be aired every hour on the hour with a staff of reporters gathering news from Mineola, the Nassau County seat, and other parts of Long Island.

ENGINEER

Immediately Available

1st phone and telegraph, considerable time amateur and Merchant Marine Radio, 23, single, 3 years college physics major, salary secondary, will travel.

GREGORY FLYER

5702-14th Ave., Brooklyn, N. Y.

New 'Rep' Company Formed On Coast

(Continued from Page 1)

markets. The stations will be fitted into a correlated market sales plan.

ould, for 10 years prior to the war was sales manager and later manager of WFBR in Baltimore. During the war he served as a major in the Army and more recently has been general manager of KSDJ, new CBS outlet at San Diego.

Dellar is the executive director of KFOA, Sacramento, and KXOB, Sackton. He has had 15 years diversified experience in sales and management. Morton Sidley, national sales manager of the above stations, is also joining the new firm. He was formerly sales manager of KSFO, San Francisco.

Planning National Electronic Conference

Chicago—Delegates to the National Electronics Conference in Chicago, Nov. 3-5, will hear a keynote address by Dr. George D. Stoddard, new president of the University of Illinois. Main banquet will be held Monday night, Nov. 3, in the main dining room of the Edgewater Beach Hotel with the stars of the hotel's show providing entertainment.

Walter Evans, vicepres of Westinghouse Electric Corp., will speak at the Monday luncheon while Blake Hull, president of the American Institute of Electrical Engineers, will be present at the AIEE luncheon on Tuesday.

During the three day conference, one session will be devoted to commercial, FM, and television broadcasting and another to color television and oscillography. Various new types of antennas will also be discussed. Agenda calls for release of technical details of the new Dynamic Noise Suppressor invented by Heron Hosmer Scott.

PROMOTION

Motorola Advertising Campaign

Victor A. Irvine, advertising manager of Motorola, Inc., announces that the company will launch the biggest advertising campaign in company's history early this fall, for the new 1948 Motorola Home Radios. Motorola has "Furniture Styled" their new 1948 line, to harmonize with various interior decoration motifs and campaign will feature the "Furniture Styling" theme, illustrating various models of the line in harmonious room settings.

"Wooden Nickels"

During the Sesqui-Centennial Celebration in Stubenville, Ohio, thousands of wooden nickels, made in the form of small squares of wood, were placed in circulation. All of the wooden nickels issued during the celebration were covered by cash deposits at local banks and are redeemable. Over 300,000 persons attended the many events featured and WSTV was present on many spots with its microphone to cover the multitude of events.

"How To Sell Quality"

WBIG, Greensboro, N. C., is presently issuing a handy 40-page pocket size booklet, entitled "How To Sell Quality," which contains many valuable hints based on the creative selling methods of the top salesmen in 43 nationally known companies. Booklet is issued with the compliments of the station.

Mayor Commends WDRC

The widespread promotion job done by WDRC, Hartford, in behalf of the 5-cent municipal Armory parking lot in Hartford has brought commendation from Mayor Edward N. Allen. In a letter to Station Manager Walter Haase, the Mayor says: "The City of Hartford owes you and your station a debt of gratitude for your fine contribution to the Armory parking lot project." Several times a week WDRC picks up women shoppers in the mobile unit at the parking lot for the "Shopping by Radio" program.

WHLI Widespread Promotion

As part of its Opening Day promotion for today, July 22, WHLI, Hempstead, N. Y., placed advertisements in 51 daily and weekly newspapers throughout Nassau County. Ads ranged in space from 42 to 1000 lines and varied between institutional copy and messages calling attention to \$1,000 in prizes offered during hourly contests on Opening Day. In addition, 50,000 post-cards were mailed to residents throughout Nassau County, informing listeners of prizes, ranging from household and kitchen items to electric shavers and radios. Every bus throughout the County also carries posters, as well as banks, bus terminals and other strategic points. Furthermore, Opening Day, July 22, has been proclaimed as "WHLI Day" by Hempstead Mayor Ernest A. Ashdown.

Plan Huge Tele Exhibit For St. Louis In Fall

(Continued from Page 1)

held here in October or November "if preliminary investigations indicate the feasibility of such a plan," according to an announcement yesterday by J. W. McAfee, president of the Union Electric Company and general chairman of the tele committee of the St. Louis Chamber of Commerce. "St. Louis has always been in the forefront of new developments in the past," McAfee said, "and we want the same to be true of television."

St. Louis, being centrally located "has many natural advantages that make it a logical television center," McAfee declared. Its position makes its readily accessible to talent from both New York and Hollywood, he pointed out, and because of the time zone, "network programs originating in St. Louis can reach east and west coast audiences at convenient hours." coast audiences at most convenient hours."

At a general organizational meeting aired over KSD-TV, the only station now operating here, McAfee revealed that plans are under discussion for holding the exposition in the city's Kiel Auditorium. Extensive tele exhibits and program demonstrations will be a part of the entire undertaking, he said.

A. N. Halverstadt Named Chairman Of Radio Council

(Continued from Page 1)

man to succeed Dr. Robert F. Elder, of Lever Brothers Company. The Council has also engaged I. W. Digges to act as general counsel.

New chairman of the Council has been with Procter & Gamble for 17 years and at present holds the post of manager of the radio and media division. Halverstadt has been in the advertising and radio departments of Procter & Gamble practically since becoming associated with that organization. He is a former member of the board of the Broadcast Measurement Bureau and other radio interests to measure station audiences, also a former chairman of the B.M.B. technical committee.

Digges has been counsel to A.N.A. for the past sixteen years. A graduate of George Washington University of Paris Law School, Digges has been engaged in private practice since 1925. Prior to that he was an attorney for the Federal Trade Commission for three years. He is a former associate administrator of the War Savings Staff of the Treasury Department and served also during the war as counsel to the War Shipping Administration. He has recently become chairman of the Lawyers' Advisory Committee of the United States Trade Mark Association.

Radio's Importance Stressed To AMA

(Continued from Page 1)

life," Cushing said. "We also hope to create an even more acute awareness of the fact that radio must be accorded equal treatment with other media."

Radio in 93% of U. S. Homes

Among other things, the AMA booklet reveals that a survey completed this year by an independent research agency indicates that 93 per cent of all U. S. homes have radios in use daily. The exact figures is 35,900,000 homes with 53,500,000 radios in operation.

"Family Theater" Party Planned In Hollywood

Los Angeles—Plans for a garden party for the "Family Theater" program heard on the Mutual network were discussed at a tea held at the home of Mrs. T. J. Madden with Louella Parsons as honorary chairman. The garden party which will be held at the Jack Dempsey estate on Los Feliz boulevard August 17th will bring together a number of stars who have been active in the support of Father Patrick Peyton's program. Among them are Bing Crosby, Ethel Barrymore, Charles Boyer, Gregory Peck, Gary Cooper, Jane Wyman, Barry Fitzgerald and Frank Sinatra.

"Family Theater" is the weekly, non-commercial dramatic presentation which has given America a new viewpoint of what Hollywood thinks of family life and prayer. Time for the program on Mutual is donated by the network entirely as a public service.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St. N.Y. 19
BARRY GREENFIELD, Mgr. Director

PILOTUNER
PILOTUNER
PILOTUNER
FM for the millions!
WHAT IS IT?
WATCH FOR IT!
PILOT RADIO CORP., LIC. N.Y.

Advertisers Still Like Radio Over "Mags"

(Continued from Page 1)
of the national magazines. By the same token, the combined business of the four major networks, plus some spot advertising, will exceed for the current year, the billings achieved during 1946. And this by a goodly margin.

At least six accounts whose appropriations for radio advertising in 1946 consumed most of the entire budget, have not planned to change their course. These are listed in the box at bottom of this page.

Added to this category are numerous new advertisers with important appropriations although somewhat less than the \$1,000,000 mark. Also some new to radio this year and some comparatively new whose appropriation for radio this year far exceeds that of 1946. Others in 1947 will pass for the first time the million dollar mark.

Thus, Toni, Inc. which spent \$49,120 in radio in 1946 has already had gross billings of \$345,804 during the first five months of 1947.

National Biscuit Goes Heavily Radio
National Biscuit Co. which spent over \$1,200,000 in magazines in 1946 will probably spend close to the \$1,000,000 mark or over in radio within the fiscal year beginning June 15.

Nestle Milk Products new to network radio will spend \$600,000 on the year and Norwich Pharmaceutical Co. will also expend a sizeable budget in radio.

Goodyear Tire & Rubber Co. which expended nearly \$2,000,000 in magazines last year and a considerable sum in farm papers, this year has spent \$217,176 in radio in less than six months and like those mentioned above is continuing through the season.

Pharmaco Co. for Feen-A-Mint which had gross billings of approximately \$500,000 on Mutual last year has set the 1947-48 season with an expansion to \$1,200,000 on the same web, while such accounts as American Safety Razor Corp. has expanded its MBS web from 288 to 350 outlets.

Ford Motor Co. while still a heavy magazine spender has appropriated more money for radio this year via the one-hour dramatic show on NBC. Same network also has various new accounts and expansions.

Liggett & Myers Tobacco for Chesterfields is spreading considerably with its sponsorship of Arthur Godfrey on CBS, which also goes for Campbell Soup Co. on the same

SOUTHWEST SIDELIGHTS

WHEN a call for help came from the Pampa Chamber of Commerce for trucks and combines to aid in a wheat harvest approximately 500 miles away from WOAI, San Antonio, the station's news editors Henry Howell, Bill Shomette and Austin Williams went on the air with pleas for help during their regular newscasts. Word has been received that the help was forthcoming and the situation is well in hand.

Ardyce Pfanstiel has joined the staff of KYFM, San Antonio in the continuity department. She was formerly associated with KABC and KTSA there.

"Billy Mayo Presents" is the title of a new series of full hour programs to be aired over WFAA-570, Fort Worth, each Sunday. Programs will feature Mayo, who is the conductor of the WFAA staff orchestra as a disk jockey giving out with the latest in platter chatter with a series of personal interviews with the top names in the record field as a highlight of each program.

Marian Chorce, formerly with WINX, Washington and WBAL, Baltimore has joined the continuity department of KMAC and KISS (FM), San Antonio.

Ed Lovelace, former commercial manager of KRIG, Odessa has resigned his post to become manager of KIUL, Garden City, Kansas.

Richman Lewin has been named general manager of KTRF, Lufkin, new 1,000 watt outlet which is scheduled to take to the air there on Oct. 1. Lewin was formerly with KRBA there as well as KFDM, Beaumont.

Owen Johnson, merchandise and promotion manager of KTSA, San Antonio has been named chairman of publicity to handle the 8th Annual Junior Chamber of Commerce Rodeo to be held there soon.

network. Armour & Co. has added to its radio appropriation via CBS this year, also Procter & Gamble (Lowell Thomas) and Ralston Purina Co. CBS continues with Pet Milk whose entire radio billing of \$884,996 remains on the web as an example of a "steady customer."

Overall picture, however, holds steadfast as to the leading advertisers with the major portion of their respective appropriations remaining in radio. The all-time champ, Procter & Gamble with a total expenditure of over \$24,000,000, last year allocated \$17,319,744 for network and

Howard W. Davis, owner and operator of KMAC and KISS (FM) San Antonio has announced the appointment of the John E. Pearson Co., as national sales representative for the stations.

"Starlight Rehearsal" is the title of a new weekly series of programs heard each Friday over WFAA-WBAP 570 Fort Worth which presents stars from the Starlight Operetta current at the Fair Park in Dallas. John Rosenfield, amusement editor of the Dallas News is commentator for the series. This week Raymond Walburn will be interviewed and Johnny Downs and Jane Deering will be heard in several songs from "No, No, Nanette."

New and novel series of half hour programs is being heard each Saturday afternoon over KTSA, San Antonio. Bob Holleron, station's special events director and Bob Hopper, engineer go out to the Playland Park where they interview the kiddies by means of a wire recorder and receive their reactions to the various rides and thrills offered. Programs sign on and off to the tune of the park's merry-go-round music box.

Max Reiter, conductor of the San Antonio Symphony Orchestra and the Waco Symphony Orchestra, has been engaged as guest conductor of the NBC Symphony Orchestra for the concert of Sunday, Sept. 7. Reiter conducted the ABC Symphony Orchestra several weeks ago.

As a sort of a "mental pick me up" every 30 minutes throughout the broadcast day on KIXL, Dallas, a thought tingling proverb is presented.

The Express Publishing Co., of San Antonio has been granted construction permits for new experimental Class 2 relay press facilities consisting of one land station and four mobile units for its reporters.

spot radio, plus \$5,701,802 spent in magazines. Additional billings went to newspapers.

Comparative radio and magazine figures for some of the leading advertisers spending more money in the former medium, are recapitulated below. The picture, as stated above still holds as to the general trend.

In addition to the 10 clients listed, who spend more money in radio than in magazines, there are numerous others such as Standard Brands,

AT & T Would Cancel Coaxial-Cable Rates

(Continued from Page 1)

Commission. Up to early yesterday the FCC had received no official word that AT&T would cancel the rates, which were scheduled to go into effect on August 1. Television broadcasters were prepared to file protests at the last minute unless AT&T cancelled the proposed tariff. At an informal engineering conference, tele broadcasters objected to the rates as "excessive." The proposed rates would have been primarily for the New York-Washington coaxial cable, main link now in operation.

In its request to the FCC, the company stressed that it was made without prejudice to subsequent filing of new rates. AT&T said the request was made to "permit further study of the technical problems" involved in inter-city video.

Calls Move "Temporary"

In its request to the FCC, the company said the move was "temporary" and indicated a subsequent schedule, presumably listing lower rates, would be filed with the Commission.

The company also announced that "no change is contemplated" in the basis of rates for pickup and "other wire and radio facilities" provided by Bell Syndicate telephone companies for special point-to-point transmission of television program.

It is expected here that the Commission will schedule a new informal conference on the entire question of inter-city television.

The FCC now is working on a report of its first engineering conference.

Television broadcasters had withheld filing of protests with the Commission because of the "rumor" that AT&T would cancel the rates. However, the deadline for filing such protests is today, and broadcasters already had prepared requests for hearing by the Commission.

Libby, McNeill & Libby, Philco Radio & Television, Campbell Soup Co., Carnation Co. (milk), R. B. Semble Inc., United States Steel Co., Gillette Safety Razor Co., P. Lorillard Co., B. T. Babbitt Co., F. W. Fitch Co., Eversharp, Inc., Quaker Oats Co., others, all with expenditures of over \$1,000,000 for radio. Many lesser accounts however, below this figure have radio budgets comparable to apportionment of percentage in radio over that of magazines.

These Percentages Will Continue

Client	1946 Radio Expenditure	Percentage of Total Budget
Miles Laboratories	\$5,837,803	92
B. T. Babbitt Company	1,927,300	95.4
Lewis Howe Company	1,843,203	98
Mars, Inc.	1,194,300	100
Serutan Company	1,266,839	84
Bayuk Cigar Company	1,220,280	91.1

Budget Comparisons Tell The Story

Client	1946 Radio Expenditure	Magazines
Procter & Gamble	\$17,319,744	\$5,701,802
Sterling Drug, Inc.	9,455,334	1,983,563
General Foods	7,713,191	3,209,846
General Mills	6,801,830	1,767,341
American Home Products	6,687,850	1,896,057
Miles Laboratories	5,837,803	412,805
Lever Bros. Co.	5,789,493	2,042,962
Colgate-Palmolive-Peet	4,564,309	3,247,727
Manhattan Soap Co.	2,186,698	292,160
Kellogg Co.	2,791,976	345,480

Debs Will Negotiate For AM-FM Music

(Continued from Page 1)
 be the earliest possible resump-
 of duplication of AM musical
 programs over FM station facilities."
 The committee also explored the
 impact of the Lea and Taft-Hartley
 on radio. Speaking for the com-
 mittee, Chairman John Elmer, of
 WJBM, Baltimore, cautioned that
 it can act placed "added responsibil-
 ity upon employer." He further de-
 clared:

"The full impact of the Taft-Hart-
 ley and Lea acts on the radio indus-
 try will be more clearly discerned
 as existing contracts are renewed and
 new contracts are written. Except
 in a few areas, union-management
 relations throughout the radio indus-
 try have been far more harmoni-
 ous than in most industries. There is
 nothing in the Taft-Hartley act which
 would change this situation.

"The most significant prohibition
 in the Taft-Hartley act as it affects
 broadcasting is that against second-
 ary boycott. Basically, the secondary
 boycott is more responsible for bad
 feeling between broadcasters and ra-
 dio unions than any single factor.

"The full impact of the Taft-Hart-
 ley act on the radio unions and the
 employment of their members will
 depend primarily upon the degree of
 cooperation extended to broadcasters
 by union officials.

"Adamant and arbitrary demands
 of union leaders, not based on good
 programming and operations will do
 irreparable harm to both the unions
 and the radio industry. Now is the
 time to evolve a sound policy based
 on economic factors and not coer-
 ced demands by either side."

Among those attending the meet-
 ing in addition to Elmer, were: C. L.
 Marthy, KQW, San Francisco; P. A.
 Ryan, Dow, Lohnes, Albertson,
 Washington, D. C.; Marshall Pengra,
 RR, Roseburg, Ore.; Harry R. Le
 Blevan, WRJN, Racine, Wis.; C. L.
 Thomas, KXOK, St. Louis; Howard
 Newman, CBS; Frank White, CBS;
 E. McDonald, ABC; Frank R. Smith,
 WSW, Pittsburgh; Robert Swezey,
 Mutual; William S. Hedges, NBC;
 Edward Lane, Field Enterprises,
 Chicago; Lex Johnson, WHBF, Rock
 ford, Ill.; Gustav Margraf, NBC;
 Larry Ladner, NBC; John MacDon-
 ald, NBC; Ernest de la Oza, NBC;
 from NAB, Justin Miller, A. D.
 Ward, Jr., Don Petty, Ivar Peter-
 son, David J. Fisher and Richard P.
 Deets.

Marlowe Forms One Firm For Tele, Radio, Films

Arvey Marlowe, formerly execu-
 tive producer for the Amer-
 ican Broadcasting Company, has
 formed his own radio and radio tele-
 vision production and consulting firm
 with the name Harvey Marlowe
 Radio Associates, Inc.
 The services include creating and
 producing live and film shows for
 radio, television, stage and general
 entertainment.

NETWORK SONG FAVORITES

The top 33 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of July 11-17, 1947

TITLE	PUBLISHER
A Sunday Kind Of Love.....	Peter Maurice
Across The Alley From The Alamo.....	Capitol
Almost Like Being In Love.....	Sam Fox
As Long As I'm Dreaming.....	Burke & Van Heusen
Ask Anyone Who Knows.....	Witmark
Cecilia.....	ABC
Chi-Baba Chi-Baba.....	Oxford
The Echo Said "No".....	Lombardo
Feudin' And Fightin'.....	Chappell
I Believe.....	Sinatra Songs
I Wish I Didn't Love You So.....	Paramount
I Wonder, I Wonder, I Wonder.....	Robbins
I Wonder Who's Kissing Her Now.....	E. B. Marks
If I Had My Life To Live Over.....	General Music
I'm So Right Tonight.....	Leeds
Ivy.....	Burke & Van Heusen
Je Vous Aime.....	Crawford
Linda.....	E. H. Morris
Love And The Weather.....	Berlin
Mam'selle.....	Feist
The Man Who Paints The Rainbow In The Sky.....	Mutual
My Adobe Hacienda.....	Southern
My Heart Is A Hobo.....	Burke & Van Heusen
My Young And Foolish Heart.....	E. H. Morris
Passing By.....	Chappell
Peg O' My Heart.....	Robbins
Red Silk Stockings And Green Perfume.....	E. H. Morris
Stella By Starlight.....	Beverly
Tallahassee.....	Famous
That's My Desire.....	Mills
There's That Lonely Feeling Again.....	Mellen
The Turntable Song.....	Miller
Would You Believe Me.....	Remick

Second Group

Alexander's Ragtime Band.....	Berlin
An Apple Blossom Wedding.....	Shapiro-Bernstein
As Years Go By.....	Miller
Come To The Mardi Gras.....	Southern
Deep Down In Your Heart.....	Triangle
Don't Tell Me.....	Robbins
Every So Often.....	Harry Warren
Heartaches.....	Leeds
I Can't Get Up The Nerve To Kiss You.....	Santly-Joy
I Had A Wonderful Time In Columbus.....	Hudson
If This Isn't Love.....	Crawford
It's A Good Day.....	Capitol
Midnight Masquerade.....	Shapiro-Bernstein
Old Devil Moon.....	Crawford
Old Ferris Wheel.....	Goldmine
Time After Time.....	Sinatra Songs
Whispering Song.....	Miller

ITC Would Bar Spain From Its Membership

(Continued from Page 1)
 a proposal has been made that such
 a rule be reconsidered since it is
 tantamount to a veto. This is the first
 issue on the agenda this morning and
 following its disposal it is hoped that
 the International Radio Conference
 will be opened later in the day.

Should the delegates reverse them-
 selves on the two-thirds majority
 method, thus throwing out the rule,
 then the admissions of Spain and the
 Mongolian Republic will again be
 thrown open. The vote to bar Spain
 was 35 to 21 with nine abstentions.
 Balloting was secret but nations
 whose delegates favored admission of
 Spain included Argentina, Vatican
 City, Portugal, Dominican Republic
 and Venezuela. Alexander Fortou-
 shenko, chairman of the Russian
 group which staunchly opposed
 Spain's entry, said the Soviet union
 could not recognize that nation nor
 vote for its admission to the confer-
 ence "while it is under the Franco
 government."

The two-thirds majority rule was
 invoked for the first time last Friday
 when the admission of Outer Mon-
 golia came up for a vote. The tally
 showed 32 in favor of admission, 26
 against, and nine abstentions. Under
 the rule, 39 votes were needed to al-
 low Outer Mongolia to join the con-
 ference.

Ballots cast on the entry of the
 three Baltic states showed 41 against,
 16 favoring admission, and 10 ab-
 staining. Fortoushenko objected to
 the turn down of the Baltic states
 and Outer Mongolia and asked that
 his objections be placed in the rec-
 ord.

Charles R. Denny, conference chair-
 man, said Saturday he was aware of
 the shortcomings of a two-thirds ma-
 jority rule but asked that any recon-
 sideration of the method be postponed
 until today so that the agenda of the
 session could be acted upon before
 the week-end recess.

Manitoba Station Sale To CBC Anticipated

Winnipeg Manitoba Government
 officials predict that Radio Station
 CKY, Winnipeg will be sold by the
 province to the Canadian Broad-
 casting Corporation within the next five
 or six weeks. They said the price had
 not yet been agreed upon but, on the
 basis of the prices of other radio sta-
 tions, it is likely to range between
 \$150,000 and \$250,000. No difficulty is
 anticipated in reaching an agree-
 ment with the Dominion Government
 for the sale of the station, they added.

Will Originate In N. Y.

With the adjournment of the first
 session of the 80th Congress coming
 up, Mutual American Forum of
 the Air, will move from Washington
 to New York for origination during
 the balance of the summer. The
 broadcast of Tuesday, July 29, will
 originate at Mutual Longacre Thea-
 ter.

AGENCIES

APPPOINTMENT of John Blair & Company as national representatives of the Aloha Network of Hawaii, was announced yesterday by Webley Edwards, executive director of the four station web and manager of KHON, Honolulu. The appointment is effective August 1.

KHON, Honolulu, key station of the Aloha Network, increases its power from 250 to 5,000 watts in August. Other stations in the web are KMVI, 1000 watts, in Wailuku, Maui; KTOH, 250 watts, in Lihue, Kauai; and a new station in Hilo, KIPA, 1000 watts (c.p.), scheduled to open in August.

KHON and the Aloha group are affiliated with the Mutual-Don Lee network.

TERRY HAYWARD has joined the radio production department of the Wade Advertising Agency. Hayward, who was formerly with Young & Rubicam (Hollywood), will be primarily working on the Fred Beck show on CBS and the Newspaper of the Air on Mutual, both sponsored by Alka-Seltzer. He will also assist Forrest Owen of the same agency on the other Alka-Seltzer Pacific coast shows, "Queen For a Day" and "Lum and Abner."

International Harvester Renews "Harvest Of Stars"

(Continued from Page 1)

president in charge of radio for McCann-Erickson, Inc., agency handling the account.

James Melton, tenor and Frank Black, conductor, plus symphonic orchestra and chorus, will continue on the series, which includes dramatic highlights of American history and heroes.

Glan Heisch, of the agency, directs the program.

Paul R. Baugh

Paul R. Baugh, 52, BBD&O account executive, died July 19 after a brief illness in Babylon, L. I. Most of his business career was connected with advertising agencies. He was formerly with Fuller & Smith & Ross in Cleveland and was executive vice-president of the Blaker agency in New York before joining BBD&O. He is survived by his wife, Mrs. Leita Baugh; a son, Briggs; a daughter, Brenda; his father, William Baugh; a brother, William, Jr.; and a sister, Mrs. Thelma Goss.

Send Birthday
Greetings To —

July 22

Joe B. Carrigan
Jack Edwards, Sr.
Shirley Howard Audrey McGrath

COAST-TO-COAST

—TEXAS—

SAN ANTONIO—"Queen For A Day," popular Mutual Network radio show, will be in San Antonio July 31 and August 1 to make two special broadcasts in celebration of Army Air Forces Day. The program heard locally on KMAC and KISS will be fed by special wire to New York on those two days and the broadcasts will originate from the Club Sevenoaks on the Austin Highway. Among the famous stars present to witness the events will be Jack Bailey, Brian Donlevy, Laraine Day, Leo Durocher, Jack Carson and Dennis Morgan. . . . Bob Holleron, K TSA sports director is being heard nightly in a five-minute summary of the local, state and national baseball scores under the sponsorship of Mueller Motors.

—COLORADO—

DENVER—New KLZ program, slanted at the small-fry set, including pre-school age children, is "Play Time Tunes." Handled by record emcee, Frank Harden, the show features various types of recordings (nursery rhymes, stories and songs) appealing to children, and plays to a live studio audience working in with the platter patter and spot interviews with kiddies. . . . Gus Swanson, KFEL's farm reporter, will be a member of a panel discussion group at the third annual National Forum of Agriculture, Labor and Industry in Laramie, Wyoming, July 28-30. Subject of the discussion will be "What Kind of a Picture Does the Public Get of Relations of Labor, Agriculture and Industry from Press and Radio?"

—ALABAMA—

BIRMINGHAM—Mrs. Ruth Lang, recently represented WTNB, in a government-sponsored radio and movie contest in Havana, Cuba. She was accompanied by station official, Mrs. Evelyn Hicks. . . . LANETT—Alabama's second FM station, WVAY, recently began operation with a transmitting power of 1,000 watts which will be raised to 10,000 when installation is complete. . . . MONTGOMERY—John Allan Wolf, CBS announcer in New York for 12 years, has joined WSFA as program and production department director, replacing Robert Hope, who was stepped up to manager of the company's FM station, expected to go on the air by August 1. Wolf, who got his start in radio at WSFA, will broadcast a 15-minute a.m. news spot, sponsored by the Lime Cola Company.

—INDIANA—

FORT WAYNE—Robert F. Skeetz, a student at Butler University, Indianapolis, has joined the continuity staff at WOWO. Skeetz has had radio experience with WIBC, Indianapolis and newspaper work with the Indianapolis Star. . . . INDIANAPOLIS—WIBC has purchased a General Electric FM transmitter to be installed in the new building which will be used to house WIBC's 50,000-watt transmitter when the station moves to higher power, early in 1948. . . . COLUMBUS—New program director and disc jockey at WCSI-FM is Graeme Zimmer, one-time New York free-lance disc jockey.

—LOUISIANA—

SHREVEPORT—Don Cordray, KWKH popular disk jockey of the "For Your" and "1130 Club" programs, has been called back by the Army for 45 days of orientations. During his absence, Cordray's disk shows will be handled by Frank Holloway while Horace Logan takes over the "Roving Today With Don Cordray" series on which Cordray is emcee. . . . NEW ORLEANS—Pinky Vicacovich, orchestra leader of the "Dawnbusters," early morning fun show over WWL, has had his original Cajun song, "Airzay," published by the Rialto Company. Vidacovich is also known to thousands of radio fans for his humorous interpretation of a Cajun character named 'Placide Vidac.'

—NEW YORK—

SYRACUSE—Dick Workman, popular young baritone on WFBL's "Musical Clock Program," has been chosen to participate on "Arthur Godfrey's Talent Scouts," July 25th. His "talent scout" is WFBL program director Jim Deline. . . . WSYR-FM recently held an open house in its studios in honor of its first birthday. All Syracuse radio dealers and distributors were invited to view and hear a special FM broadcast for the celebration and George Bowles, a member of the Syracuse Common Council, representing Mayor Costello, and Mr. R. M. Bruce, New York District representative for General Electric, were the principal speakers.

—MASSACHUSETTS—

BOSTON—A novel adaptation for radio of a psychological laboratory test was recently featured on "We Human Beings." Lowell Institute series on WCOP. Professor O. H. Mowrer, professor of education at Harvard University, in a series of discussions on "How We Can Learn," broadcast an actual demonstration in which a young lady, a professor of commercial education at Connecticut State Teacher's College, learned a "verbal maze," patterned after the famous box maze test given to white rats in research laboratories. . . . NORTH ADAMS—Tom Donlin, formerly with NBC in New York, WCAX in Burlington, Vermont and WHYN in Holyoke, has become program manager of WKOB.

—PENNSYLVANIA—

PHILADELPHIA—Veteran patients at the Veterans Administration Hospital at Coatesville, will be entertained by the entire cast of "The Lunchtimers" when that program originates at the Hospital on July 25. The KYW noon-time variety program features the station orchestra, under the direction of Clarence Fuhrman, with vocalist Penny Roed, Mary Lou Howard and Phil Sheridan.

Alex Dreier's Summer Spot

Alex Dreier, NBC commentator, is substituting for Morgan Beatty of Washington as editor-in-chief of "News of the World" on the network (Fri.-7:15 p.m., EDT.) until the early fall. Format of the program is unchanged, with international pickups from on-the-spot correspondents supplementing Dreier's commentary.

BEHIND THE MIKE

By SID WEISS

JOE CURTIN, male lead in "Mr. Mrs. North" really crimed the ladder of shock-cess, wouldn't you say? Televisual lovely Lynn Gilmore super-chiefs to the coast Aug. 5th.

Louis Prima starts waxing for Victor records next week.

Flashinating Frances Faye beir eyed by Mark Hellinger for a film and Monte Proser for a B'way musical comedy.

Joy Roberts writes this dept' that we erred in naming the writers, Tommy Handley, British comic, visiting here. Tommy's writers are Ty Cavanah and Francis Worsley, it appears.

Albert Millet has resigned as advertising and publicity manager for Continental Records.

Pop music lovers will shortly have a spot featuring radio and recording artists exclusively in The Troubadour, on the site of the old Club 1. The new hi-de-oasic will spotlight Louis Jordan and his Tympany Five as its opening attraction.

The King Cole Trio stacking records on the west coast. And the attribute the records to "records."

For something hot, listen to Ch. Patterson, new AVC Chairman, who he goes to work on the 80th Congress via WHN on Sat. nite at 8:30. Get with plenty of brains and guts match.

Disc jockeys will preem Rainbow "Romeo Loves Juliet" album today from coast to coast, with Paul Whiteman, Art Ford, Eddie Newman, B. Wain and Andre Baruch, Jerry Messhall, Bert Wayne, Bill Gordon, Ch. Cunningham and Red Benson lined up and ready to go.

Carnation Co. Moving Headquarters To Coast

(Continued from Page 1)

cost \$1,500,000 and covering some 75,000 square feet of floor space.

Company which operates 80 evaporating plants and receiving stations as well as can factories located in 24 states and in Canada, has one of its largest plants in California. The plant is located in the San Joaquin Valley. Company also operates ice cream and fresh milk plants throughout California and Washington.

Edward Joseph Tait

Sydney—Result of a fall he had New York two months ago, Edward Joseph Tait, managing director of J. C. Williamson, Ltd., Australia's theatrical house, died at Sydney July 12. He had just returned from America where he booked the current tour of John Charles Thomas and bought the Aussie rights of "Anie Get Your Gun."

Tait handled a wide range of artistic work which included John Barrymore, Dame Nellie Melba, Maggie Moore, etc. For many years he bossed his own firm, J. and N. Tait, but finally merged it with the Williamson interests in 1920.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 40, NO. 16

NEW YORK, WEDNESDAY, JULY 23, 1947

TEN CENTS

Petrillo To Lift FM Ban

Correspondents Set For Flight From Tokyo

The four major networks are planning to make direct pickups from one of the planes in the flight of eight B-29 Superfortresses which will leave Tokyo on July 31 on a one-stop trip to Washington. Four web correspondents left Washington yesterday in an Army C-54 for a leisurely hop to the Japanese city where they will join the flight scheduled to take off at 8 p.m., EDT, July 31, arriving over Washington about noon August 1 to coincide with "Army Air Forces Day." The one stop will be made at Anchorage, Alaska.

Network correspondents making the trip are Bob Reuben, NBC, whose

(Continued on Page 5)

Transcribed Half Hours Sold By WMAQ, Chicago

Chicago—Sale of two half-hour periods on Station WMAQ for transcribed musical programs highlighted the past business week for the NBC Chicago key station, it is announced by Oliver Morton, manager of the national spot sales department.

The Peter Fox Brewing Co., through Schwimmer & Scott, ordered 30-minute Wayne King Show for

(Continued on Page 7)

Will Air Pool Dedication Honoring War Chaplains

Dedication of a swimming pool at VA hospital in the Bronx, a project of the "Four Chaplains Memorial Fund," will be broadcast by NBC July 27 at 10:45 a.m., EDT., with Attorney General Tom Clark, Mayor Sawyer, Bernard Baruch and Drew Pearson appearing on the program;

(Continued on Page 2)

Glorification

WOR will glorify the sound effects men with a press party in Studio 3 on Thursday, July 24, from 4:30 p.m. to 6:30 p.m. The sound effects technicians, whom Dick Pack describes as "unsung men-behind-the-scenes," will be put through their paces for the press. They will produce such sounds as clink of steins, gurgle of liquid and smacking of lips, etc.

Airborne

A record shipment of 8,824 pounds of radio and radio-phonograph combinations were sent by air express from New York to Havana, Cuba, last week by the Emerson Radio and Phonograph Corp., it was announced yesterday. The air shipment was packed in 185 cartons and placed aboard a Constellation plane.

WFIL-TV Set To Debut Remotes In August

Philadelphia—With final construction phases of its transmitter nearing completion, WFIL-TV will make its debut as this city's second commercial television station early next month comprising several remote pickups of an "experimental" nature to be followed by a regular remote schedule in September. Transmitter, an RCA 5,000-watt unit delivered last month, is expected to be completely installed and tested within the next two weeks.

The bulk of the first WFIL-TV

(Continued on Page 5)

Leaf Gum Co. To Launch \$750,000 Spot Campaign

Chicago—First indication of extensive use of spot radio next season by national advertisers came this week with the report that Leaf Gum Company will spend \$750,000 on approximately 100 stations beginning in the fall. Company's 12-month campaign,

(Continued on Page 2)

Webs Set Football Skeds; Tele Coverage Also Planned

Plans for radio coverage of the fall football schedules have been completed by the networks with television also looming important in the coming season's contests.

CBS will crank up its college football caravan and start the regular tour on Saturday, Sept. 27, while NBC will tee off either on Sept. 13 or 20, probably the latter date. It was revealed 10 days ago that football broadcasts on ABC and MBS next fall will be sponsored by Army

Union Head Says He Won't Block Move If Webs Supply Music To Stations; NAB-FMA Use Their Influence

Twin City Stations Aiding Celebration

Minneapolis—Twin City radio stations are closely co-operating with officials of WCCO, KSTP and WTCN, having worked out a cross-plugging deal to publicize the annual Minneapolis Aquatennial. Programs presented by each outlet are mentioned on the other stations, the first of the attractions presented being WCCO's "Stairway To Stardom," which originated from the stage of the Municipal

(Continued on Page 2)

Carroll Alcott Sought; Father Dies In California

State highway patrolmen in Iowa and South Dakota are searching for Carroll Alcott, newscaster on the west coast, to inform him of the death of his father, Frederick Alcott. The elder Alcott died at the home of

(Continued on Page 7)

Boys Town Radio Series Set For Production

West Coast Bureau, RADIO DAILY
Hollywood — Rooney, Inc., just closed a deal with Father Flanagan of Boys Town for right to Boys Town as a radio series to star Mickey Rooney.

James C. Petrillo, AFM prexy, will not block duplication of network musical programs over FM stations, it was learned on high authority yesterday.

Petrillo, it was learned, has made it clear that he will not stand in the way of FM development and will call no strike against any FM station using network musical programs. Despite declarations to the contrary, there is nothing in the web contract with the AFM which would deny musical programs to FM stations. An announcement to this effect, giving

(Continued on Page 5)

BMB Plans Might Be Explosive NAB Issue

Broadcast Measurement Bureau's survey service to date and their plans for another audience measurement next year may become an explosive topic during the NAB convention at Atlantic City beginning Sept. 15th, RADIO DAILY learned yesterday.

Many broadcasters who participated in the 1946-47 BMB study have

(Continued on Page 2)

Farnsworth Line Ready For Market Next Month

Chicago—The Farnsworth Television & Radio Corporation has begun production of television receivers and expects to place them on the market early next month, President E. A. Nicholas told the firm's distributors

(Continued on Page 7)

RMA Exploitation

Washington—Sponsorship of another radio listener letter contest was recommended to the RMA set division by the association's advertising committee. The contest would be held during National Radio Week in co-operation with the NAB Association of Women Broadcasters. Manufacturers will be asked for donations of radio-phonograph consoles as prizes.

(Continued on Page 7)



★ COMING AND GOING ★

Vol. 40, No. 16 Wed., July 23, 1947 Price 10 Cts.

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

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6007
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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

FINANCIAL

(Tues., July 22)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: Du Mont Lab., Finch Tele Comm., Stromberg-Carlson.

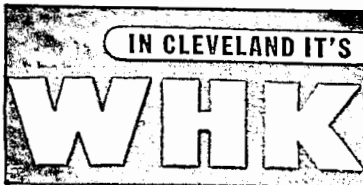
Leaf Gum Co. To Launch \$750,000 Spot Campaign

(Continued from Page 1) for its products Leafmint and Leaf Spearmint, will aim at cutting in on the \$175,000,000 annual billing of the gum industry.

Bozell & Jacobs is the agency handling the account.

Engagement Announced

Catherine Walsh, of CBS press info, has just been engaged to George Muldowney, news photographer at Acme Press.



WILLIAM S. HEDGES, vice-president of NBC in charge of planning and development, returned yesterday from Washington, where he attended meetings of the Employer-Employee Relations Committee of the NAB and conferred with officials of the FM Association.

WALTER E. BLIGH, president of WNDR, Syracuse, N. Y., a caller this week at the station relations department of CBS, with which the station is affiliated.

RICHARD W. HUBBELL, television consultant, is expected back today at his New York office after having spent three weeks in Cincinnati, where WLW is building a new video station. On Friday he'll leave for Washington, D. C.

HELEN J. SIOUSSAT, Columbia network's director of talks, is back at the network after having visited the Thomas A. Edison laboratories in West Orange, N. J., as guest of George E. Stringfellow, vice-president of the Edison organization.

ED BYRON has just returned from Detroit, where his sponsors, De Soto, showed him through their plant and discussed their new fall show, "Christopher Wells."

FRANCES SCOTT and CHARLIE BASCH, program producers, have left with a camp-show troupe to entertain the soldiers at Camp Kilmier in New Jersey.

HOWARD W. THORNLEY, president of WFCL, American network outlet in Pawtucket, R. I., and FRANK COOK, of the station's staff, are in town on business.

AL LOWE, vice-president and manager of WNEJ, Macon, Ga., chatted for a while yesterday at the offices of the Mutual network, with which the station is affiliated.

JOHNNY LONG and the members of his band have arrived at Virginia Beach, Va., where they will fill an engagement at the Cavalier Hotel.

BMB Plans Might Be Explosive NAB Issue

(Continued from Page 1)

so far failed to re-subscribe for the Second Study and in some instances are seeking refunds on their first assessments. Others who were dissatisfied with their audience measurement report have made known their feelings to NAB leaders and seek redress at the convention.

BMB officials will meet with the organization's executive board in New York on Friday for discussion of a plan for "long range" operations. The plan calls for a continuing study rather than a break in continuity between the first and second studies of the bureau.

Wedding Bells

Fred Herbert-Oettgen, director of the Carl Fischer Recording Studios, was married to Miss Claire Stafford at Riverside Church, New York, on July 20. Couple is spending a month's honeymoon in California.

Honor Army Editors Via Radio

Editors of three Army newspapers will be given awards for publication of outstanding humor during the Robert Q. Lewis show on CBS, 7 p.m., EDT, July 24. Plaques are being donated by Henny Youngman, Kenny Delmar and Alan Young. GI papers cited are the Keessler Field News, Belvoir Castle and the Fort Lawton Processor.

EDGAR KOBAK, president of the Mutual network, is expected back today from a three-week vacation spent at Pine Orchard, Connecticut.

J. B. CONLEY, general manager of Westinghouse Radio Stations, Inc., together with MRS. CONLEY and daughter NANCY JEAN, are spending two weeks at Nantucket. GEORGE E. HAGERTY, Westinghouse engineering manager, is back at the Philadelphia offices following a two-week holiday spent with relatives in Concord, Mass.

CHARLES GODWIN, manager of Mutual network's station relations department, will go down to Washington Friday for conferences with executives of NAB and WOL.

BERNARD L. SCHUBERT, head of Schubert Productions, is expected in town today from Hollywood. He stopped in Chicago en route from the Coast.

VIOLET GOULD, dramatic soprano of the St. Paul Civic Opera Co., who also is heard on KSTP and WCCO, is vacationing in Hawaii. She'll return to the States via Clipper on August 9.

ALLEN M. WOODALL, president of WDAK, Columbus, Ga., is here for confabs with officials of the American network.

RICHARD TUCKER, Chicago tenor, has left for Verona, Italy, where he will participate in the traditional opera festival, held this year for the first time since the opening of the war.

JOHN TURNER, M. A. McINTYRE, EARL GORDON and FRANK KEARNEY—all of the WHN engineering staff—are vacationing. They'll return Sunday.

ROBERT ZODAC, director of public affairs of ABC, returns today from Boston and Syracuse. At Boston, he addressed the New England Educational Workshop, and later delivered a talk to the students of Syracuse University.

Twin City Radio Stations Aid Current Celebration

(Continued from Page 1)

Auditorium. Cedric Adams was emcee and Joan Caulfield a special guest.

KSTP's "Fun For Your Money" with Randy Merriman as emcee is being broadcast this week Monday through Friday at 11 a.m. Audience-participation give-away program had a special organ program for the audience at 10:15-10:30 a.m., and notables who appeared on the show included Joan Blondell and Johnny the Philip Morris "call" voice. "Bride and Groom" was heard over WCTN with two Californians as the principals who received fare and maintenance to and in Minneapolis, for the summer festival.

Cedric Adams of WCCO plugged KSTP and WTCN shows as well as his own, with the same procedure followed by Cliff Ryan of WTCN and Randy Merriman of KSTP.

Will Air Pool Dedication Honoring War Chaplains

(Continued from Page 1)

Harry Wismer will emcee. The memorial fund, made up by private contributions, was started in honor of four chaplains who gave their lives for others when a U. S. transport was sunk in the Atlantic in early 1943. It is planned to build other swimming pool memorials at VA hospitals throughout the country.



....Like Off A Duck's Back

That's a new fabric called Silane. It's waterproof.

Pour water on it . . . and the liquid rolls up into drops just like mercury. It rolls right off this new fabric better than water off a duck's back. Moisture just can't get through the fabric.

There's a similar point to make about a lot of radio sales messages. Some sales talk rolls right off the audience you're trying to get through to.

We don't know about other cities . . . but the sure way of getting through and producing sale results in Baltimore is by way of W-I-T-H. That's the successful independent station in this sixth largest market, that produces more listeners-per-dollar spent than any other station in town.

When you make up that list remember the call letters—W-I-T-H.



W-I-T-H

AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Redd

Maybe YOUR station Needs radio SHOWMANSHIP....

If you are one of the broadcasters who can't understand why business is slipping and you mourn the passing of the lush wartime years when order taking was easy, you probably need *showmanship*.

And if you are wondering where you might find a man qualified to administer radio showmanship, look no further—I'M YOUR MAN.

I've had 12 years of varied experience as manager, program director, sales promotion head, and have the gift of RADIO SHOWMANSHIP. I'm convinced that radio station operation is a specialized field and needs know-how men who can engender sales good will with enthusiasm.

Look around and appraise your operation. If it lacks SALES aggressiveness and showmanship, I can fill the bill.

I'm not looking for a cozy salaried job. I am looking for a challenging opportunity which will pay off with a drawing account and percentages.

Confidentially, I'd like to hear from you.

Write RADIO DAILY—Box 381, 1501 Bdway, New York 18, N. Y.

P.S.—My boss knows about this ad and my ambitions. At present my income is \$22,500 annually.

LOS ANGELES

By RALPH WILK

THE latest of the adventure-mystery combos "The Voyage of the Scarlet Queen," on Mutual, is written, produced and played in by a group of ex-G.I.'s who served together during the war with Armed Forces Radio Service. This group have a co-operative package organization known as Command Radio Productions.

ABC's Al Pearce will address members of the Hollywood Advertising Club during their regular meeting, July 21. Pearce will discuss his new variety show, which starts over ABC's coast-to-coast network, July 26.

New Yorker magazine critic Robert Simon will write the new musical show Ginny Simms is slated to air for Coca-Cola beginning August 17. Roger Pryor will announce the "Pause That Refreshes on the Air" a half-hour stanza which will be backed by Percy Faith and a 65 piece orchestra. Miss Simms plans a three weeks' warm-up for her radio show with an engagement at the Starlight Roof in New York's Waldorf-Astoria.

Lou Marcelle now becomes a permanent emcee at KFVB. Lou is currently heard emceeing "Maytime" daily, "Radio Insurance Program" daily except Wednesday, and "The All Star Western Jamboree" on the air Sundays.

Tommy Dorsey's find, baritone Bill Roberts, signed a 13-week deal on "Hollywood Music Hall" for KECA.

Sidney N. Strotz, vice-president in charge of NBC's Western Network, is in New York for a 10-day business trip.

Jim Oliver, manager of Broadcasters Network Studios, announced that they are moving their studios to 1522 Cassil Place, Hollywood, into new and better equipped studios. Operating training station BNS, specializes in preparing exclusively good personnel for station staff jobs.

Joe Parker, formerly NBC producer and writer, has joined the radio staff of Paramount Pictures publicity department.

Rudy Blesh, emcee of "This is Jazz," is coming out to Hollywood the beginning of next month and will do his Saturday, August 9th, broadcast from KHJ. He will feature on the broadcast Kid Ory's Creole Jazz Band.



Notes From An Aisle Seat. . . !

● ● ● Frank Sinatra goes to Europe to tour hospitals and GI bases as soon as he finishes his film chores in "Miracle of the Bells". . . Kay Kyser renewed for five years by Colgate with show shifting to Sat. nites at 10:00 to 10:30 in Oct. . . . "We the People" down to about 50 contestants for the vacated emcee role. (There were over 100 originally). Agency figures to trim the list down to 4 and then spot them all on the air, with the final winner being picked that way. . . . Rob't Simon, music critic on the New Yorker, signed to do the scripts for new Coca-Cola show starring Ginny Simms, Roger Pryor and Percy Faith's ork. Insiders hear that the relaxed sugar situation makes it likely that they'll also pick up the tab on the new Morton Downey-Spike Jones package (on a different web) plus a third show in the works. . . . With "Info, Please" in the center of a three-way stretch (NBC, CBS and A. & S. Lyons all trying to tag a bankroller with it) we hear that soap tending, Lever Brother's Chas. Luckman, may turn the thumb up. . . . Ford spenning four and a half million bux in radio next year. . . . Writer Abe Burrows making a pitch for the other side of the mike. He's being auditioned by CBS for a 15-minute airer of his own featuring chatter and songs. . . . Gene Autry making plans to latch onto a Santa Monica radio station. (From silo to kilo).

★ ★ ★

● ● ● SMALL TALK: Reports on Lee Brody's illness greatly exaggerated. She's merely visiting an aunt up in Maine. . . . Comic Danny Tucker joins the Fiesta show on WINS Sunday. . . . MGM records out to make young maestro Jack Fina a top seller on their label. Fina opens at the Waldorf's Starlight Roof Aug. 4th. . . . Herman Bess, who helped build Martin Block into the huge commercial success he is, predicts that the Tommy Dorsey show will be the top platter bet within months after its teeing off. Bess, now veepee at WMCA, is planning the biggest exploitation splash ever staged by an indie station. . . . ABC's sportscaster, Joe Hasel, has called the past three fight upsets on the nose. He called the Pellone-Fusari bout, the Belloise-Abrams scrap and picked Rocky Graziano to kayo Tony Zale. Sez he's now thinking of trying out his system at Belmont some p.m.

★ ★ ★

● ● ● THAWTS WHILE THINKING: Nobody has the enthusiasm manifested by a songplugger raving about his latest minor epic. . . . I never hear a door open anywhere without expecting to hear a voice say: Mr. Benny? . . . Nothing is as attractive as a sunburnt blonde driving alone in an open car. . . . Col. Stoopnagle and Prof. Quiz look exactly as you'd think they'd look. Ditto Bert Wheeler, whose voice and physiognomy are perfect mates. . . . One of the most beautiful weddings of words and music occurs in "I'll Never Forget You," now at least 15 years old but still subtle fuel for any torch in town. . . . Nobody bangs out top B flats with the authority and arrogance of Frank Parker—no gal singer gets near the quality Dinah Shore has when she "glisses" for one of her arresting falsettos—no baritone looks less like an artist nor sings more like one than Conrad Thibault and if there's a choice for dramatic sopranos made me, I'll take Vivian Della Chiesa against the field.

★ ★ ★

● ● ● MAIN STREET SCENERY: A group of young Tormaniacs chasing their Mel-ody man up 5th Ave. as he tries to grab an elusive cab. . . . Phil Hanna, looking tall, dark and tanned-some, as he enters Radio City. . . . Helen Fraser, Barbizon model-in-chief, thumbing thru Gen'l Ike's memwars in a 5th Ave. bookery. Copsy and Ayres thrilling the Copatrons with their terpsicorking spins. Sen. Ford turns to his table-mate, Pete Donald, and asks: "Can You Top This?"

SOUTHWEST

MARVIN BROYLES, program head of KCOR, San Antonio, arranged for a series of interviews on the station's "Tippin' In" program of various colored band leaders who are playing in the city. Among those scheduled to appear are Cab Calloway and Lucky Millinder.

Rex Preis, commercial and assistant manager of KTSA, San Antonio off on a two weeks business trip which will take him to New York and Chicago. Preis will visit the Taylor-Howe-Snowden Radio Sales offices.

G. Byron Winstead, program director of WTAW, College Station, and director of Information of Texas A & M College, has announced his resignation from those posts to enter the field of public relations in Houston. He will head his own group.

Dallas radio stars aided in the opening of the Belmont Motor Hotel in that city. Music was provided by Ted Parrino's Serenaders from KRLD and the Dude Ranch Buckaroos from WFAA. A half-hour program of the Buckaroos was aired over WFAA from the hotel. Ken Lowell, mc, of the WFAA "Early Birds" was master of ceremonies for a portion of the program.

In co-operation with the Veterans of Foreign Wars, all radio stations throughout the southwest are campaigning to save the warship Texas through spot announcements and special programs. They are asking for the sum of \$1 to help dock the ship in a permanent spot near Houston. This also entitles the donor to have his or her name enscribed on a special plaque on the ship.

George Shapleigh, formerly on the announcing staff of WFAA, Dallas has been promoted to the position of merchandising manager of the station. Marian Kate, formerly a member of the WFAA continuity staff has been named assistant to the station's program supervisor. Miss Kate prior to coming here did dramatic show for NBC in New York.

STATION MANAGERS! ! !

Are you still wondering how to make your staff orchestra pay for itself? It can be done. I did it for two major stations in two important markets for 14 years. In one case musicians' costs were \$35,000. After 6 months, orchestra programs grossed \$90,000 and great station promotion. Veteran air personality and producer with network experience and following, wants to start in fresh territory on salary and commission arrangement. Write

RADIO DAILY

Box 382

1501 B'way, New York 18, N. Y.

1906 1947

Henri
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.

Correspondents Set For Flight From Tokyo

(Continued from Page 1)

st junket was with the Byrd expedition; Robert Evans, from the CBS Washington staff; Arthur Gaeth, one of Mutual's star pupils since the Fremberg hangings, and Julian Anthony from ABC's special events department in New York. The group will have about a week in Japan prior to the flight and at least one, Gaeth, plans to compile information for several MBS documentary broadcasts in

RAF Squadron Coming

The famed Lincoln Squadron of the RAF is due to arrive here, amidst much fan-fare, about August 1. In anticipation of their much-heralded flight to the U. S., Mutual's "Flight Into The Past" program on July 26 (12:30 to 1 p. m., EDT) will present Air Chief Marshal Sir Guy Garrod, of Great Britain. Sir Guy is their boss. This program, featuring the U. S. AAF Band, will salute "Air Forces Day" on its Aug. 2 presentation.

near future. He may also be cut in on MBS news periods while he's in Tokyo.

The four network correspondents will be aboard the same plane in the special Tokyo-Washington flight, along with five newsmen from the press services. Weather and technical conditions permitting, all webs plan several pickups during the trip. Army radio equipment will be used with relay points designated as Honolulu, Anchorage or San Francisco.

The B-29's will make a three-hour hop at Anchorage, Alaska to refuel and change pilots. Anticipated total flying time on the hop is 24 hours and 40 minutes, a figure which would be by five-minutes the record set by three B-29s in 1945 on a non-stop flight from Tokyo to Chicago.

The attempt to set a new record for mass flight of service planes will be made by the 492nd Bomb Squadron of the 8th Air Force which is now on training mission in Japan. According to Gen. George C. Kenney, Strategic Air Force commander, the flight from Washington will climax the training schedule.

Meanwhile, networks and stations are lining up programs to help spotlight the 40th anniversary of the Army Air Forces on August 1. "Queen of A Day," heard over KHJ-Mutual Don Lee will take part in the celebration with two special broadcasts from San Antonio, Tex., home of the AAF's Randolph Field. Broadcasts will originate there on July 31 and August 1 at 11:30 a. m., PT.

IN CLEVELAND IT'S

WHK

AFM Lifting FM Music Ban; NAB-FMA Confer With Webs

(Continued from Page 1)

the full green light to use of network musical programs on FM stations is expected within the next few days.

In Washington, J. N. "Bill" Bailey, executive director of the FM Association, declined to comment on these reports. Bailey would only say that he was "optimistic" that network musical programs soon would be duplicated on FM affiliates.

It was learned, however, that Bailey already has met with Petrillo and received from the AFM head assurance that this important phase of FM development will not be blocked by the union. Petrillo, it was learned, bounced the FM ball back to the networks.

The networks, generally, had placed responsibility for reluctance to sanction FM duplication on the shoulders of Petrillo. This position, however, was switched following a meeting on Monday with NAB and FM Association representatives. Prodded by the FM Association, the nets reversed their stand and agreed to work towards full musical programming on FM stations. This later position was approved by NAB's employee-employer relations committee after considerable discussion.

Although many problems still must be ironed out with Petrillo, the AFM prexy has indicated that he will not

"break the law" by blocking duplication of network musical programs on FM stations, it was learned. The inference was clear that it was the adamant position of the networks rather than the AFM that stood in the way of immediate use of net programs on FM stations. Following the meeting with FM Association officials, the networks apparently reversed their position and agreed that FM stations should be given net musical programs as soon as possible.

Although some representatives of the special "Petrillo" sub-committee of the House Labor Committee have indicated that action should be taken against the networks and the AFM, it is now believed that this move will be dropped.

Meeting between representatives of the committee, the AFM and the FM Association is expected within the next few days. It is expected that as a result of these meetings a full green light will be given to duplication of net musical programs over FM affiliates.

Bailey admitted that he had met with Petrillo in New York but declined to reveal the results of the conference. It was understood that the networks declined an invitation from the Kearns sub-committee to discuss the question.

Hawaiian Disc Jockeys Pick Favorite Dance Bands

Honolulu—Disc jockeys of the local stations here put on a novel show July 12. Douglas Fields, the man behind KHON's "Rumpus Room"; Larry Grant, the "Ol' Prez" of KPOA's "Request Club"; Wayne Collins of KULA's "Platter Matter"; and Don Savage of KGMB's "Downbeat" debated local taste in band leaders and popular music over KGMB.

Decisions reached were: Stan Kenton (swing bands); race between Glen Miller-Tex Beneke and Claude Thornhill for best sweet band; Jo Stafford (femme vocalist); Der Bingle Crosby (male vocalist); Les Paul (instrumental combination group); Modernaires (vocal combination); and vote for new star of 1947: June Christie of Club Bodge, L. A.

'Big Break' Program Debuts On NBC With Dowling

First results of radio's most highly organized professional talent hunt, "The Big Break," were unveiled over NBC last Sunday evening at 10:30 p. m., EDT. The four contestants on the premier broadcast were from Philadelphia.

Sunday night series is sponsored by Adam Hats and is based on a nationwide hunt for talent, professional or otherwise, under supervision of Eddie Dowling. Dowling selects talent and rehearses them for broadcast, at which time Broadway

Transvision Sets Exhibit At Waldorf, July 30-31

First showing of the new Transvision Television Kit, a 12-inch unit, plus a new line of products will be held in the Wedgewood Room of the Waldorf-Astoria on Wednesday and Thursday, July 30-31, it was announced this week.

Exhibit, which will be open from 10 a. m., to 10 p. m., will feature other size kits, cabinets, components, antennae, tubes, etc.

WFMZ Opening Set

Opening ceremonies of WFMZ, new FM station at Allentown, Pa., is scheduled for 8 p. m., Wednesday, July 30, with a special two hour broadcast at West Park. Following the broadcast the staff will hold open house at the WFMZ studios in the Masonic Temple building.

Elsa Miranda Due Tomorrow

Elsa Miranda, Latin-American singer best known for her "Chiquita Banana," will arrive in New York tomorrow from Puerto Rico. While here she will make a number of transcriptions for The Ford Motor Co. She then will leave for engagements in Havana and other parts of the West Indies.

producers select the most promising to be given training to insure professional success. Mary Martin was a guest star on the first program and Oscar Hammerstein acted as a judge.

WFIL-TV Set To Debut Remotes In August

(Continued from Page 1)

broadcasts will be remotes, it said, since studios in the new two-story office building at 46th and Market St., will not be ready for use until December. First actual schedule was signed this week with Villanova and Temple University, wherein the station will air eight home games, four of Villanova and five the latter.

Location of the new building—next to the Philadelphia Arena—is termed significant in the trade. Station recently acquired the Arena which houses top sports events such as ice hockey, professional basketball, boxing, etc.

Move is looked upon as indicating a strong place for sports in the WFIL-TV schedule, since renting of the house to promoters, etc., will probably include all tele rights.

Vacancy On House Radio Unit

Washington—President Truman last Friday nominated Rep. Howell (R., Ill.) to the U. S. Court of Claims, thereby leaving a GOP vacancy on the radio sub-committee of the House Interstate and Foreign Commerce Committee. Howell, whose appointment to the claims bench has long been expected, was chairman of that sub-committee. No decision had been reached Friday, and probably none will be, before Howell's confirmation, as to who will succeed him as radio chairman. Other Republicans on the sub-committee include Leonard W. Hall, New York; Joseph P. O'Hara, Minnesota; James Dolliver, Iowa; Harris Ellsworth, Oregon, and Hugh Scott, Pennsylvania.

PILOTUNER
PILOTUNER
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FM for the millions!!

WHAT IS IT?
WATCH FOR IT!

PILOT RADIO CORP., L.I.C., N.Y.

PROMOTION

Tele Caravan

The RCA Victor Television Caravan recently visited Quackenbush's Department Store in Paterson, N. J., for four days and drew thousands of spectators daily as a result of the promotion of the affair handled by the WPAT staff. Station started promoting the Caravan with a "Miss Television of 1947" contest, sponsored by WPAT, Quackenbush's and the city's largest local daily, the Paterson Evening News, which ran photos and two column front page stories daily throughout the period of promotion. WPAT also ran spot announcements daily and interviews with contestants, as well as leading tele personalities, on one of its featured disc jockey programs. According to Louis Sposa, director of the RCA Victor Tele Caravan, promotion had effect of drawing larger crowds in Paterson than anywhere it has stopped before, including Boston.

Music Stunt

Postcards addressed to music lovers throughout the station's coverage area were mailed by the Merchandising and Promotion Department of KABC, San Antonio, to promote the recent appearance of composer Oscar Fox (Hills of Home) on the "For Ladies Only" program a local week day program which features Monet's Shaw, the station's mistress of ceremonies. Selections that were to be played by the noted composer were printed on the card together with other pertinent information relating to the time, date, station call letters and dial setting.

Clark Manager Of WROW

W. S. Clark, former New York manager of Howard H. Wilson Company and later with the Clark & McGehan Company, has been named commercial manager of WROW, Albany, Harry L. Goldman, general manager and president of the Goldman & Walter Advertising agency, announced. WROW operates at 5,000 watts daytime and 1,000 watts nighttime at 590 kc.

Renew "Touchdown Tips"

Renewal this fall of "Touchdown Tips" with Sam Hayes, recorded grid forecast series produced by NBC Radio-Recording, was announced last week by Willis B. Parsons. The 13-week series of quarter-hour one-a-week shows features veteran NBC commentator and sportscaster Hayes, who has a record over the past 15 years of 82 per cent in picking winners.

★ AGENCY NEWSCAST ★

THOMAS L. McKEE formerly with Benton & Bowles has joined William von Zehle & Co., Inc., as traffic manager.

ADVERTISING FEDERATION OF AMERICA has elected to membership: The Denver Post, Denver, Colo.; Goodall Company, Cincinnati; Alfred F. Tokar Advertising Agency, Newark, N. J.; Williams & Saylor, Inc., Marvin Sherres Advertising, Inc., and Lawrence Boles Hicks, Inc., all of New York.

HORACE J. ELIAS, formerly radio director of Booth, Vickery & Schwinn, Inc., Baltimore, has joined the Frank L. Blumberg Agency, same city, as associate and account executive.

NEW AGENCY to serve San Antonio and the Southwest has been organized by Luke Collins, C. R. Cusick, N. D. Schwerke and G. J. Wild. Group will have a radio department and will offer a complete agency service.

FAWCETT PUBLICATIONS, Inc. has appointed Gifford Plume as advertising sales manager of True, effective August 1, 1947. Plume has been associated with Fawcett Publications, Inc., in an executive advertising sales capacity for 11 years.

Tele Service Groups Set By Stewart-Warner

Radio Division of Stewart-Warner Corp. of which N. J. Cooper, is service manager, has appointed seven additional organizations under its recently announced installation and service plan for the company's Videorama television receivers. The original plan called for appointment of one or more authorized television service stations in each active tele area in the country. Those appointed are under direct contract with Stewart-Warner but are also subject to supervision by the company's territorial distributor.

Seven new appointments to the division are:

The Missouri Research Laboratories St. Louis, Mo.; National Radio and Television Service, Washington, D. C.; Arlington Television Laboratories, Arlington, Va.; Television Sales and Service, Inc., Newark, N. J.; Short Hills Radio and Appliance Co., Short Hills, N. J.; Pioneer Television Co., Philadelphia, Pa., and Minor's Radio and Television Co., Baltimore, Md.

They will be known as "Authorized Stewart-Warner Television Service Stations."

Trammell Named Director

Niles Trammell, president of NBC, has accepted an invitation to serve on the Hospitalized Veterans National Radio Foundation as a member of the board of directors, Jack Benny, president of the organization, announced yesterday.

MATTY & DON SIMMONS, Inc., New York public relations and publicity firm, announced this week the signing of a new account, the Roland de Aenlle Company, Inc. Company designs textile products for use in the U. S. and Latin-America.

WILLIAM G. RAMBEAU CO., has been engaged as national representative for KRKN, Fort Smith, Ark. KRKN is a new 250-watter, having made its air debut on April 15, 1947. The new station operates on full time on 1230 kilocycles. It also has a CP for FM.

RICHARD BRADLEY ASSOCIATES, advertising agency, have just signed with the Paracot Company of Chicago to handle the company's radio advertising. Company manufacturers a plastic, rayon cotton wash cloth and towel. Account starts August 4 on WIND, 9:05-9:15 p.m., Monday through Friday.

Bradley Associates also are now testing Miracle Plastic Food Saver bags for the Associated Bag Co., Chicago, in the southern Illinois market. Aside from the radio advertising business, Bradley records under his own Tower label and is readying promotion for his latest release, Jack Ownes' new number, which is titled "How Soon?"

Aloha Network Pickup Of Fight In Scotland

Honolulu—The Aloha Network in Hawaii, which includes KHON of Honolulu, KMVI of Maui, and KHBC of Kauai, clicked with a sports pickup last week when it made a point-to-point short wave of the Dado Marino-Rinty Monaghan flyweight fight at Glasgow, Scotland.

Week ago KHON flew its sportscaster Joe Rose to Scotland; he gave a blow-by-blow ringside account which came clearly across 10,000 miles of land and two oceans. Marino, a Hawaiian scrapper, was supposed to meet Jackie Paterson, a Scot and flyweight champ of the world. Paterson backed out at the last minute, Monaghan substituting. Marino won in the ninth round when the Irish lad was disqualified.

"Pep Message" Sent

RCA and Mutual Telephone of Honolulu handled the technical aspects of the long hookup. Aloha Network transcribed the show and rebroadcast that night. The original program was heard here at 8:05 a.m. A thousand local fans sent Marina a pep message just before the scrap, all signing their monikers to the RCA message.

Televise Tennis Matches

Tennis champions of the Army and Navy will be televised playing a series of matches over WNBW, Washington outlet of NBC and WNET, New York station, on Saturday, July 26, at 2 p.m., EDT. The matches will be held at the Army-Navy Country club in Virginia.

BEHIND THE MIKE

By SID WEISS

BUSIEST new announcer on the New York scene is Cy Harrice, who came in from Chicago less than a year ago. A top-flight speller and news commentator in the Windy City, he now has eight air commercials here.

Julie Conway, who handles the commercial on the Jack Smith and Ma Perkins shows, wanted by Stanley Gilkie for one of his fall shows.

Irving Fields, who clicked so big with his "Managua, Nicaragua," now has ten new tunes out. In addition to his song-writing chores, Fields is currently starring at the Crest Room and recording for Victor.

Gordon MacRae, who takes over the Fannie Brice show Aug. 1st for 5 weeks, burning up the L. I. golf courses while "vacationing."

Prettiest new song stylist in town in a long while is Gloria Manning, a Florida chirper, up here for some new material.

Louise Aubert, the new concert field "discovery," is the former Mrs. Max Steiner, a well-known H'wood concert performer.

Berry Kroeger joins the cast of "Scotland Yard" on the 28th.

Brian Sullivan getting rave notices for his work in the lead role of "Florestan" in Beethoven opera "Fidelio," currently being presented at Central City, Colorado, Opera Festival.

Igor Gorin coastward after last guest shot on season on NBC's "Voice of Firestone" Monday.

Jess Walters, Brooklyn born baritone, back in N. Y. after singing at the Covent Garden, Royal Opera House in England. He's a strong possibility for a leading role in Gian-Carlo Menotti's new work, "The Consul."

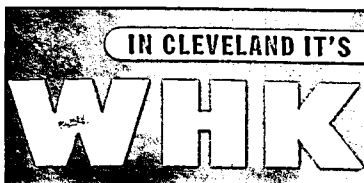
When Jack Barry goes to the Griswold in New London to do his "Daily Dilemma" show, Dan McCullough will follow him in his own plane and land it, he promises, right on the swank golf course.

Will Write Symphony

Montreal—Alexander Brott, well known Canadian composer, has been commissioned by the International Service of the Canadian Broadcasting Corporation to write a symphonic suite descriptive of Canada. This suite will be in five movements and will portray the culture, influences and the national characteristics of the main regions of Canada. The movements will deal with the Maritime Provinces, Quebec, Ontario, the Prairies and British Columbia.

Harmon With Durante Show

Tom Harmon, former All-American football star of Michigan, will present a weekly sports feature on the "Jimmy Durante Show" on NBC starting Wednesday, Oct. 1 at 10:30 p.m. Show is sponsored by Rexall Drug Company through N. W. Ayer & Son, Inc., with Phil Cohan as producer.



Yebs Making Plans For Football Skeds

(Continued from Page 1)

west another. Last year CBS on Saturday also carried two games of the same broadcast, switching back and forth and picking up highlights of both games, and it is planned to fill the stunt several times in the approaching season. Barber will handle the single football assignments for CBS but when two games are scheduled John Derr, his assistant, will cover one of them.

The 6:30 p.m., Saturday sports review, which CBS recently started, will become a football wrap-up during the fall season. Show will cut in various web affiliates so that local sportscasters can do their stuff.

The NBC football caravan will be headed by Bill Stern, who will pick out outstanding game from week to week broadcast. NBC's sked is still being formulated but the network is the right to air the Rose Bowl game from Pasadena on Jan. 1.

Army-Navy Undecided

It is not known yet whether CBS or NBC will broadcast the Army and Navy game from Philadelphia. NBC head the event last year and WNBT, New York television outlet, is expected to carry the game again, just as it has for the last two seasons. Last February J. P. Spang, Jr., president of Gillette Safety Razor Co., announced that his company had bought radio and television rights for the Army and Navy Football classic in 1947 and 1948. Gillette, however, has made no network commitments.

Added to the optimistic commercial outlook of sports on the air for next season is the promise of heavy use of television in cities with stations that all home games of the New York Giants Football club would be sponsored by the Hoffman Beverage Company, starting Wednesday Sept. 3. Opening game of the schedule, which comprises eight Polo Grounds contests, is an annual meeting between the Giants and the Eastern All-Stars for The Tribune Fresh Air Fund. Remainder of the schedule includes games with the Boston Yankees, Pittsburgh Steelers, Philadelphia Eagles, Green Bay Packers, Chicago Cardinals and the Washington Redskins.

Deal marks the third successive year WNBT has covered the Giants but the first the schedule has been sponsored. It also marks Hoffman Co.'s debut in video advertising. Arthur Daly, sports writer, and Bob Stanton, web's telecaster, will handle the play-by-play.

Carroll Alcott Sought; Father Dies In California

(Continued from Page 1)

The newsman in California Saturday night. Alcott is en route by automobile from California to Cincinnati to sit with Milton Chase, WLW newsman and member of the "World Front" panel.

West Coast Tele Spokesman Comments on Film Outlook

West Coast Bureau, RADIO DAILY

Hollywood—Answering the Motion Picture Council which branded television films as "not very satisfactory," Jerry Fairbanks yesterday maintained that video films are now comparable to theatrical pictures and are destined to become the backbone of the new entertainment medium.

"The Council would be correct in saying that films made for theatrical release are 'not very satisfactory' when telecast," said Fairbanks, who is Hollywood's first mass producer of motion pictures made especially for television. "Video requires films shot solely for telecasting. New lighting techniques must be used, long shots avoided and television's small gray screen kept in mind during production if quality transmission is to be obtained.

"Although film for television is just graduating out of the experimental stage, it still is comparable to that shown in theaters," he said.

Fairbanks, who spent three years developing lighting techniques and perfecting camera equipment for video pictures, also defended the use of 16mm. film in the production of television movies.

"It is regrettable that television in the past has used 16mm. movies made by non-professionals and with amateur equipment," he declared.

As an example of what video film producers are doing, Fairbanks described the preparations of his own organization for the new field.

"Special lenses were made in England for the most modern professional 16mm. camera equipment developed in the United States," he revealed. "Eastman prepares special 16mm. negative film for us that compares to any 35mm. film on the market.

"Only through the use of 16mm.

film is it possible to give advertisers or stations pictures at costs that they can afford for video," he said.

Soon Bright Future Ahead

Fairbanks believes that film will be the main source of programs for the new field.

"It is the best and most professional way of television programming," he said. "It is the only proven method by which a show can be rehearsed, edited, previewed, and telecast with professional perfection. As I see the future, television's soap operas, westerns, mystery dramas—anything that takes place in more than two rooms or one central location—will be presented on film.

"Movie programming also is the answer for sponsors," Fairbanks continued. "Not only does the advertiser get a better show but he can spot programs at various stations whenever he pleases. The cost will come to less than live programs when amortized."

Fairbanks sees a huge new specialized film industry when television comes of age.

"A major studio releases two to three hours of film a week," he pointed out. "When television is as advanced as today's radio industry, stations will require as much as eight or nine hours of film a day—approximately 1,092 times the amount of film now being produced annually by any major. The field becomes even larger when this is multiplied by the number of stations there will be in each city."

Fairbanks is producing two series of 17 15-minute film package programs at his Sunset Blvd. studios. More are in the scripting stage. He also produces three short subject series for Paramount and is one of the Pacific Coast's largest makers of commercial films.

2 Transcribed Half Hours Sold By WMAQ, Chicago

(Continued from Page 1)

broadcast on Fridays at 7:30 p.m., for 10 weeks starting July 25. Program stars Wayne King and his orchestra, with vocalists Larry Douglas and Nancy Evans, and Franklin MacCormack as narrator on the broadcasts.

Time 10:30-11 p.m., spot on Thursdays has been contracted by the Longines-Wittnauer Watch Co., for broadcast of the recorded program "World's Most Honored Music," starting September 18 for 39 weeks. The program will continue to be heard on Saturdays and Sundays at the same time.

Spot business for WMAQ included: Apex All-Weather Products Co., 12 one-minute announcements to be aired daily on the "Early Bird" program for two weeks starting July 28, and Kaiser-Frazier Motor Car Co., six one-minute announcements to be aired three a week for two weeks, starting July 16.

Goldsmith Joins Hubbell In Associate Capacity

Dr. Alfred N. Goldsmith, consulting engineer and former vice-president of RCA, Thomas H. Hutchinson, veteran tele director and Philip Booth, formerly a director-producer at CBS, have joined Richard W. Hubbell and Associates as associates, it was announced this week.

Dr. Goldsmith will concentrate on major engineering and management, while continuing his regular consulting practice. Hutchinson will concern himself with matters of program production and station operational problems, while Booth will deal with program structures and personnel training.

Joins NBC In Chi.

Chicago—Dave Atchison, former editor of the "Veterans" magazine, and combat correspondent with the Eighth Army in the Pacific, has joined the NBC central division press department, it has been announced by Jack Ryan, manager.

Farnsworth's Line Ready Next Month

(Continued from Page 1)

at their national convention held at the Knickerbocker Hotel here July 17 and 18.

About 250 distributors attended the convention, which was devoted mainly to a study of the firm's new radio and phonograph-radio line and television sets, and discussion of sales and promotion policies. President Nicholas told the distributors that the company is now accumulating its production of television receivers to re-lease them in quantity in areas having telecasting service. Models being built, he said, are a table set selling at \$349.50 and a console set at \$497.50, with FM and AM radio in addition to television. Both models have 10-inch and direct-view picture tubes.

"We have conducted pilot runs," Nicholas said, "and these receivers have undergone exhaustive field tests in Fort Wayne, where we have an experimental transmitter, and also in the eastern markets where there is telecasting."

Edward M. Martin, vice-president and secretary of Farnsworth, was one of the convention speakers, and John S. Garceau, advertising and sales promotion manager, made a presentation of the 1947-48 Farnsworth radio and phonograph-radio line, which is comprised of 15 new models available in 24 different cabinet designs and finishes. Following introduction of the line to distributors at the convention, all new models will be shown to franchised dealers at special presentation meetings in principal cities during the next month, it was announced. The new line of FM-AM phonograph-radios includes four 8-tube and four 11-tube instruments, ranging in price from \$219.50 to \$425.00. Attracting great interest in the 11-tube line was the newly designed P-56MP record changer being used in all these models. It has a tone clarifier which was said to eliminate record surface noise, even when playing scratched or cracked discs. Also included in the new line are two 6-tube AM combinations, and a new triple-play portable radio, Model GP-350, which operates on either AC, DC or self-contained miniature filament type batteries.

Dick Haymes Substituting

Dick Haymes will substitute for Andy Russell on NBC's "Your Hit Parade" when Russell vacations for four weeks beginning with the program of August 9. Russell returns Aug. 16.

Send Birthday Greetings To—

July 23

Jackson Beck	John Blair
Lydia Cortese	Earl Gammons
Gwyneth Neil	Gail Page
Lillian White	

Tele Manufacturers Exploit New Receivers

With Philco, Du Mont, RCA, General Electric and Farnsworth among the television manufacturers who will concentrate on the merchandising of new table model television receivers this fall, indications are that the television audiences will increase substantially in New York, Philadelphia, Washington, Chicago, Los Angeles, Detroit and St. Louis.

The manufacturers are planning intensified selling campaigns in cities now served by television stations and will also use magazines for national advertising on their tele sets. Du Mont is using its New York and Washington tele stations for exploitation of their line and Philco plans a similar campaign on their Philadelphia station.

Interest in television continues to gain throughout the nation, according to a spokesman for the Television Broadcasters Association. Greatest problem of the video crowd has been to get enough sets in circulation in the retail trade. This problem is expected to be overcome this fall with thousands of new receivers coming off the line for immediate sale and installation.

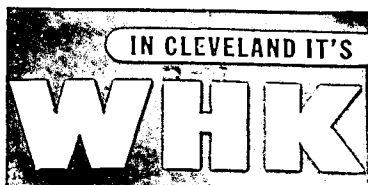
Companies Get Citations For Financial Reports

The 1946 annual financial reports to stockholders of 23 companies in the radio and electronic field have been cited for excellence in the Seventh Annual Survey conducted by Financial World.

Companies cited are:

Admiral Corporation, Capitol Records, Inc., Collins Radio Company, Columbia Broadcasting System, Cornell-Dubilier Elec. Corp., Thos. A. Edison, Inc., Emerson Radio & Phonograph Corp., Farnsworth Television & Radio, Gray Manufacturing, International Detrola, Magnavox Company, P. R. Mallory & Co., Philco Corporation, Radio Corp. of America, Reeves-Ely Laboratories, Raytheon Manufacturing, Sentinel Radio Corp., Stromberg-Carlson Co., Sprague Electric Co., Sonotone Corporation, Pennsylvania Electric Products, Inc., Tung-Sol Lamp Works, Webster-Chicago Corporation.

In the final judging to be completed by mid-September, one of these companies will be judged as having the best annual report of the radio-electronics industry, and then will be awarded the bronze "Oscar of Industry" trophy at the Financial World Annual Reports Awards Banquet in the Hotel Pennsylvania in New York on Oct. 10.



COAST-TO-COAST

—CONNECTICUT—

HARTFORD—A novel way to familiarize the city's residents with the provisions of the new city manager charter has been adopted by WDRG. Guests on the early morning "Shopping by Radio" program are asked "jackpot" questions, each relating to some feature of the charter. For answering correctly, they bring home valuable prizes. Failure to respond accurately means an additional award the next day if the new guest answers the query. . . . **NEW HAVEN**—The New Haven Broadcasting Corp. has just received notification of approval from the FCC of their change in call letters from WKOY to WABZ.

—MISSOURI—

ST. LOUIS—"The Red Feather in Action," a new series of programs designed to show how the money donated to the Community Chest is spent, was recently inaugurated on KXOK. Taking his wire recorder to a different Community Chest summer camp each week, John Corrigan, station's special events announcer, interviews the children, giving the air audience a word picture of what their money is doing for the benefit of these boys and girls in connection with the provision of summer recreation. . . . New sponsors of the Dawn Patrol, program of recorded music heard over WIL, are the house hunters of this city. About 300 words of advertising are inserted in each 15-minute segment, giving the sponsor's type of business, size of family, qualifications as a tenant and housing requirements.

—NORTH CAROLINA—

DURHAM—New member of WDUK's engineering staff is Louis Walters. David Hoyle has been added to the station's program department. . . . **CHARLOTTE**—Larry Walker, WBT's program manager, has just received word that the recorded program, "Voice of Rotary," produced and transcribed by the station for presentation at a meeting of the Charlotte Rotary, has been signally honored by Rotary International. The record was played at the recent Rotary International Assembly at Sun Valley, Idaho. . . . **RALEIGH**—Jimmy Capps, formerly with WFBC in Greenville, S. C., has joined the announcing staff of WPTF.

Will Televis Story

"A Dangerous Man," a television adaptation of the mystery story by Lawrence Williams which appeared in the July issue of Cosmopolitan, will be televised on the Borden show over WNBT on Sunday, July 27, at 9 p.m., EDT.

Renew Amer. Melody Hour

Renewal of sponsorship of the "American Melody Hour" by the Bayer Company for another 52 weeks on CBS was announced yesterday by William C. Gittinger, network vice-president in charge of sales. Dancer-Fitzgerald-Sample, Inc., is the agency. Program is heard Wednesdays, 8:00 to 8:30 p.m., EDT.

—OHIO—

AKRON—Gene Trace, former program director of WKBN, has taken a similar post with WAKR. Succeeding him is L. Baldwin Harper, formerly producer-director of WTOP, Washington, D. C. . . . **NEWARK**—WCLT, first FM station in this city, owned by the Newark Advocate, daily paper, recently went into operation. Studios of the \$150,000 station are south of the city limits. . . . **ZANESVILLE**—New managing director of WHIZ is Vernon A. Nolle of Peoria, Illinois.

—NEW JERSEY—

NEWARK—The exciting story of the unearthing of an album of Duke Ellington "originals" was recently told on WAAT and FM station WAAW when Paul "Requestfully Yours" Brenner interviewed the principals in the discovery. Appearing on Brenner's show were George Avakian, in charge of Columbia Records Archives Series, and Sidney Mills, vice-president of Mills Music, Inc., publishers of the tunes. . . . **PATERSON**—New program on WPAT is a baseball quiz series entitled, "What Do You Want To Know About Baseball?" The show will be presented in conjunction with the Newark Bears who have placed "quiz boxes" at the entrances to their stadium, Ruppert's Field, and prepared forms that will be handed out to fans, giving details of the broadcasts and including space for their questions, with a promise of two free tickets to a Bears game for those whose questions are used on the program.

—PENNSYLVANIA—

PHILADELPHIA—Elton Britt, singing star of radio, stage and screen, has joined the regular cast of the WFIL "Hayloft Hoedown," which is broadcast, each Saturday from Philadelphia's Town Hall. Acclaimed "the world's highest yodeler" and one of RCA-Victor's top recording artists, Britt formerly starred in the ABC radio serial, "Tennessee Jed." . . . **PITTSBURGH**—Martha Henzie recently made her debut as the star of Bernie Armstrong's Duquesne show heard over KDKA. Martha, who won out over six other singers who auditioned for the show, replaces Betty Ellen Morris, who is leaving the Armstrong program temporarily.

WNEW In New Series

WNEW has launched a new twice-a-week transcribed series titled "The Unexpected" which stars Hollywood name talent on Tuesdays and Thursdays from 7:45-8 p.m. Show is considered a supplement to the station's "Mysteries at Eight," aired nightly at 8 p.m. "The Unexpected" features such talent as Barry Sullivan, Jackie Cooper, Marsha Hunt, Tom Neal, Lyle Talbot and Binnie Barnes and is produced and recorded in Hollywood by Hamilton Whitney.

Texas FM Station On Air

KTRH-FM, Houston, has taken to the air with a daily program schedule of eight hours, according to B. F. Orr, general manager.

Sales await
Advertisers in
these 5 Rich Markets

WGAL
Lancaster, Pa.
Established 1922

WRWA
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 17

NEW YORK, THURSDAY, JULY 24, 1947

TEN CENTS

Musical Accord Forecast

Kearns Gives Views On AM-FM Situation

Washington Bureau, RADIO DAILY
Washington—"I can't be very optimistic about an early solution to the problem of duplicating AM and FM programs, so far as Petrillo is concerned," Rep. Carroll D. Kearns, (R.), told RADIO DAILY yesterday. He said he had discussed the matter with AFM President James C. Petrillo a day earlier, but that "it looks to me like we'll have to have a regular hearing on the matter when I get back from Los Angeles."

Further confusing the picture were
(Continued on Page 5)

NABD Listener Survey Shows Steady Increase

Results of an audience of four Tuesday night television programs in NABD up to June 11 were revealed yesterday which indicated that the viewing audience, is consistent though moderate in number, and that video fare is generally satisfactory to most.

Station sent questionnaires to 5,250 persons, of which 744, or 14.1 per cent, replied. Subjects of the survey were: "Small Fry Club," "Cash & Carry,"
(Continued on Page 5)

Bob Anthony Leaves WJR; Accepts Post With WJBK

Bob Anthony, former promotion director of WJR, Detroit, has joined the Fort Industry Company as promotion director of their newly acquired Detroit enterprise, WJBK. He will supervise all promotion, publicity and advertising for the station.

Prior to coming to Detroit two
(Continued on Page 2)

Two-For-One

Ray Henle, from Washington, and Felix Morley, from New York, are reported to have been selected by National Broadcasting Co. to replace Lowell Thomas when he moves over to the Columbia network later this fall. Henle is a veteran Washington commentator. Morley is a brother of the author, Christopher Morley.

Ted Heffron Named To NCCJ Exec. Post

Edward J. Heffron, formerly executive assistant to the president and vice-president of NAB in charge of public relations, has been named public relations director of the National Conference of Christians and Jews and will have charge of press, radio and motion picture contacts. Heffron will office at the New York headquarters of NCCJ.

Before joining NAB, Heffron was executive secretary of the National Council of Catholic Men, having been in charge of public relations of that organization for the past 14 years;
(Continued on Page 8)

CBC Changes Dates For Governors' Meeting

Montreal—A. D. Dunton, chairman of the Canadian Broadcasting Corporation announced that because of the pressure of hotel accommodation in Calgary it has been necessary to postpone a meeting there of the board of governors of the CBC set for Sept. 8-10 to Sept. 17-19 inclusive.

British Theaters Plugging Luxembourg Commercials

Eight hundred motion picture houses of the ABC movie chain in Great Britain this week started advertising the reappearance of commercial radio in Europe, NBC's Merrill Mueller radioed from London yesterday morning.

The ABC movie houses are flashing on their motion picture screens at least twice every night a large sign

Conference Planning "Code Of Ethics" Permitting School Musicians To Broadcast Programs

NAB Group Completes New Broadcast Code

Washington Bureau, RADIO DAILY
Washington—Following a two-day meeting here, NAB's special standards of practice committee completed a draft of a new code for the broadcasting industry. Harold Fair, director of NAB's program department, expressed optimism that a final draft would be ready in time for the NAB convention in September. The group is a sub-committee of the program executive committee.

The draft of the new code will be
(Continued on Page 5)

Ban UN Bulletin Pickup By Amateurs In Britain

London—Appeals from the Radio Society of Great Britain whose members are the 6,000 amateur radio operators here has been told by the General Post Office that no permission will be granted for amateurs
(Continued on Page 4)

AVCO Sales Increase Over 6-Month Period

Avco Manufacturing Corporation, parent company of the Crosley Corporation, yesterday announced for the six months ending May 31, 1947, consolidated net sales of the Corporation
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—A "code of ethics" for school musical aggregations, with definite recognition of their right to broadcast without AFM restraint, will be prepared by officials of the Music Educators Association for submission to AFM President James C. Petrillo and Rep. Carroll D. Kearns, it was
(Continued on Page 5)

Fordham Radio Course Has Imposing Agenda

Fordham University Summer Institute of Radio, has inaugurated a new course which will run through the middle of August, with well-known personalities and executives of the industry as well as in education and research appearing as guest lecturers. Announcement of the course was made by William A. Coleman, chairman of the Radio Division,
(Continued on Page 8)

Tele Mfr. To Produce Large-Screen Home Set

Cage Television System, which is currently installing video equipment in the Reade theater chain, as announced in these columns recently, will shortly enter the home receiver
(Continued on Page 2)

Fair Time Planning

Stockton, Calif.—Fifty programs of the McClatchy Broadcasting Co. will originate at the San Joaquin County Fair from August 16 to 24. Highlighting the remote pickups will be the McClatchy Farm Review, carried by KGW, Stockton; KFBE, Sacramento; KMJ, Fresno; KERN, Bakersfield, and KOH, Reno. Special studios will be erected on the fair grounds.

Petrillo's Policy

James C. Petrillo's apparent willingness to allow AM webs to re-broadcast live music on FM stations and his desire to foster a code of ethics for amateur school musicians is the talk of New York radio circles. Broadcasters are wondering if he has decided to reverse his policy since the advent of the Lea Act and the Taft-Hartley labor bill.

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FRANK BURKE : : : : Editor
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Nat Green
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Phone: State 2332

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FINANCIAL

(Wed., July 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Get FM Grant

Columbus, O.—A class "B" conditional-construction FM permit has been granted by the Federal Communications Commission to the Peoples Broadcasting Corporation, according to James R. Moore, information director of the Ohio Farm Bureau, WRFD sponsoring organization. Call letters of the new station will be WRFD-FM. The "conditional" part of the permit means that certain engineering data must first be submitted to the FCC before construction can be started.

MAYBE I'M NUTS . . .

And being from the West helps! Am just a guy fresh in New York who knows how and wants a job. Eighteen years in Radio and Adv. Agency work. . . . Contact, Time Buying, Copy, Production, References by the yard, even Hooper. Looking for an opportunity not just a job—at a fair rate. Write RADIO DAILY, Box 383, 1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

ROBINSON HUBBELL, JR., vice-president of CBS and director of programs, is sojourning in Bermuda. He'll be back next Monday to assume his new duties at the network.

JIMMY JAMES, Mutual network vice-president, is resting at the seashore.

WALTER PRESTON, director of radio for Columbia Concerts and emcee of WOR's "Show Shop," is trying his luck in the fishing waters off Greenport, L. I.

DUDLEY TICHENOR is in town. He's the manager of WNAO, Raleigh, N. C., an affiliate of ABC.

CLAIRE NIESEN, of "The Second Mrs. Burton" heard on CBS, is spending 10 days in Hollywood, during which time Louise Fitch is subbing for her. DWIGHT WEIST is back from Bermuda to resume the role of Stanley Burton, and CATHEEN CORDELL, just returned from Europe, has taken the permanent role of Marion on the same show.

FRED L. HART, general manager of WLPN, American network outlet in Suffolk, Va., is in Gotham on business.

MAX WYLIE, who resigned recently from Young & Rubicam, is heading for Lake Placid, where he will rest and mull future plans.

ERNEST MARTIN, director of West Coast programs for CBS, is en route to Hollywood, following a short business trip to New York headquarters of the web.

JACKIE MILES plans to leave shortly for Saratoga.

JOHN H. GANZENHUBER, manager of broadcast sales, radio division, Western Electric Co., has returned from an extended broadcasting engineering trip through the middle west and the far west.

JAN AUGUST and his wife are vacationing in Atlantic City.

J. HOWARD WORRALL, president of the Hawaiian Broadcasting System, is back in Honolulu following a three-month business trip that took him to Boston, Washington, D. C., Seattle and Los Angeles.

R. E. LEE GLASCOW, manager of WACO, the American network affiliate in Waco, Texas, paid a call this week at the New York headquarters of the web.

GINNY SIMMS, who has just moved into her new home in Beverly Hills, Cal., now is packing her bags for departure to New York, where she has been signed for the Starlight Roof of the Waldorf-Astoria Hotel. She'll do final rehearsals for her new Coca-Cola radio show which starts Sunday, Aug. 17, on CBS.

LEILA DOSS, of Cairo, Egypt, formerly with the Egyptian State Broadcasting Co., is visiting at KDKA, Pittsburgh.

BEN KELLNER, president of the Kitty Kelly Shoe Corp. and sponsor of the Kitty Kelly radio show, is combining business and pleasure, vacationing at Lake Tarleton, N. H., and conferring there with Moe Gale, his agent, on new radio plans.

DON LERCH, director of agricultural broadcasts at CBS, who spent the early part of this week in New York, has returned to Washington, D. C.

JOHN MAYO now is on the bell lap of another of his border-to-border-and-coast-to-coast trips with the Lang-Worth Library. He's expected to roll into town in a week or so.

CLARK R. BROWN, media and research director of the new Harry B. Cohen Advertising Co., has left on a time-buying trip that will extend from coast to coast.

NATHAN KROLL, composer-conductor of ABC's "Warriors of Peace," is resting up at Lake Placid. He plans to fly to New York for the Army Air Forces anniversary program on July 27.

AVCO Sales Increase Over 6-Month Period

(Continued from Page 1) tion amounted to \$50,747,235, a rate almost double that for the 1946 fiscal year. Net income for six months period ending May 31, after all charges including Federal tax, amounted to \$3,175,339, equal after preferred dividends to 44 cents per share on the 6,613,424 common shares then outstanding.

Income at High Mark

Victor Emanuel, chairman of the board of directors, said that the current operating income is the highest in the Corporation's 18-year history. He pointed out that in November, 1946 Avco purchased the assets and businesses of three former associated companies, The Crosley Corporation, New Idea, Inc., and American Central Manufacturing Corporation, all of which are now operated as manufacturing divisions of the corporation.

Bob Anthony Leaves WJR; Accepts Post With WJBK

(Continued from Page 1) years ago, Anthony was director of promotion at WHN, New York and was secretary of the Television Producers Association.

His duties will also cover the FM station, WJBK-FM recently transferred to the Fort Industry Company with the WJBK holdings.

Tele Mfr. To Produce Large-Screen Home Set

(Continued from Page 1) field with sets priced "under \$1,000 and screens measuring three by four feet, it was made known early this week.

Actual manufacture of the Cage receivers will be handled by outside companies on a license basis, it was said. Company, which turns out a projection "system" rather than a receiver, has installed a 6 by 8 foot screen in a pool at Asbury Park, N. J. Cage is also said to have devised a method of "building up" the intensity of the image on a 5 inch by 7 inch RCA receiver by installing extra transformers to bring the voltage up, and then using a combination of lenses to project the image clearly.

At the moment, Cage system is being installed in several taverns throughout the area of metropolitan New York and New Jersey.

Substituting For Hurley

Herman Forster, president of the New York State Conservation Council, representing organized sportsmen in New York, will substitute for N. Y. Daily Mirror Outdoors Editor Jim Hurley on the Mutual network's "Fishing And Hunting Club Of The Air" program Monday, July 28. Hurley's journeying to Bailey Island, Me., to cover the 2nd annual Tuna Angling Matches.



All fires start small

A cow kicked over a lantern and Chicago almost burned down.

A passenger tossed a cigarette over the side . . . and the Morro Castle burned.

A careless camper leaves a fire . . . and half of Oregon's forests are destroyed.

Firefighters are taught . . . don't try to put out a fire when you see it getting started. Turn in the alarm . . . and then go back to the fire.

If competition is building a fire under your markets . . . turn in the alarm. In Baltimore it's W-I-T-H that brings on the people who'll pull you out of trouble.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.



W-I-T-H

AM and FM IN BALTIMORE

TOM TINSLEY, President Represented Nationally By Headley-Reed



WEED
gives
"SERVICE"
plus

"... thank you for the swell service and fine cooperation which you have extended me during the past year," writes R. A. Moss, of Campbell-Ewald's Media Department.

Plus service for the country's leading radio stations and advertising agencies has won for Weed and Company a reputation for remaining consistently "On Target."

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES



NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

LOS ANGELES

By RALPH WILK

JACK BAILEY marked his 2nd year as star of "Queen For A Day," the 16th. All the men on the show, including announcers Fort Pearson and Hugh Brundage, producer, Jim Morgan, writer, Don Victor, and agency representatives Forrest Owen for Alka Seltzer and Ed Simmons of Philip Morris, presented Jack with gifts as part of the celebration. The "Queens For a Day," club, made up of "ex-queens," also gifted their benefactor with a surprise anniversary present.

Z. Wayne Griffin, accompanied by his family, left this week for a vacation in northern California and the Pacific northwest. Upon his return August 15th, Griffin will complete arrangements for the production and release of his independent picture "Family Honeymoon," by Homer Croy. Dane Lussier has completed the first draft of the comedy production.

Announcer Gene Baker and wife, Nancy Houston Baker, are scripting a radio series based upon Nancy's great uncle, the famed Sam Houston. NBC is interested in the show and plans to produce it as sustainer beginning Sept. 20.

Mark Warnow has set up offices in an 11-room house in Hollywood near Columbia Square. The conductor's new set-up includes a music library, audition room, arranger's suite, record room and general offices.

Sam Pierce, head of radio for Ruthrauff & Ryan in Hollywood, announced that Stewart Garner has been assigned to handle the production chores on R&R's new Jim Backus Show, starting August 3rd over Mutual.

Operating At Profit

WMMW, new 1,000 watt station operated by the Silver City Crystal Company of Meriden, Conn., reports "opening well in the black" with an initial billing of \$135,000 composed entirely of local accounts. James W. Miller is general manager; Bernard S. Morley, assistant general manager and program director and Gabriel Langfelder, chief engineer. Station alternates the origination of its program from studios in Meriden and in nearby Middletown, Conn. WMMW went on the air on June 8.



Windy City Wordage. . . !

● ● ● Jim Ameche, who recently returned to Chicago from the West Coast, has been signed for "Grand Marquee" when it returns to the air today. Ameche was originally skedded for the show at its inception but had to cancel out because of other commitments and Olan

Chicago Soule was chosen. . . . Dennis Hayes, 19-year-old farm boy crooner from Union Grove, Wis., will become a regular member of the "Junior Junction" cast July 26 when the ABC program will be heard at a new time, 10:30 a.m. . . . "They're the Tops," new record show, made its bow on WGN July 21 and will be heard at 10:15-10:30 p.m., Monday through Saturday. Records by Bing Crosby, Frank Sinatra, Perry Como, Jo Stafford, Dinah Shore and Ginny Simms will be featured. . . . Everett Mitchell, emcee on NBC's "National Farm and Home Hour," will pinch-hit on the "Quiz Kids" show starting Sunday while "Jolly Joe" Kelly is spending a two-week vacation out in Cheyenne, Wyoming.

★ ★ ★

● ● ● WGN's "Stars of Tomorrow" will present something new in amateur programs on July 27 when five songs by amateur song writers will make their debuts and compete for the program's prizes. Lee Bennett, usually emcee for the weekly parade of amateur performers, will return to his old calling of singer and, aided by songstress Phyllis Gale, will present the five songs. First prize-winner will be played at the Trianon ballroom and broadcast over the Mutual coast-to-coast network by Lawrence Welk and his ork at a date yet to be announced.

★ ★ ★

● ● ● Baritone Billy Leach and Songstress Gloria Van are featured in a new musical series just started on WBBM, 10:15-10:30 p.m., with instrumental music furnished by a combo led by Harold Kartun, new WBBM staff pianist. Leach will be heard Monday and Friday nights, and Gloria Van on Tuesday, Wednesday and Thursday. . . . Dave Garroway, disc jockey, gets a new Sunday spot, 3:30 p.m., on the NBC network August 3.

★ ★ ★

● ● ● Mutual's publicity department has been hard hit by sickness the last couple of weeks. George Herro, publicity head, had no sooner returned to his desk after a hospital session than Connie Rivard, of his office, checked in at a local hospital for observation; and Chuck Wiley, who is on vacation, also is due for a check-up. . . . Merrill W. Fugit, director of radio sales for Richard Bradley Associates, reports that the Plaracot Company, a Bradley account, will start a radio campaign on WIND August 4 with "Gaslight Varieties," to be heard 9:05-9:15 p.m. Mondays through Saturdays.

★ ★ ★

● ● ● Caesar Petrillo, WBBM musical director, has left for Catalina Island where he will organize a 20-piece dance orchestra for the Wrigley Pavilion. Al Goering, music arranger, went along to assist the maestro. The two expect to be gone about a month. During Petrillo's absence Frank Smith, assistant musical director, will conduct the WBBM ork on the Tuesday night "Melody Lane" program, and Ford Canfield, also assistant musical director, will direct the Saturday program "The Chicagoans."

★ ★ ★

● ● ● Temperatunes, which give the temperature in jingles, started on WAIT and WBBM July 22 with M. J. Lanahan, Inc., as sponsor. The 52-week contract signed by Starr Radio Productions, Inc., with the George H. Hartman agency calls for a spot campaign using the jingles on other local stations. . . . Maralieta Dutton, of Dutton-Lippold, publicists, back from a trip to New York.

HONOLULU

HAWAII radio hams have been in almost nightly contact with L12, the Kon-Tiki Raft Expedition which left Peru on April 29 on a Balsam Log Raft for a drift voyage of 5,000 miles to Tahiti in the south-central Pacific. The party is composed of young Norwegian scientists who by sail and drift hope to follow in the tracks taken by ancient South Americans in their voyages out in the Pacific.

L12, which is heard on CW on about 13,995 kc., has had periods of radio silence, but July 19 they were able to announce their first landfall of the long voyage when they reached the Marquesas Islands, 1,500 miles to the northwest of Tahiti, their ultimate port.

Hawaiian music boxed the June AFL Musicians' convention in Detroit, according to local songbird Lena Machado, who was accompanied to the convention by Delegates Buddy Peterson, president of Honolulu's Local 677 musicians union, and Alvin Kaleiolani, union secretary. Lena sang her own composition, "Kaulana O Hilo Hanakahi," to the convention, and presented floral leis, fresh by air from Hawaii, to James C. Petrillo, president of AFM. Lena returned this week.

Ban UN Bulletin Pickup
By Amateurs In Britain

(Continued from Page 1)
to take up the International Radio Amateur Union's suggestion that UN news bulletins from New York should be picked up and re-transmitted on individual sets. London UN office had strongly urged that the scheme be taken up by British amateurs but GPO has invoked regulation contained in licensing conditions that amateurs must not relay messages for any third parties whether for payment or not.

Will Go to Parliament

The matter will be brought up again in Parliament where attention will be drawn to the present anomalous position of radio enthusiasts in England who technically are not even allowed to transmit SOS-messages which they may have picked up. Similar objections against amateurs sending UN-bulletins are also expected in France.

MARLIN BLADES • ADAM HATS

OUR BEST ADVERTISEMENT
Some of Our Clients:

Sattler's Dept. Store • Wilson's
Leading Jewelers • Rosen's
Frozen Desserts • Cocilana
Cough Nips • Seventeen Maga-
zine • Mrs. Weiss' Noodle Soup
• United Artists Pictures • Su-
chard • Rosenblum's Dept. Store
• Greystone Wine • Royal Scar-
let Coffee • Tom's Toasted Pea-
nuts. . . . and so many others.

LANNY & GINGER GREY
Radio Productions & Jingles
1352 Madison Ave., N. Y. AT 9-4020

ESKIMO CAKE SOAPINE ADAM'S CLOVE & BEAN'S GUM

CIRCULAR ON REQUEST

Lanny & Ginger's

Antiques

Bought — Sold
Our "FIXIT DEPARTMENT"
fixes anything: China, Jewelry, glass,
gadgets, etc.

LAMPS MADE FROM
ANYTHING
Silver Repaired, Replated

LITTLE GREY GIFT SHOP
1350 MADISON AVE. (95th)
AT 9-4021
R. A. Adams, Mgr.

Lanny & Ginger's

Established 1945

NAB Tele Survey Shows Steady Interest

(Continued from Page 1)
 Western Feature Film" (Chevrolet) and "Serving Thru Science" (U. S. Rubber Company.) "Cash & Carry" and the U. S. Rubber show are presently off the air.
 Chevrolet's film feature recorded the highest total of viewers with 4,305; "Small Fry Club" was second with 4,300, and "Cash & Carry" and "Serving Thru Science" followed with 3,987 and 2,930, respectively.
 Further breakdown follows:
 Total audience on "Small Fry Club" was 4,300—3,436 in homes and 864 in public places (bars, etc.) Of the 74 replies, 400 said they listen regularly, 179 occasionally, and 103 "seldom." A total of 505 said the program was "very good" or "good"; 113 said it was "fair" and only 27 said "poor."
 Breakdown of the home audience on "Small Fry" was 1,315 "under 16 years of age," 1,155 men and 966 women. Serious point here is that 132 "under 16" came under the "bar" category. Audience comments on the program included (1) "the kids love it . . .," "we have no children but think it's a fine program for children."
 Total number of viewers on "Cash & Carry," according to the survey, was 3,987, with 3,113 of these under the "home" category and 874 in the "bar" category. Of this number, 395 listened "regularly," 212 "occasionally" and 88 "seldom." Program quality of the show was considered "very good" by 315 and "good" by 182. Male and female segments of the "Cash & Carry" audience numbered 1,338 and 1,122, respectively. Comments on the program included: "a good, funny program . . ." and, less frequently: "program is silly,—too slapstick . . ."
 Western feature film, sponsored by Chevrolet, recorded a total viewing audience of 4,385, with 3,284 at home and 1,101 in bars, taverns, etc. Frequent comments here were "pictures are too old," "too many westerns" and "kids love westerns." Audience on this show made occasional specific requests for old pictures featuring Bill Rogers, Bill Hart, and others; more recent fare such as Roy Rogers, etc.
 Total viewers on U. S. Rubber Co.'s "Serving Thru Science" (now off the air) was 2,930, with the male audience about even numerically. Frequent audience reaction on this show was "interesting and educational . . ." and occasionally, "best program on television."

"Magazine" Invites Grauer

Ben Grauer will be interviewed on the "Magazine of the Air" program Monday, July 28, 10:25-10:45 p.m., on WJZ.

WANNA HOME?

Only 20 minutes from Manhattan on half-acre choicest North Queens waterfront community. Here's 9-room, 3-bath Colonial at Bargain.

FLushing 9-4529

Capital Conference Agrees On School Musicians Code

(Continued from Page 1)
 revealed yesterday following a conference here among the various parties.
 Present, Kearns announced, were Petrillo, Clifford V. Buttelman, executive director, Music Educators Association, Dr. W. H. Lemmel, superintendent of schools, Baltimore, Md., Luther A. Richman, national president, Music Educators Association, Richmond, Va., and John C. Kendel, first vice-president, Music Educators Association, Denver.
 Agreement was reached, Kearns said, to set up a code of ethics whereby school children—including college and university students,—may participate in civic functions without restraint. The code will be drawn by Messrs. Richman, Kendel, and Buttelman, for approval by Petrillo and Kearns.
 Further, Kearns said, it will be definitely established that all district, state, and national music festivals will be permitted to broadcast over local, state, and national hookups.
 "School music has taken one of its greatest steps forward, in that

the boys and girls of America will now be able to express their musical talents over the air waves of this nation," said Kearns, adding that "this conference developed a great friendship, and a lasting one, between Mr. Petrillo and the music educators and school administrators of this nation."
Okays Recording Plans
 At a second meeting Petrillo assured representatives of the Army, Navy, Marine and Air Forces bands he will okay their recording for exclusive use of school libraries. As was the case with the school matter above, Petrillo here was implementing a promise he had made to Kearns during the two days of hearings earlier this month, when he said he would sit down with both the music educators and the service bands to try to work out these matters.
 Kearns said both sessions went very smoothly, and that Petrillo promised to notify the recording companies they may make recordings of the service bands. No limit on the number of recordings each may make was stipulated.

Kearns Gives Views On AM-FM Situation

(Continued from Page 1)
 reports from two other sources that as late as yesterday noon Kearns appeared optimistic for an early solution to the problem. He will, he said, confer a week from today (July 31) with Petrillo in Chicago.
 He told RADIO DAILY he would probably discuss FM again—after having indicated to another party earlier that he expected a definite answer from Petrillo about FM.
 The Pennsylvanian said FM was discussed only briefly in the Tuesday meeting—and added that he had at no time invited representatives of the networks to the session. "It might be that the FM boys were trying to work something out along that line," he said.
 "Any claims that the matter is under control and solved seem to me to be definitely premature.
 Kearns said he is not sure he will call Petrillo for further hearings in Washington, but indicated he does expect to hold several "sub-hearings" during the remainder of the summer perhaps in New York and Chicago as well as in Hollywood and Washington. In Chicago, he said, he will investigate the Music Corporation of America.

LaGuardia Substitutes Set

The F. H. La Guardia program on WJZ next Sunday, July 27, 12-12:25 p.m., will be filled by Joseph Platzker, former New York Commissioner of the Dept. of Housing and Buildings, and Piet Hofstra, regional executive of the Office of Rent Control. La Guardia has not returned to the air since he underwent an operation some weeks ago.

Frank Morgan's Yacht Wins Race To Honolulu

Honolulu—Frank Morgan, beloved star of radio and screen, easily won this year's yacht race from San Pedro to Honolulu, a distance of 2,225 miles in 13 days, 2 hrs. 11 mins., in his 71 ft. schooner-rig Dolphin II, although during this world's longest yacht race his boat blew out three spinnakers, which are nylon racing sails.
 Thirty-four yachts started, but two turned back. Twin brothers, John and Jim McNabb, navigated Frank's boat, but Frank was skipper at the helm most of the way. Proud was he of the burgee of Emerald Bay Yacht Club, swank Hollywood outfit, which he flew the entire way to the islands.
 Local stations naturally played up Frank's arrival and win. KULA, ABC outlet, disc'd and wired it for relay to the mainland web, Vic Ecklund at the mike. Despite widespread west coast interest, Bill Brooks, NBC, N. Y., ruled out a web pickup via KGU. George Plummer and Bernard Rooney of KGU, however, produced an aloha party to end all aloha parties when they welcomed Morgan in a half-hour show with Lena Machado, Hawaiian songbird, and a hula troupe giving the works. Frank ad libbed while engineers watched the switch.
 KGMB and KPOA handled the story in their daily newscasts. Web Edwards at KHON wired and re-broadcast all the early arrivals, and featured Morgan on "Hawaii Calls," the weekly "on the beach at Waikiki" show that's aired over Mutual's U. S. and Canadian webs. Jim Wahl, head of Holst & Cummings, local ad agency's radio department, pinched hit for Edwards as mc.

British Theaters Plug Radio Luxembourg

(Continued from Page 1)
 and MGM are now buying time to advertise spots for their current picture releases, the ABC chain apparently also hopes to build up a new listening audience for commercial radio in the United Kingdom, according to Mueller. ABC is believed to be negotiating to advertise in addition to Warner and MGM advertisements other material from their circuits including British made pictures, Mueller said.
NAB Group Completes New Broadcast Code

(Continued from Page 1)
 submitted to the full committee for action.
 Attending the two-day meeting were Robert Swezey, MBS, chairman; George Biggar, WIBC; Eugene Carr, WPAY; Roger Clipp, WFIL; Walter J. Damm, WTMJ; Ken R. Dyke, NBC; Harold Fellows, WEEI; Gilson Gray, CBS; C. T. Lucy, WRVA; John M. Outler, WSB.
 Representing NAB were Justin Miller, A. D. Willard, Jr., C. E. Arney, Jr., Ben Miller and Fair.
 Unable to attend were Edgar Bill, WMBD, and Gayle V. Grubb, KGO.

Presents Reuther's Forecast

Henry La Cossitt, Mutual commentator, had an exclusive statement from Walter Reuther, president of the UAW on his 9-9:15 a.m., EDT, show this morning wherein Reuther revealed his belief that the unification of the AFL-CIO Railway Brotherhoods and large independent unions "is a distinct possibility within the next 12 months." Reuther's exclusive statement was in answer to a four-point query made of him by La Cossitt earlier this week. La Cossitt also aired additional quotes by Reuther relative to the situation.

WEVD
 5000 WATTS 1330 K.C.
 PROGRAMS OF
DISTINGUISHED FEATURES in
 • ENGLISH
 • JEWISH
 • ITALIAN
 3 RESPONSIVE AUDIENCES
 3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
 Send for WHO'S WHO Among Advertisers on WEVD
WEVD
 117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director ELY 19

EQUIPMENT

Zenith Buys Building

Zenith Radio Distributing Corp., recently purchased the two-story and basement building at 912-22 Washington Blvd., Chicago, in order to provide space for improved service to its radio dealers and for the expansion of its MGM record distribution, according to an announcement by Hugh Robertson, executive vice-president and treasurer of Zenith Radio Corp. The distributing corporation is a wholly-owned sales subsidiary of Zenith Radio Corp., handling the distribution of Zenith Radio products in Chicago and 31 northern Illinois counties and the distribution of MGM records in northern Illinois, northern Indiana, and all of Wisconsin.

IRE Member Joins Strom-Carlson

Albert R. Hodges, a senior member of the Institute of Radio Engineers, has been added to the patent department of Stromberg-Carlson, according to Frederic C. Young, vice-president in charge of engineering of the company. Hodges will handle patent prosecution and related matters in the radio and electronics field.

Old Gold Signs Again For Giants Football On WHN

Old Gold has signed to sponsor broadcasts of the entire schedule of the New York Giants professional football team over WHN next fall for the ninth successive year. All games will be described live by Red Barber and Connie Desmond. Series will get under way the latter part of September. The Giants play the college all-stars in the Polo Grounds for the benefit of the Herald-Tribune fresh air fund on Sept. 3 but it has not been determined whether WHN will carry this event, although it did last year.

The Old Gold contract is handled by Lennen & Mitchell. Sponsor is also interested in broadcasting other sports events throughout the country this fall and right now is said to be considering hockey games in Chicago.

The pro gridiron Giants are now assured both radio and television coverage next fall. Home games will be televised by WNBT with Hoffman Beverage Co., as sponsor. New York Yankee football games are scheduled to be aired over WINS but no sponsor has been announced, although the club buys the time from the station and peddles it to an advertiser. Rights to the Brooklyn Dodger gridiron games remain to be sold. They were carried over WMCA last year.

**What Are You Doing
New Year's Eve**

WORDS AND MUSIC

By PINKY HERMAN

● ● ● THE CYCLE GOES 'ROUND AND 'ROUND. . . . Time was when top orchestra leaders or singers vied for the privilege of introducing new songs on their radio programs . . . Rudy Vallee, Bing Crosby, Guy Lombardo and other star performers did well for themselves when songs they'd preemed turned out to be hits . . . but a change took place some few years ago and the top Maestri and singers refused to program any song unless that number was on the Hit Parade, or had "made the sheet" or had made the Peatman . . . advertising agencies too, were guilty of ignoring the worth of individual songs, relying instead on surveys, sales reports, etc. . . . thus of great interest to new writers and many established songsters is the recent remarks of Donald Dame, Metropolitan Opera Tenor and currently star of the "American Album of Familiar Music," who said and we quote: "It is necessary that a singer be on the alert for fresh material for his own sake and to encourage a supply of superior music for the future . . . the greatest composers of all time might never have come to the attention of the public but for the fact that some interpretive artist, instrumental virtuoso or conductor was willing to give an unknown writer a public performance." . . . unquote.

★ ★ ★

● ● ● TIN PAN ALLEY OOPS: Harms setting up a great build-up on Johnny Green's 17-year-old torch ballad "Body and Soul" which is themed and featured throughout the forthcoming United Artists flicker of the same name. . . ● Morrie Diamond has joined the professional staff at Dreyer Music . . . firm starts in business with "For Once In Your Life," written by Jack Segal and Marvin (son of Fred) Fisher and "Penguin At The Waldorf" penned by Jimmy Eaton, Larry Wagner and Frank Shuman. . . ● Jack Ward, former staff organist at NBC leaves early next month for a Hollywood vacation . . . Jack started his musical career playing piano at theaters in the silent movie days. . . ● Ed Weber, gen. mgr. of the "NBCan You Top This?" troupe, has never missed a performance since the program started Oct. 3, 1942. . . ● Chantootsie Jean Tigie, heard on the Maytag and Angostura shows on NBC and MBS respectively will guestrill Aug. 11, 13 and 15 on the "Eddie Duchin Show". . . ● That beautiful young Chinese girl, seen these days at NBC, is Gladys Chang, 18-year old student at Sarah Lawrence College . . . studying radio production and technique to help her country's radio development when she returns to China. . . ● Bob McRaney, general manager of the Mid-South network is building his own station at West Point, Miss . . . call letters are WROB. . . ● (Aside to Steve Libby) will drop in to see you and the WIS gang on our next trip South.

★ ★ ★

● ● ● "Uncle" Jim Harkins, Fred Allen's right hand man, is undoubtedly one of radio's best-loved individuals . . . his good deeds for show folk are known from Broadway to the Sunset Strip . . . we'll add another story to Jim's saga . . . back in 1941 while on a tour of the South, Jim met a blind law student at the University of North Carolina named Alonzo Squires . . . the youth's beaming personality, simplicity, rustic humor and philosophy so stirred the former vaude headliner that he booked him forthwith on Fred Allen's program for a guest appearance . . . the response from listeners was immediate so Alonzo forsook Blackstone for Marconi and accepted a daily program on WAYS, Charlotte, N. C. where he has earned a rep as one of the South's most-listened-to artists. . . ● Sid Foley, formerly with Redd Evans and Sammy Smith, ex-E. B. Marks contactman, have formed the Smith-Foley Music Co. and start off with "My Corny Country Cousin" written by Maestro Joe Ricardel and Frank Warren. . . ● Johnny Bothwell and his orchestra open next Thursday at the Hippodrome in Baltimore. . . ● Heard Bob Smith sing a little novelty titled "Myrtle The Turtle and Flip The Frog" on his NBClever morning series . . . song is another "Three Little Fishes". . . ● Deanna Bartlett doing a great job Chicago-getting lots on Rhytvoc's "I'm A Lovely Little Petunia" (in an onion patch).

AGENCIES

JAMES HAUSMAN, formerly Group Copy Chief at Morse International, has joined the copy staff of Badger and Browning & Hersey, Inc.

YVONNE McHARG has been appointed director of fashion publicity for Cecil & Presbrey, Inc. Miss McHarg was formerly in the public relations department of E. I. DuPont de Nemours, in New York, and fashion and decoration editor with Conde Nast Publications. She succeeds RUTH LeBRON who has been appointed account executive.

SHELDON VAN DOLEN has joined the presentations department of the American Broadcasting Company. He formerly was associated with McCann-Erickson, Inc., as an account executive in their sales promotion and merchandising department. More recently he served as account man in one of the agency's service groups. During the war Van Dolen entered the Navy and served as an enlisted correspondent in the Pacific. After an indoctrination course at Pearl Harbor, he was assigned to the Armed Forces Radio Station in Shanghai as a Navy representative.

JOHN W. SHAW, Inc., Chicago agency formed following the dissolution of Shaw-LeValy, Inc., earlier this month, today announced five new appointments to key staff positions. They are: FLORENCE CRUZEN, media director. Miss Cruzen formerly served in the same capacity for H. M. Gross Co., and M. Glen Miller, both Chicago agencies, and was associated with Lord & Thoma in Chicago. E. J. CONLON, account executive, who comes to the staff from an account executive's job at Burton Browne Advertising. JO ANI MUNSON, copy director, former copy chief at H. M. Gross Co., and member of the copy staffs of Ruthrauff & Ryan and Campbell-Mithun, Inc., in Chicago. BETSY TYROLER, account executive, former account executive at Burton Browne Advertising and associated with the Chicago offices of McCann-Erickson, Inc., and Compton Advertising, Inc. ROBERT JACOBY, comptroller, who formerly served in the same capacity with Charles Daniel Frey, Chicago agency.

ev'rybody's SINGING—
ev'rybody's PLAYING—
"EV'RYBODY'S BUYING MY
LOVE SONG"
(Just to get a picture of you)
DUBONNET MUSIC PUBLISHING
1619 Broadway, New York 19, N. Y.

REWARD!
"WHERE IS SAM?"
Communicate:-
JEWEL MUSIC, 1674 B'way, N. Y. C.

BEHIND THE MIKE

CLAS. FREDERICKS, star of the "Family Hour" summer show, picked Marvin Schenck as the "best-dressed gent" at the ritzy Monmouth Park Race Track.

Net (Shadow) Marrison will do a personal appearance stint at the Harrisburg Fair Sat. (The lad's been heard these days on the air as often as the time signals).

Recommended: The listening chirping of blues singer Carol Ames in "Black Magic."

Ed Bruck, of the ad agency Kaplan & Bruck, back at his desk after a meritorious op, looking better than ever.

Bobby Martin's choral group signed to record a series of hymnals for the Catholic Children's Record Club.

Messe Crawford celebrating another day as organist of the ABC thriller, "David Harding, Counterspy."

Leopold Stokowski raving about Ed Lavalle's composition, "Symphonic Rhumba."

Mary Patton flying to Switzerland to join her hubby, an NBC director. Ed Begley conducting a course in Radio Acting at Fordham University in the fall.

Mutual so elated over new "Quiet, Please" series that it'll be on twice weekly. On Sundays the Ted Lloyd package will be heard on network and on Monday evenings, it'll be re-broadcast for WOR listeners.

Jack Smart, the 300-lb. radio "Fat Man," has given up his plan to slice pounds off his waist line. "I can't eat it and still eat," he claims, "and I love to eat."

John Dietz and Larry Erskine try to sell Mutual their new kidnip, "Wings North."

Archie Bleyer and his ork doing the commercial half-hour shows a week on CBS.

Sen. Ford thinks that the musiczar with the combustible temper oughta call his name Petrol-o.

Bill Griffith, actor-announcer on Ripley's airer, has adopted a 1/2 year-old war orphan, Hendrik Bijker, of Amsterdam, Holland.

Station Makes Survey of St. Louis Area Listeners

St. Louis—The results of a 30-county coincidental telephone survey conducted by Edward G. Doody & Co. for KXOK, have just been released, according to an announcement made by C. L. "Chet" Thomas, general manager of KXOK. The objective of the survey was two-fold: to determine and analyze by 15 minute periods the audience coverage of KXOK and the competing stations in a 30-county area surrounding St. Louis. St. Louis proper and St. Louis county were not included inasmuch as they are adequately covered by Cooper, Inc. Secondly, to determine by hourly periods the extent of the listening audiences in each of individual counties, and thus supplement in a limited sense the "BMB Area Report, study No. 1 spring 1946," for those same counties.

*** PROMOTION ***

Emerson Movie Tieup

Emerson Radio and Phonograph Corporation announced a national advertising tie-up with Allied Artists involving the use of newspaper ads to exploit Emerson's "Black Gold" Radio Model 543 and the cinecolor moving picture "Black Gold." Ads will feature the slogan "See the picture—Hear the Radio" and will show the featured artists in the movie, "Black Gold," Elyse Knox and Anthony Quinn, listening to the Emerson model bearing the name of the movie. The model 543 is a five tube AC-DC superheterodyne encased in a black and gold plastic cabinet and retails at \$24.95.

"Find The Falcon" Contest

The American Safety Razor Corp., sponsor of "The Adventures of the Falcon," MBS, Wednesdays, 8:30-9:00 p.m., EDT., is currently offering \$650.00 in prizes for a "Find The Falcon" contest. Idea is for stations carrying program to tie in with local baseball team or County Fair and local advertisers. At ball park or Fair Grounds, a prominent local personality places red feathers or other identifying gadget in his hat or lapel and first person to "Find The Falcon" is the winner. Idea which was first tested via WOLF, Syracuse, brought big publicity to station as well as local International League ball team, and also pushed Hooper rating higher. Handbills, teaser ads via public address systems and newspaper advertisements are used as pre-budgers.

To Broadcast From RCA Exhibit

"Friend of the Family," the General Foods program, over NBC's tele station WNBC, Thursday, July 24, 8:30 p.m., EDT., will broadcast an on-the-spot program from the RCA Exhibition Hall in Rockefeller Center. Program will center on the display of industrial electronic products featured at the Exhibition Hall. On-the-spot demonstrations will be made of such equipment as the electronic metal detector and the giant electron microscope, most powerful one in the world. Roger Muir will direct the program. Agency for General Foods is Ycung & Rubicam.

Many Overseas Artists Appearing In Australia

Sydney—Overseas artists now in Australia, under fat contracts with the government-operated Australian Broadcasting Commission are: Eugene Goossens, English born American conductor; Rafael Kubelik, Czech conductor; Chilean pianist Claudio Arrau; American violinist Isaac Stern and his Russian accompanist, Alexander Zakin; Hungarian tenor Miklos Gafni and Danish accompanist Leo Demant; and Australian-born Lorna Sydney, principal mezzo-soprano of the Vienna State Opera. On the way is Metropolitan Opera contralto Herta Glaz.

KEX Booklet

A gayly colored 8-page booklet, with station's call letters in large bold type lettering appearing on the front cover in brilliant yellow on a blue field, superimposed on map of state of Oregon, in green, is the latest promotional piece from KEX, Portland. Booklet describes station's facilities, some of their varied programming and explains in detail the market in which they broadcast. Center spread contains a map of the U. S. A., with detailed breakdown of the various markets in the counties that are reached by KEX. Booklet also contains a number of cuts of various personalities of their programs as well as pictures of studios and promotion that KEX has done in the past.

NBC Thesaurus Program News

The June 1947 NBC Thesaurus Program News is carried out in cool violet, grey and white and is a pleasant three-fold brochure to read through. Many NBC Thesaurus programs are described, as well as copy devoted to the service rendered by the NBC Thesaurus programs. NBC reminds their "Thesaurus family" that there are now 1,384 musical selections for which no performing license is required, as of June 1, 1947.

Girl Scouts Guesting

Girl Scouts will take to the air waves en masse on Tuesday, July 29, and Wednesday, July 30, to talk over results of the first International Girl Scout Encampment to be held in this country in 10 years. Encampment, which winds up officially on July 30, will include nearly 100 girls, representing Girl Scout groups in 26 countries as well as every state and territory of the United States. On July 29, six of the girls will guest on "The Betty Crocker Magazine of the Air" in a round-table discussion of teen-agers around the world, while the rest of the foreign delegation will form the studio audience. The radio schedule for July 30, includes three more girls on "Betty Crocker," four on "Martha Deane" and seven on a special forum show from 1:00 to 1:30 p.m., via NBC.

Alternating Sponsors Buy BB Shows On WINS

The quarter-hour baseball warm-up and a roundup periods just before and after New York Yankee games over WINS have been sold to two alternating sponsors, Paradise Wines and Crosley Distributing Co., who will rotate sponsorship from day to day. Both shows will be handled by Don Dunphy under the title "Don Dunphy's Baseball Roundup." New series is effective July 27 and will run through the regular baseball season, Sept. 28. Broadcasts will originate in WINS studios. Crosley Distributing Co., handles all products made by Crosley.

NEW BUSINESS

WAAB, Worcester, Mass.: J. Baker, Inc., for the J. Baker Shoe Outlet, Spencer, Mass.; and Lloyd's Shoe Store, Worcester, has signed for a new series of station breaks. These breaks will be aired daily, Monday through Friday at 7:14 1/2 p.m. preceding the station's "Tello-Test" program. Agency representing J. Baker, Inc., is Baratta-Wardell Adv.

WPEN, Philadelphia: Castle Products Co., Newark, N. J., in the interests of its beverage, Cascola, has signed to sponsor 49 "Cascola Sports Flashes" a week. "Cascola Sports Flashes" will be heard seven times daily, Monday through Saturday on the station's 2:30-5:30 p.m. disc show, "950 Club," and on "Sports Bandstand" (Sundays 3:00-6:00 p.m.). In addition to these 49 "sports flashes," 15 spot announcements a week will be used, making a weekly total of 64 "Cascola" plugs. Station is promoting the deal by an intensive campaign, including 10,000 personal letters to dealers, under the signature of Milton (Chick) Allison, WPEN sales manager.

WNAC, Boston: Jenney Manufacturing Co. has renewed its Monday, Wednesday, and Friday editions of the "Tello-Test" program. Renewal calls for 52 weeks. Fred Lang, as the "Tello-Test Man" devotes his 7:15-7:30 p.m. commercials to Jenney 100 and other Jenney products. Agency is John C. Dowd, Inc. Metropolitan Life Insurance Co. has renewed its current series of one-minute spot announcements. Metropolitan has been on the air constantly since first signing with WNAC, back in February of 1946. Spots used have and will continue to be of the institutional type, and will be aired five times weekly, Monday through Friday at 8:12 a.m. included in the locally originated Yankee Network News Service programs. Agency is Young & Rubicam, Inc.

New North Carolina Station Operating As MBS Outlet

WILK, new 250-watt Mutual outlet in North Wilkesboro, North Carolina, went on the air July 1 on 1450 kc. Station is owned by the Carolina-Northwest Broadcasting Company headed by Major Edney Ridge, Greensboro, N. C.

New station is placing emphasis on news programming, according to Major Ridge, as there are no daily newspapers within several counties in the WILK area. Full AP news and local news is carried on the station's schedule.

Staff members of the new station are: Major J. E. Brunson, Jr., chief engineer, formerly with Western Electric; Robert L. Montgomery, formerly of WBIG, program director; Jack D. Stir, sports editor; Phillip B. Davis, news; Garrett Alderfer, morning show; Nancy Bessent, continuity; Dane L. Lurich and M. G. White, Jr., engineers.

Ted Heffron Named To NCCJ Exec. Post

(Continued from Page 1)
under his guidance the "Catholic Hour" (NBC) became one of the most widely heard network religious broadcasts. He largely planned and engineered the "Hour of Faith" (ABC), another NCCM network program.

He has also had close ties with Protestant and Jewish groups, especially with the National Conference of Christians and Jews—not only in radio, but in other fields. He was appointed by an inter-faith committee to draft the Recommendations on Religious Broadcasting which were adopted at the Ohio State Institute for Education by Radio in 1943. In his position with the NCCM, he publicly and aggressively supported the original NAB code.

Native of Illinois

Mr. Heffron was born in East Dubuque, Ill., on April 3, 1905. Having already been admitted to the bar in the District of Columbia in 1930, he received his LL.B. from Georgetown University in 1931. In 1940 he received an honorary LL.D. from Loras College, Dubuque, Iowa, where he had previously earned his B.A. (magna cum laude).

Mr. Heffron is married and has three children.

Added Revenue Sought By CBC Through Set Fees

Montreal—A resolution providing for a change in the Canadian Broadcasting Act, which would have the effect of increasing CBC revenues by \$544,600 annually, made its first appearance in the Canadian House of Commons last week when the House agreed to a motion "on division" to consider it at the next sitting. The bill, which will be based on the resolution, will authorize payment by the government to the corporation of the full amount of radio receiving and broadcasting license fees.

In the past, the Government has deducted, roughly, 12 per cent from the license fees collected, to cover the cost of collection. The gross deductions have amounted to \$544,600. Under the terms of the amendment, the Government will collect license fees at its own expense and turn over the entire gross collection to the CBC intact.

Adds Half Million Yearly

The change, eagerly sought for a number of years, by heads of the public radio system, will have the effect of making available to the CBC an additional half-million annually, without any increased grant being apparent.

The department of Transport, which acts as collection agency for the CBC, henceforth will be compelled to budget for the cost of the operation, since it will no longer be self-supporting by virtue of the 12 per cent handling charge deduction. The change was foreshadowed early this week.

COAST-TO-COAST

—GEORGIA—

ATLANTA—J. Leonard Reinsch, managing director of WSB, WIOD and WHIO and radio adviser to President Truman, has been elected to membership on the Board of Directors of Junior Achievement, Inc., Atlanta Division. . . . New vice-president of the Atlanta Lions Club is Frank Gaither, WSB commercial manager. . . . COLUMBUS—Former manager of KTYL, Mesa, Arizona, A. E. (Bill) Nickel, has been appointed to a like position with WGBA, FM station in this city. Nickel will also manage a new 1,000-watt daytime station of the Georgia-Alabama Broadcasting Corporation, recently granted on 620 kilocycles.

—INDIANA—

FORT WAYNE—Opal Olinger, who formerly conducted a garden program over WOWO-FM, has joined WFTW as women's director. . . . INDIANAPOLIS—First radio advertising for Kaiser-Fraser cars in Central Indiana is the series, "Grandstand Managers," featuring WIBC sports editor Gene Kelly. The show, highlighting interviews with baseball fans relative to their opinions on conduct and progress of the home team, originates from the Indianapolis Indians ball park grand stand on home game nights and from a special booth in front of the station when the games are wired in from out-of-town points.

—MASSACHUSETTS—

BOSTON—Peter Paul, Inc., sponsor of the Monday, Wednesday and Friday editions of "Nelson Churchill Views The News," heard over WNAC, is currently running a jingle contest that offers \$1,000.00 as first prize. In addition to the prime award, Peter Paul is giving away one thousand boxes of Almond Joy Candy Bars for the next thousand best entries. The contest, whose data is aired by Churchill during his newscasts, closes at midnight, August 22. . . . NORTH ADAMS—"Bud" Kordalewski, formerly with WHYN in Holyoke, has joined the staff of WKOB as chief engineer.

—MISSOURI—

ST. JOSEPH—An unusual program for KFEQ listeners was recently provided when the station's special events staff broadcast portions of a gypsy wedding. The actual wedding celebration lasted for an eight-hour period and gypsy music, chants and songs, and interviews with members of the band and the bride and groom were featured on the broadcast, handled by KFEQ's announcer, Tom Cary. . . . ST. LOUIS—Frank Laux, veteran St. Louis sports announcer, has been assigned to handle the KKOK broadcast of the annual speedboat races to be held on the Mississippi, August 3.

—NEW HAMPSHIRE—

MANCHESTER—WFEA's Al Maffie, recently played the romantic lead in a theater presentation of "My Sister Eileen" and interviewed members of the cast on his "Coffee Time" program. . . . Bob Saunders has returned to his WMUR chores while singer Edith Doe is back with a

master's degree from the University of Chicago but will linger for only the first two weeks in August. . . . CONCORD—Win Blake wound up his "Kiddie Kwiz" series for a local dairy by emceeing a theater party for 228 children, with a five-year-old girl winning a dog when her number was drawn on the stage following the free movie.

—NORTH CAROLINA—

CHARLOTTE—Jimmy Kiser, formerly with WRHL, Rock Hill, South Carolina, has joined the announcing staff of WSOC. . . . NORTH WILKESBORO—A North Carolina State Prison Camp is now the source of new talent appearing on WILX. The inmates of the prison, constant and regular listeners of WILX, desiring to contribute some talent to the station, began rehearsals and finally formed a splendid quartet with a thrice-weekly, 15-minute broadcast.

—OHIO—

DAYTON—The resignation of Danny Daly, WING program director, to become effective August 1, has been announced by J. P. Williams, vice-president and general manager of the station. Daly will go to Middletown as executive director of WPFB which will open there about September 1. . . . Harvey R. Young, Jr., associated with the WHIO in a sales capacity since the station opened in 1935, has been named commercial manager of that station.

—PENNSYLVANIA—

ALLENTOWN—Tom Livezey, formerly of KYW and WIP, Philadelphia, has joined WFMZ, exclusive FM station in this city as chief announcer. . . . PHILADELPHIA—WPEN, in co-operation with the Philadelphia Zoo, has inaugurated a new series of weekly on-the-spot programs, titled, "What Do You Know About Animals?" Originating each week from various points at the zoo, the program, conducted by Freeman Shelley, zoo director, will pit picked teams of Junior and High School students against each other in a quiz. Winning students will receive prizes such as a year's subscription to "Fauna," a magazine devoted to animals, and 10 tickets to the zoo will be given to each of the contestants. . . . PITTSBURGH—Mike Andrews of the WCAE mail room, who attends Carnegie Tech, is announcing for the collegiate station, WCIT.

—TEXAS—

SAN ANTONIO—An insight into the daily workings of the domestic relations division of the district attorney's office, will be offered in "What You Do?", a new series of public service programs to be featured over KYFM. Listeners will actually participate in the weekly broadcasts for they will be asked to work out a solution for the problems presented on the program which are actual cases confronting the domestic relations office. . . . Melvin Winters, pianist and conductor of the WOAI staff orchestra, recently batoned a group of local musicians at a show presented by the soldiers at the IDTRC in this city.

Fordham Radio Course Has Imposing Agenda

(Continued from Page 1)

the Department of Communication. A special unit of six courses, will be taught by Morton Gould, conductor-composer; Joseph A. Moran, vice-president of Young & Rubicam, Inc.; Worthington Miner, of CBS television; Arthur Hull Hayes, general manager of WCBS and others. Lectures are under way July 28, from 10 a.m. to 12 noon, daily. The guest lectures are intended to supplement the subjects studied in class. The speaker who will be heard for the most part at afternoon sessions, will include:

C. E. Hooper, head of C. E. Hooper Inc.; Philip Frank, of Broadcast Measurement Bureau. Wynn Busman of A. G. Neilson, in addition to his talk will take the class on a field inspection to his firm's Manhattan offices; Miss Bertha Steinberg, director of the North American Service of the Radio-Diffusion Francaise, will describe the French system of broadcasting, as well as the program of the North American Service, some of which are currently broadcast by Fordham's new FM station WFUP.

Bill Bailey to Speak

Also John N. (Bill) Bailey, executive secretary of FM Association will speak, and on Friday, Dr. Franklin Dunham, radio director of the U. S. Office of Education will speak on the educational radio problems and future of the College radio station William Maloney, publicity director of BBD&O will lecture on commercial radio promotion and publicity, July 28; August 4, Wyllis Cooper, will discuss scripts and direction from the time of his famed "Lights Out" to his current show "Quiet Please."

Sam Slate, director of North American Service of the BBC will explain the three types of programs offered the BBC world-wide audiences; Joseph McDonald, vice-president ABC network, will talk on the FCC and the regulation of radio in the United States.

Fifteen motion picture films of FM AM and television will be shown to the students at various times between now and August 15.

Salute Texas Towns

A new feature of the ABC Chestnut field roundup heard nightly on KFJZ and the Texas State network will be a salute to a Texas town each Wednesday night. Broadcast will salute Rosenberg, Galveston and Tex City during the coming month.

Send Birthday
Greetings To —

July 24

Bill Bates	Templeton Fox
Edward G. Demsey	
Arthur B. Donegan	
Chuck J. Grant	Glenn Riggs
Hollace Shaw	Jerry Wayne

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 40, NO. 18

NEW YORK, FRIDAY, JULY 25, 1947

TEN CENTS

Plan Conventions' Cover

McDonald Tells Plans To Zenith Stockholders

E. F. McDonald, Jr., president of Zenith Radio Corp., Wednesday highlighted the annual stockholders meeting by revealing further details of the company's plans for phone vision, pay-as-you-see television. McDonald told stockholders that Zenith has been working since 1931 on method of using phone wires for television but that only three months ago he received permission from his patent attorneys to reveal development of phone vision. He said he has talked with two AT&T vice-presidents who are and are interested in phone vision, and also said that Zenith has been approached by three electric

(Continued on Page 3)

WBOM, Oak Ridge, OK'd By Atomic Energy Comm.

Washington Bureau, RADIO DAILY
Washington—The Atomic Energy Commission stepped into a new role yesterday when it placed its stamp of approval on a new radio station at Oak Ridge, Tenn. The new station, WBOM, already had received a construction permit and grant from the FCC, but because of tight security

(Continued on Page 3)

Two Mutual Serial Shows Renewed For By Ralston

Ralston Purina Co. of St. Louis, has renewed two across-the-board programs over Mutual network, effective Sept. 29, according to Jesse Barnes, network vice-president in charge of sales. "Checkerboard Jam-poree," for farm feed products, heard 2:15-12:30 p.m., EDT, will continue

(Continued on Page 2)

Tele Disc Jockey

Disc jockey trend has reached television, with WNBT announcing that Jack Kilby, former "Curly" of the "Oklahoma" cast will spin the platters as he introduces live talent singing songs. Eve Young, vocalist, will be heard when the program premieres tonight at 8 p.m., EDT. Show will replace "Campus Hoopla" for summer months.

New BMB Plan Set For Release

The Broadcast Measurement Bureau's new plan, based on "long-range operation" has been accepted by the executive committee, it was reported yesterday following a lengthy session at which the committee met to hear details drawn up by a special joint committee formed for the purpose of formulating the plan for continuance of the bureau. The joint committee was made up of BMB finance committee members and representatives of the NAB, recently appointed by Justin Miller, NAB president. Details will be released in a special announcement which will be issued today by the BMB for publication Monday. The new plan, it is believed, will provide for a steady income for BMB instead of subscriptions being based on one year, stopping, and then new subscriptions sought for a new study later on.

Jones To Vacation; Join FCC On Sept. 3

Washington Bureau, RADIO DAILY
Washington—The FCC will not reach its full strength of seven commissioners until September 3, Rep. Robert F. Jones, (R., O.), said yesterday, following a visit to the White House. Jones said his discussion with the President was on matters unrelated to radio and his new assignment to the FCC, but that he had thanked the Chief Executive for the

(Continued on Page 7)

Chain Jewelers Again Selling Moderately-Priced Receivers

A small but steady outlet for radio table sets selling up to \$50 has been returned to its pre-war status by chain jewelry stores which are back in the business to stay. During the years of scarcity jewelers faded out of the radio picture because most manufacturers, although trying to distribute evenly, did require that dealers have sufficient servicing, merchandising and floor space facilities for their products. These require-

Phila., Picked By GOP And Democrats Ideally Situated For Broadcasting And Telecasting Proceedings

New Type Receiver Reported Developed

A new type AM radio receiver, with "everything detachable and replaceable" by a simple plug-in method, will be introduced in New York retail stores in about a month by the Cosmo Electronic Corp. Outstanding feature of the new device, patent pending, is that many component parts such as resistors and condensers are eliminated and the equivalent of

(Continued on Page 7)

House, Senate Approve \$6,200,000 For FCC

The House and Senate yesterday approved the conference version of the independent offices appropriations bill, sending to the White House for signature a measure providing \$6,200,000 for the current FCC budget. This figure is a compromise between the

(Continued on Page 2)

AFM Musicians To Play For WNYC Vets Programs

Seven band concerts by members of Local 802 at the Manhattan Beach Veterans Hospital will be broadcast by WNYC, it is announced by Sey-

(Continued on Page 2)

The Democratic national convention in 1948 will be held in Philadelphia, according to reports from informed sources in the trade yesterday, thus enabling television to cover the biggest political event of the year for an estimated 13-state audience on a "network" basis. Republican party chose Philadelphia as the site for its '48 meeting early last spring, with video said to have been one of the determining factors. Official announcement of the Democrats' selection is said to be expected from the White House this week-end.

Tele coverage of the two conven-

(Continued on Page 7)

Field Deal For Times Has Chi. Tele Angle

Chicago—Marshall Field, publisher of the Chicago Sun has made offer to the Daily Times to purchase the paper. Proposition must be submitted to Times stockholders and it seems certain to be accepted. Sale may have a radio angle as the Times has application on file with FCC for a television permit. Sun also owns WJJD, independent station. If deal goes through it will take effect October 1.

WSPA Deal Consummated By Surety Broadcasting Co.

Columbia, S. C.—Transfer of WSPA and its associated FM station WSPA-FM was effected yesterday when 100 per cent of the stock of the Spartanburg Advertising Company was sold

(Continued on Page 6)

Webs To Plug NAB

Four major networks will aid in focusing national attention on the NAB convention by originating web shows at Atlantic City. Included are Paul White's ABC disc jockey show; NBC's new Ford Hour and Arthur Godfrey from CBS. If the schedule can be worked out Mutual's "Queen For A Day" or the Kate Smith show will come from there. Date is Sept. 15-17.



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

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Alder, Chief Manning Clagett
6417 Dahlengra Rd. 2122 Dehorst Pl., NW
Phone: Wisconsin 3271 Phone: Hebart 7627
CHICAGO BUREAU
Hal Green
1417 Ashland Bldg. 155 N. Clark St.
Phone: State 2332

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FINANCIAL (Thurs., July 24)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE
OVER THE COUNTER
Table with columns: Bid, Asked. Rows include Du Mont Lab, Finch Tele Comm, U. S. Television, WCAO (Baltimore), WJR (Detroit).

Hall Subs For Banghart
Radeliffe Hall is reporting the 6 p.m. news over WNBC while Kenneth Banghart, regular newscaster, is vacationing through Friday, August 8. Hall will continue to handle his regular noon news period over the NBC flagship, Banghart's daily 11 p.m. news stint is being filled by Don Pardo during his absence.

Rupert Hughes On Mutual
Rupert Hughes, author and critic, will discuss "Freedom of Expression in America" in a special broadcast over MBS this Sunday, at 1-1:15 p.m., EDT.

IN CLEVELAND IT'S WHK

COMING AND GOING

CAMPBELL ARNOUX, president of WTAR, Norfolk, Va., today is in Washington, D. C., where he is attending a meeting of the convention committee of the NAB. The group will lay plans for the association's national convention in September.

ROBERT SAUDEK, director of public affairs at ABC, has returned from Boston and Syracuse. At Boston, he addressed the New England Educational Workshop, then went on to Syracuse, where he delivered a talk before the students of the university.

LOUISE MARTEL, who spent two years with the Bob Hope program company touring Army camps as pinch-hitter for Frances Langford, is resting in Honolulu.

HELEN SIOUSSAT, Columbia network director of talks, leaves today on a short business trip to Washington, D. C.

CHARLES BELL, sales manager of WABY, Albany, N. Y., paid a call yesterday at the offices of the Mutual web.

MIKE JABLONS, radio publicist, is soaking up some sunshine at Pt. Lookout, L. I.

JOHN DALY, Columbia network newsman, leaves today for Washington, D. C., where he will confer at the CBS news bureau regarding a program which the web will produce in connection with the 80th Congress.

VIC DAMONE, star of the CBS "Saturday Night Serenade," and his manager, LOU CAPONE, are in Philadelphia today for a television program.

DENNIS JAMES, emcee of WOR's "Can You Top This," leaves tomorrow for Chicago, where he's booked for several shows.

C. L. MENSER, vice-president of NBC in charge of programs, is in Ann Arbor, Mich., where today he will address the speech conference of the University of Michigan, and will be guest of honor at a luncheon which will precede his talk.

WILL BALTIN, executive secretary of the Television Broadcasters Assn., who now is vacationing, will return Monday.

TED OBERFELDER, assistant director of the American network's advertising and promotion department, will leave Sunday for Chicago, where he will confer with agencies and clients, returning to New York Thursday.

NUMA FABRE is in town. He's the manager of WAJR, the Mutual network outlet in Margantown, West Va.

LOUIS R. COOK, manager of KNOW, American network affiliate in Austin, Tex., is in town for conferences at the headquarters of the web.

LISA KIRK, vocalist, leaves today for Pittsburgh, where she will make a series of personal appearances.

JERRY DANZIG, program director at WINS, leaves today by plane on a three-week vacation. After visiting the more exotic sections of Mexico City, he will go on to Beverly Hills and San Francisco.

ANNE MARLEAU, Canadian vocalist who has been visiting in Philadelphia, is back in Gotham for a number of guest shots.

THOMAS E. MARTIN, manager of WIUN, Utica, N. Y., and FRITZ UPDIKE, of the station's executive staff, visited yesterday at the offices of ABC.

British Tele May Adopt 600-Line Video Picture

London Television is broadcast from Alexandria Palace in Great Britain on the basis of 405 lines per picture but orders for television equipment received by a British firm from both South America and Europe, according to a report released by the U. S. Department of Commerce, call for transmitters and receivers which will broadcast on the basis of 600 lines per picture, a considerable advance over present equipment.

The additional lines can provide a greater degree of definition than is obtainable in Great Britain. American companies have offered to supply apparatus in the standard American system of 525 lines per picture. The 600-line transmissions, although better than Great Britain's 405-line, will not, however, equal the definition of the motion picture theater, for which it is claimed, a 1,000-line picture will be necessary.

Five FM CP's Granted Also 'Conditional' To Minn.

Washington Bureau RADIO DAILY
Washington-The FCC yesterday awarded construction permits to five applicants for new FM stations. They include John M. Rivers, Charleston, S. C. (Class B); The Cerritos Broadcasting Co., Long Beach, Calif. (Class A); G. W. Covington, Jr., Montgomery, Ala. (Class B); E. R. Rivers, Valdosta, Ga. (Class B); Springfield Broadcasting Corp., Springfield, Mo. (Class B). In addition, the Commission awarded a conditional FM grant to the Bethesda Free Church of Minneapolis, Minn.

AFM Musicians To Play For WNYC Vets Programs

(Continued from Page 1)

mour Segel, station acting director, and Richard McCann, president of the union. Series will start July 27, 3-3:30 p.m., being heard every Sunday through August 31, with one additional broadcast on Sept. 1, Labor Day.

Concerts are sponsored by the AFM under the recording and transcription fund set up by James C. Petrillo, president. Band will consist of 40 musicians from Local 802 with a different conductor appearing at each concert. Jacques Rabiouff will conduct the first. Concerts will be held in the hospital's auditorium.

Two Mutual Serial Shows Renewed For By Ralston

(Continued from Page 1)

to originate in Nashville, Tenn. but on August 4, will change its time to 1:45-2 p.m., EDT.

"Tim Mix and His Straight Shooters," for the Cereal Division, is heard 5:45-6 p.m., EDT, and continues in that slot, originating from Chicago studios of Mutual. Both programs are renewed for 52 weeks, through the Gardner Advertising Agency, St. Louis.

House, Senate Approve \$6,200,000 For FCC

(Continued from Page 1)

\$6,000,000 even voted by the House originally and the \$6,400,000 voted by the Senate—but is considerably below \$6,857,000 originally asked by the agency.



Playing for keeps

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

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

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

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

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

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



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

McDonald Tells Plans To Zenith Stockholders

(Continued from Page 1)

Utility companies who were anxious to have power lines instead of phone lines used with the system. McDonald said demand for Zenith products was still at an all time high level. The company, he said, suffered a terrific loss in the six months ending April 30 last year chiefly as a result of OPA limitation on price for radio sets, but that loss was partially made up last half of year when prices were increased. One new director Hays MacFarland was elected to replace Irving Allen who retired after eight years. Other directors E. F. McDonald, Jr., Hugh Robertson, K. E. Hassel, Irving Herrett, Ralph Hubbert and Frank Miller were re-elected to serve for one year.

WBOM, Oak Ridge, OK'd By Atomic Energy Comm.

(Continued from Page 1)

Approval of the Atomic Energy Commission was necessary. Although approval still must be given by Oak Ridge officials, no hitch was expected because of the approval of members of the Atomic Commission here.

The new station now is jointly owned by Carlin French and Frank Pellegrin, NAB director of broadcast advertising. Pellegrin, however, will take no part in running the station.

President and general manager of the station is Marshall Pengra, former manager of KRNK, Roseburg, Oregon. When the company is incorporated, stock will be divided equally between Pellegrin, French and Pengra.

Albert J. Lorimer

Montreal—Albert J. Lorimer, 49, radio engineer and assistant to the general manager of the Canadian Marconi Company, Montreal, died from a heart attack yesterday morning while seabathing at Ocean Park, where he was vacationing with his wife and step-daughter. Old Orchard Beach firemen recovered the body and used an inhalator unsuccessfully. Funeral services will take place in Montreal at a date not yet announced. Lorimer had been with the Marconi organization about 20 years successfully in design work, sales engineering, as liaison officer between the company and the Dominion Government and as assistant to S. M. Finlayson, general manager.

★ AGENCY NEWSCAST ★

ALBERT C. CAPOTOSTO, foreign advertising manager of The Manila Times Publishing Company, who recently arrived in this country, has revealed a new service to provide accurate information for American advertisers on the expanding Philippine market.

MARK NAPIER and **ROBERT E. CAMPBELL**, vice-presidents of J. Walter Thompson, Ltd., Canada, have been named manager and assistant manager, respectively, of the Toronto office. Former manager of the Toronto office, **ADRIAN HEAD**, has been transferred to the New York creative staff.

FRANK O'HARE and **FLORENCE M. HARRISON** have been named production manager and assistant space buyer, respectively, at Sheldon Ritter Company.

FLORENCE CRUZEN, has been appointed media director of John W. Shaw, Inc., Chicago. She was formerly with the H. M. Gross Company. **JO ANN MUNSON** has been appointed copy director.

FRED CRAWSHAW has joined Garfield & Guild, San Francisco advertising agency, as vice-president and senior account executive. Crawshaw's previous experience includes 4 1/2 years as advertising manager of the Owl Drug Company chain, and 4 1/2 years as account executive for the Don Lee network. During the war he served as a naval aviator with the rank of Commander. Since the war, he has been president of Photo and Sound Productions, and has specialized in the production of industrial films.

Dunham Discusses Radio At Institute In Chicago

Chicago—Franklin Dunham, chief of radio of the U. S. Office of Education, speaking before the students of the NBC-Northwestern University Summer Radio Institute, declared "radio has a terrifying responsibility—and opportunity—for leadership in America and should utilize these opportunities for betterment of the country."

Speaking on "Education by Radio," Dunham said "radio has had a definite influence on the public; first because it has the power to get and hold interest; second, it trains the perceptive sense, and, third, it increases the retentiveness of memory. Remember, there are no radio lessons, rather, there are lessons in radio."

Wedding Bells

Los Angeles—Stuart Heinemann, production manager of Allied Advertising Agencies' Los Angeles office, and Miss Jane Fellows of Malibu, were married recently at Las Cruces, New Mexico.

BENTON & BOWLES, Inc., announces that its recording in film and sound of the commercials and excerpts from "Author Meets the Critics," a General Foods program, comprises the first air checks for commercial purposes ever made from television broadcasts.

SHELDON VAN DOLEN has joined the presentations department of the American Broadcasting Company. He formerly was associated with McCann-Erickson, Inc., as an account executive in their sales promotion and merchandising department. More recently he served as account man in one of the agency's service groups. During the war Van Dolen entered the Navy and served as an enlisted correspondent in the Pacific.

EHRET BREWERY, Brooklyn, through Moore and Hamm, has announced an increase in their radio budget starting in September. The beer concern, which sponsors "Murder at Midnight" via WJZ, will purchase a series of spot announcements throughout the country and is interested in bankrolling a 15-minute sports commentary show to start in the fall in addition to the mystery yarn.

BATTEN, BARTON, DURSTINE & OSBORNE, Pittsburgh office, has been appointed as the agency for Keystone Lumber Company, which sponsors newscasts on KDKA, Tuesday, Thursday and Saturday mornings, 7:00-7:10 a.m., with Jack Swift, and on Sundays, 12 noon-12:15 p.m., with Paul Long.

STUART KELLY has been engaged as a salesman of Taylor-Howe-Snowden Radio Sales, Inc., New York Office, effective August 4, 1947, it has been announced by John D. Allison, manager of the T-H-S New York office. Kelly was formerly with Howard H. Wilson Company, New York.

Chain Jewelers Selling New Line Of Radios

(Continued from Page 1)

amounts to between 10 and 15 percent of the total. As for contributions by small independent jewelers, he said their operations radio-wise are insignificant.

Many manufacturers of off-brand sets, meeting fierce competition with the return of trade names, are now seeking out larger stores in the jewelry chains and making "appealing" offers. Off-brand makers are forced to find new outlets because of the highly competitive market.

The larger retail radio dealers such as appliance, furniture and department store managers recognize the return of chain jewelers to the radio field but discount the move as any threat to their own volume. They say jewelers are not equipped to promote radio sales in a big way.

Frisco Radio Newsmen Taking Governor's Cruise

San Francisco—Several San Francisco radiomen boarded the battleship USS Iowa along with Governors of 19 states for the Governors Cruise to Honolulu. They include KQW's Grant Holcomb and Roland Smith; Ralph Howard of KPO; and Hugh Elliott of KGO. The radio men will make broadcasts and wire recordings of the Naval Reserve Cruise, including interviews with the Governors, ship's officers and crewmen. They also plan to make special broadcasts from Honolulu covering business and labor conditions there, as well as the Hawaiians' reactions to being admitted to statehood.

WLW To Get 'Copa' Show

First half-hour of Jack Eigen's nightly record show aired over WINS from the Copacabana will be fed to Cincinnati and broadcast over WLW starting July 28. WLW will carry the show from 12:30-1 a.m., EDT.

VPDQ's
TIME-BUYERS JACK POT
 THIS WEEK'S WINNER
H. E. LEHMAN
HANLY, HICKS & MONTGOMERY, INC.
 Next Week ? ? ?

CKLW

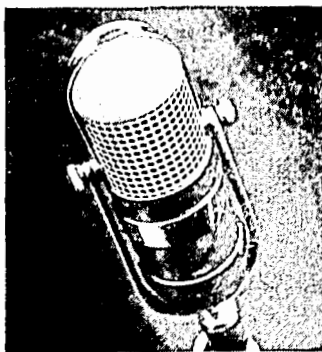
MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR!

in the DETROIT AREA

5,000 WATTS • DAY and NIGHT
800 kc. • MUTUAL SYSTEM

PEACHTREE ST.



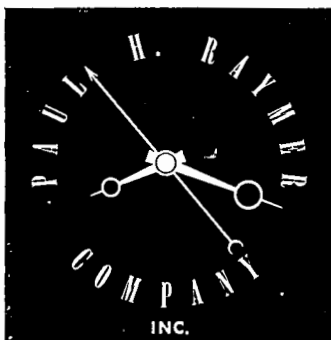


We never put a Yankee on Peachtree Street . . .

Our man in Atlanta is a born and bred Southerner. When he says "you all," he means more than one person. He eats hickory-smoked ham, black-eyed peas and turnip greens; he talks the language of his people.

Your interests are best represented by Southerners in the South, by Californians in California and by New Yorkers in New York. Each in his market has an at-home familiarity with the local customs and traditions and knows far better than an outsider how to do business there.

This "local" representation is another special feature that helps to build the quality and character of our company. This has been our consistent policy for 15 successful years. We never put a Yankee on Peachtree Street.



Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

LOS ANGELES

By RALPH WILK
WARNER BROS.' KFVB has stolen a march on itself. Station has signed up Texas Rangers, eight-man singing and instrumental Western group for a series of Sunday shows, commencing July 27th. What makes this singing so unusual was the fact that the Rangers first appeared on the premiere of KFVB's new showcase program, "Preview Theater of the Air," heard over KFVB on Friday evenings. Over 1,000 post-cards were mailed out after premiere. Response was so heartening that KFVB was the first to take advantage of the new showcase program by signing the first unit to appear. Texas Rangers is an Arthur B. Church production. John Gordon directs.

Two noted commentators will be heard over Warner Bros. KFVB, starting dates to be announced shortly. Edwin C. Hill, noted radio and screen commentator, will be heard once weekly in his new series, "I See America." K. Louis Flateau, now overseas for the Los Angeles Daily News, will air a series of five broadcasts per week, commencing when he returns from Europe in mid-August.

Gene Baker is playing all-year-round Santa Claus to listeners of "Heart's Desire" who write to him personally for things they want most of all. Since joining the show four months ago, Baker has sent out more than 200 small items.

Bob Hoag has joined the Don Lee sales staff as account executive, it was announced by Sydney B. Gaynor, Don Lee General Sales Manager. Hoag joins the network after association with the Thomas Company, manufacturers of wire recording equipment, and Duncan A. Scott and Company, radio station representatives.

A resident of Westwood, Hoag is a graduate of UCLA and served as a captain in the U. S. Marine Corps during World War II. He will handle the usual agency assignments.

The Sue Clark offices have been designated west coast editorial offices for "Music Business." Page of this national publication will be devoted to Hollywood music news.

Martin Block presented an unusual guest appearance on his "The Martin Block Show" over KHJ-Mutual Don Lee, July 23rd, when Frankie Carle brought the rhythm section of his band to Block's specially built home studios in Encino, California, to play music that Carle has scheduled for future recordings.

KFI, in co-operation with the Don W. Sharpe agency, presented "The Bill Tracy Show," starring William Tracy, on "Premiere Performance," July 22nd.



Mainly About Manhattan. . . !

• • • Drew Pearson and Bob Allen, who've been fighting for WBAL, in Baltimore, have secretly put in a bid for WQQW, right in their own backyard in Washington. . . . Jack Haley auditions Monday for the emcee role on "Take It Or Leave It"—while News drama ed. Bob Sylvester, auditioned yesterday for "We the People". . . . Foote, Cone & Belding may latch on to more lucrative billings from Toni Home Permanent Wave outfit, with firm planning additional transcribed show in the fall. . . . Maybe changes in "Inside of Sports" (heard nightly over Mutual for Bayuk Cigars), both in sportscaster's role and the format. Altho' Mutual execs deny any change is forthcoming, new plans are known to be up for consideration. . . . American Tobacco Co. have optioned time on CBS for a fall show for Jack Paar. . . . Insiders speculating on the chances of Y & R getting the Borden acct back. Incidentally, the Aug. 2nd issue of Satevepost gives a terrific play to Bill Gernann's "County Fair" airtel for Borden's in its article on emcee Win Elliot. . . . Paul Denis, hard-hitting N. Y. Post radio ed, checks in at the H'wood Knickerbocker Aug. 13th for a three-week stay. He'll do his col'm from out there. . . . Geo. Memsie planed in from the coast to join the production staff of the Milton Berle show. . . . Jack Eigen's Copa capers are spreading to the average home. Guys complain that their dolls answer the phone this way: "Hello, I'm here; where are you?" Love that Eigen. Yes I do!

★ ★ ★

• • • They were talking about a certain localite in the Simplon the other nite. "I don't know why he's mad at me," wondered one of the diners. "I always treat him like a king." "That's just the trouble," snickered Larry Finley. "You should have treated him like a queen!"

★ ★ ★

• • • **AROUND TOWN:** Herb Moss (back from Chicago where he staged Hildegarde's tremendous theater presentation with Basil Rathbone and Henry Youngman) reports that plans for a fall Hildegarde show look very big, but since in all likelihood it'll be transcribed, he's free for the first time in several years to take on a second show. . . . Most exciting femme voice in radio, in our opinion, belongs to Anne Burr. (It's a cross between Bankhead's deep tones and Margaret Sullavan's breathiness). . . . Ann Marleau, who can't miss becoming a top singing fave once the agencies get smart enuf to notice her, guests on the Carnation show Monday nite. She's that Canadian star who sounds like a female Jan Sablon. . . . Aside to Jack Benny: Guard your toupee with your life. A recent contestant on "Truth or Consequences" is out to snip a lock of it before Sept., in order to collect one of Ralph Edwards' fabulous prizes. . . . Lena Horne makes her first local air appearance on the Bea Wain-Andre Baruch WMCA session. . . . Herb (20 Questions) Polesi says that the whole Toots Shor mob was cleaned out on the Zale-Graziano site. Everybody in the place was bullish on Zale and as a result some of Toots' best customers are now eating next door, but pick their teeth in front of his shop.

★ ★ ★

• • • **LOVE 'n' KISSES:** Woody Herman's emceeing in the summer slot for Phil Spitalny's "Hour of Charm." The old Wood-chopper proves he doesn't need his band behind him when he's giving out with all that Crosby glibness and patter. . . . Lee Sullivan, of the lilting tenor voice, who's scoring so heavily in "Brigadoon" and on his NBC show, "Serenade to America". . . . Ray Bloch's musical background for contestants on "The Big Break". . . . Jimmy Atkins' toying around with that oldie, "I'm Forever Blowing Bubbles". . . . King Cole Trio's Capitol platter of "That's That"—something for the hepicsures. . . . Walter Kaner's B'way chatter via WINS.

HONOLULU

NEW popular good taste show weekly Sundays, 4 to 4:30 p.m. is handled by Rob Evans, staff announcer, of KULA, Honolulu, from the local Academy of Arts, which is treasure house of Pacific and Asiatic arts. From ad lib notes, Rob takes in different aspects of the Academy and interviews guests who are experts in various lines.

Two outstanding American artists here for the summer, Ralston Crawford and Frederic Taubes, who have works on view at the Academy currently, talked about their work in Rob's latest program.

Mrs. Henry Q. Hawes, wife of vice-prexy of McCann-Erickson ad agency, Pacific coast division, is vacationing at the Royal Hawaiian Hotel on the beach at Waikiki. A comebacker, which means according to rules of local club that she's been here before, Mrs. Hawes is being feted by old friends.

WSPA Deal Consummated By Surety Broadcasting Co.

(Continued from Page 1)
 by A. B. Taylor to the Surety Broadcasting Company for a consideration of \$450,000.

Officers of the Surety Broadcasting Company who were present when the transfer was made were Francis M. Hipp, president; Herman N. Hipp, vice-president; G. Richard Shafto vice-president and general manager W. P. Anderson, secretary, and B. Cal houn Hipp, treasurer. All are associated with the management of the Liberty Life and Surety Life Insurance Company in South Carolina, except Mr. Shafto, who is general manager of WIS, Columbia, and who will serve as general manager of WSPA. Roger A. Shaffer will continue in active charge of WSPA as assistant general manager.

Ellender For LaGuardia

Senator Allen J. Ellender (D, Iowa co-author of the Taft-Ellender Housing legislation, will substitute for the ailing Fiorello H. LaGuardia on Mutual network tomorrow. The commentary program is heard 7:45-8 p.m.

Evans Names Assistant

Florence Forman has joined WHLI-Hempstead, L. I., as assistant to Clifford Evans, veepee and director of public affairs. She was formerly in the news department at WLIB.

Small World

Bea Carlo, Benton & Bowles agency exec., tried to phone Mary Walsh at the New York office of WLW yesterday. Informed by Warren Jennings that Miss Walsh had resigned as his secretary for an agency position, Miss Carlo learned that the Walsh gal was now employed as a secretary at Benton & Bowles.

IN CLEVELAND IT'S

WHK

New Type Receiver Reported Developed

(Continued from Page 1)

se contained in the tubes which are sealed in a metal container. Only a few components in the sets are a speaker, variable condenser and a volume control.

The five table model sets, which are to be introduced first, are priced to retail from \$19.95 to \$39.95. Receivers are trade named "Cosmo" and any replacement part will retail for \$1.85. If a speaker goes bad, for instance, no repair work is necessary since the owner can buy a new one for \$1.85 and plug it in as replacement. The full set of spare tubes, in addition to those in the set, are included in the purchase price of each receiver. When a tube breaks down, the owner can determine which one of the tubes needs replacing. The sets operate on both AC and DC.

The Cosmos was developed by Mike Michaels, owner of the corporation, who claims to have spent \$65,000 on the project during the last 18 months. According to the inventor, several other companies have made various offers to buy into the project, including MGM, Decca and Philco, but he wants to retain control himself.

Radio-Field Veteran

Michaels has been tinkering around with the technical side of radio most of his life. He owns a radio store in Manhattan and at one time had a chain of outlets. He was formerly a radio instructor and once took post-graduate work at Columbia University under Major Edward Armstrong. The cabinets for the Cosmo table sets will be made of wood and plastic. Michaels has his own small plant in lower Manhattan where his staff assembles the entire set except for the tubes which are farmed out to another manufacturer.

To date he has built 300 sets for samples and when he starts regular production within the next few weeks the rate will be 100 a day. This will be stepped up to 1,000 a day, maximum for his present quarters, at which time he will get more space. Michaels claims that such local dealers as Liberty Music Shops and Haynes-Riffin are ready to put the sets on the shelves when he delivers.

Michaels is also planning an FM receiver, built on the same principles, to retail for \$58.95 but it will not be in production for six months yet. It will require no antenna. Within another year he expects to build a television receiver with a 12-inch screen to retail for 15 to 20 per cent less than a competing makes. All parts in the television receiver will be detachable and replaceable.

Radio-Tele Plan Web Cover Of Political Conventions

(Continued from Page 1)

tions, which will get under way next June, will probably be the most extensive in its history from the standpoint of the stations and audience. Indications are that at least eight stations will participate in daily coverage of the conventions, with the network including New York, Washington, Philadelphia, Schenectady and possibly Baltimore. Philly will have WPTZ and WFIL originating pickups from the convention halls; New York's WNBT, WABD, WCBS-TV, Washington's WTTG and WNBW, and Schenectady's WRGB, participating on the receiving end.

Thus television's coverage of the most important public event of the year will probably constitute a milestone in its development comparable to radio in 1924.

Earlier yesterday Television Broadcasters Association announced that leaders of both parties had advised it (TBA) that they were "elated to avail themselves of this new means of mass communication."

Reece Makes Statement

Carroll Reece, national chairman of the Republican Committee, said he was "impressed with the potentialities offered by this modern miracle of transmission" and Gael Sullivan, executive director of the Dem-

ocratic group, observed that "television in the 1948 campaign will occupy the same important place as an innovation that radio did in 1924."

J. R. Poppele, TBA prexy, recently told party leaders that estimates of 500,000 tele-equipped homes by mid-1948 were "well grounded" and added that network tele service along the eastern seaboard would be available for political party telecasts prior to the '48 election. Network facilities are currently available between Washington, Baltimore, Philadelphia, New York and Schenectady, he pointed out, and extension of this service to include Richmond, Va., and Boston, Mass. "are being rushed."

Filming a Possibility

The TBA prexy indicated also that where no network facilities were available, filming of the conventions would be undertaken by tele broadcasters "with rapid dispatch to television stations guaranteeing first-hand information of convention proceedings."

Sullivan, expressing deep interest in tele coverage of the forthcoming national convention, declared it provides "a new concept of passing on information to the public," in addition to present facilities of press and radio.

Jones Will Vacation: Joins FCC On Sept. 3

(Continued from Page 1)

appointment. This was the first time since the appointment that he had seen the President, Jones said.

Although he had originally expected to leave his Congressional seat at the end of this month and to go at once to the FCC, Jones said yesterday he has decided to take a vacation before beginning his new duties. He will spend August in Ohio, coming back here after Labor Day to resign his Congressional seat and go to the FCC.

Frigidaire Appointments

Announcement of the promotion of M. C. Schenk, Commercial Sales Manager in the Central Region of Frigidaire Division of General Motors, Dayton, to Manager of National Business Sales of the Company's Commercial Sales Department, was made by W. F. Switzer, Commercial Sales Manager. Succeeding Mr. Schenk is H. H. Ward, Air Conditioning Sales Representative in the Commercial Sales Department, who moves up into the position of Commercial Sales Manager for the Central Region.

Congress Closing On ABC

Three ABC newsmen and commentators will report direct from the House and Senate Radio galleries July 26, 3-3:15 p.m., EDT, on the closing session of Congress. Elmer Davis, Martin Agronsky and John Edwards will also remain in the galleries until adjournment.

U. S. Airforce In Peacetime Subject Of ABC Program

The peacetime activities of the U. S. Army Air Forces will be highlighted in a drama, titled "The Winged Samaritans," when the ABC broadcast of "Warriors of Peace" commemorates the 40th anniversary of the AAF on Sunday, July 27, from 1 to 1:30 p.m., EDT.

Specific Cases Cited

The ABC broadcast, five days prior to the national celebration of Army Air Forces Day on Friday, August 1, will show, among other dramatized incidents, how the AAF hedged to save the life of "the healthiest girl in Lauderdale County (Fla.)," and what they did in Rutland, Vt., when that community's water supply was threatened by a heavy flood.

Mrs. Adams T. C. Lecturer

Mrs. Susan Adams, editor-in-chief of ABC's "Betty Crocker Magazine of the Air," will be one of the lecturers in a course on public relations for home economists presented by Columbia Teachers College this month. Mrs. Adams will speak on the importance of radio in reaching the widest possible audience with information of service and assistance to the housewife.

Stork News

A five-pound, five-ounce son, Eliot Drake, was born Wednesday to Mr. and Mrs. Edward F. Evans, at the Le-Roy Sanitarium in New York City. Evans is director of research for the American Broadcasting Company.

Equipment Production Increased By Du Mont

Prompted by the spiraling demands for television equipment by broadcasters, Allen B. Du Mont Laboratories, Inc., have increased production of transmitters, cameras and control equipment, it was announced yesterday by H. E. Taylor, Jr., director of the transmitting equipment sales department.

Transmitter manufacturing department is rapidly filling open orders and shortly will be able to provide rapid delivery on new orders for transmitters, film pickup, image orthicon cameras and special master control equipment, Taylor said. "Production of the new Du Mont image orthicon camera chain has been doubled," he said. "Back orders are being filled rapidly and we will soon have complete camera chains in stock ready for immediate delivery. Meanwhile, we are able to quote what constitutes immediate delivery on transmitters operable on channels 1-6. Sixty-day delivery is contemplated on transmitters operable on channels 7-13," he added.

"Acorn" Package Stepped Up

Du Mont's "Acorn" tele package is rapidly increasing, Taylor said, with the 500-watt video and 250-watt audio transmitters geared for delivery of the first units in December. "Our production for December and part of January has already been spoken for," he added.

Meanwhile the Du Mont Laboratories have made initial shipments of post-war television equipment to Cinema Television, Ltd., London. Eng. Company is part of the organization owned by J. Arthur Rank, noted British film producer who recently visited this country.

Equipment shipped abroad, via the S. S. Coreintes recently, consists of the Du Mont image orthicon camera chain, each of which is provided with a four-lens turret and focus control.

British company is said to be studying the application of televised pickups to movie theater screens, and that the Du Mont equipment is for experimentation now planned along such lines.

42 OF THE TOP
45 HOOPER-RATED PROGRAMS*
 IN WORCESTER ARE ON
WTAG
 WORCESTER
 * Ratings from Oct. '46 to March '47

IN CLEVELAND IT'S
WHK

COAST-TO-COAST

CONNECTICUT

HARTFORD—Ralph D. Kanna, H WONS station manager, has been appointed a member of the Governor's Day Committee of the Eastern States Exposition to honor and escort the visiting governors from 10 North Atlantic states on their official inspection of the exposition program, September 14 and 15. . . . The musical portion of the two-hour "Shopper's Special" program, heard over WDR, every weekday morning from 7 to 9 a.m., has been extended by 10 minutes, while the 7 a.m. news portion, previously lasting 15 minutes, has been cut down to five.

MASSACHUSETTS

LAWRENCE—Radio personalities will be featured on three broadcasts which WLAW will air from the Manning Bowl in Lynn, Mass., on July 30, 31 and August 2, in co-operation with St. Francis' Church, which is sponsoring the attraction under the title, "Hollywood in Revue." "Rochester" of the Jack Benny program, will be starred on July 31, with the De Marco Sisters, of the Fred Allen show, getting top billing August 2. A quiz will also be conducted by Sherman Fellows on each of the three evenings. . . . NORTH ADAMS—Ronnie Belmont, formerly with NBC in New York and Summer Stock theater groups, has joined the announcing staff of WKOB which expects to start operation around the first of August.

MINNESOTA

MINNEAPOLIS—Stu Mann, for the past three years sports editor of WLOL, has been made promotion director of the station. In addition to his new duties, Mann will continue with his "In the Bleachers" broadcast at 10:15 each evening, except Sunday. . . . Slim Jim, of WDGY fame has just cut two records which were recently released. They feature Slim Jim and The Vagabond Kid, stars of their own show, heard over WDGY and sponsored by the Town Market Furniture Company in this city.

MISSOURI

KANSAS CITY—Julia Lee, Kansas City sepiia recording artist for Capital Records, recently guest starred on KCMO's new disk jockey show, "Walt's Wax Works." Miss Lee is probably best known in musical circles for her recording of "Porter's Love Song". . . . ST. LOUIS—With so much confusion prevalent concerning the new rent control law, KXOK has inaugurated a program to explain the various phases of the new legislation. George Groves, of the Office of Rent Control is appearing on the station to discuss and explain the complex problems facing both landlords and tenants in this area.

WHO'S WHO IN VIDEO

LAWRENCE PHILLIPS

THE selection of Lawrence Phillips to direct the rapidly expanding network activities of Du Mont's WABD (N. Y.) and WTTG (Wash.) was perhaps one of the sharper indications that television is big business as well as show business. Phillips' background, deeply rooted in business and management, seems particularly apt for such a post since he's just completed six years as executive vice-president of USO-Camp Shows, an undertaking that may easily be described as the most ambitious of its kind.

A six-footer, dark haired and moustached, Phillips has the ease and manner of a sure-footed business exec, the personality and grooming of banking official, and a vibrant enthusiasm for television. At an incredibly young age he was treasurer of the Valspar Varnish Corp., and for three years served as its president. It was during this tenure—in 1931 to be exact—Phillips made his first cold plunge in radio, at that time a daring if not unusual step for that particular industry. "We sunk a half-million on a network radio show called 'The Club Valspar—the Night Club of the Air,'" he relates, which featured Jane Froman and Ted Lewis. It was bang-up affair, but the depression had apparently rendered other retail commodities somewhat more essential to the public.



"Able Executive"

When USO was in the process of organization, a group of prominent men persuaded the new Du Mont exec.—then a business consultant—to take over the reins. Phillips himself, therefore, was the first official member of USO which saw its beginning in borrowed office space provided by Tom Watson of IBM. "We started with three people,—two young clerks also borrowed from Watson—and myself," he points out. It grew from that point to over 250; and produced and handled "more than 1500 live shows and more than 400,000 performances played in all parts of the world."

Regarding the video industry, Phillips says: "My feeling is that, as a medium of expression of ideas, transmission of current events and presentation of entertainment, television hasn't touched the possibilities as yet." Regarding the Du Mont television network, he says it'll expand "widely and rapidly" as conditions permit,—and hinted that two more stations may enter the fold shortly. As head of the network, he'll supervise over-all activities, and with wide contacts in the entertainment field, it's expected his presence will have a profound impact on programming.

Married and the father of two boys and two girls, Phillips was born in New York, and got a degree at Princeton in '17,—after what he describes a "decidedly undistinguished academic career." He's traveled widely during his business career, speaks French, and has a nodding acquaintance with Spanish and German. He spent 19 months overseas during the first World War, much of it as a commissioned officer on Pershing's staff.

Petrillo Income And Taxes Tidwell Named Manager Object Of Treas. Scrutiny Of KSDJ, San Francisco

Washington Bureau, RADIO DAILY Washington—The Treasury Department is studying the income taxes of James C. Petrillo, AFM president, Rep. Carroll Kearns (R. Pa.) revealed yesterday. Kearns said the Treasury Department had requested a transcript of Petrillo's testimony before a special House Labor Subcommittee which Kearns heads.

Bureau of Internal Revenue, Kearns said, is interested in that portion of Petrillo's testimony where the AFM president discussed his income. Petrillo told the committee that he gets \$46,000 a year in salary and \$13,000 in expenses, plus a new automobile. Petrillo also said the Chicago local of the union pays his income taxes.

BIR officials said that it was not against the law for the union to pay Petrillo's tax. The Government, however, is interested in the size of the payment. Any taxes paid by the union would represent further income for Petrillo, resulting in a still higher tax. This, apparently, pyramids into a tidy income.

Kearns said that it was his under-

standing that Petrillo would have to gross about \$205,000 before taxes to net the figure he reported to the committee.

San Diego, Calif.—Clinton D. MacKinnon, owner and general manager of KSDJ, San Diego, (CBS) announces the appointment of Edgar L. Tidwell as station manager and Fred T. Foster as assistant manager of the outlet.

Tidwell, replacing Purnell H. Gould, who resigned to go into Radio Management Consultation business, was formerly executive officer of AFRS in Hollywood and joined KSDJ immediately after his release from the Army. He was program director until assuming his new position.

Joined Station in December Foster, recently released from the Navy as Lt., was with WLW before the war. He joined KSDJ in December as an announcer, was later assigned as traffic manager and remained in that position until assuming his new position.

BEHIND THE MIKE

HY GARDNER, whose Parade supplement humor col'm is read almost everywhere except in N. Y. pinch-hits Sat. nite for commentator Cecil Brown over Mutual. The only hitch is that the broadcast will be aired over the entire Mutual web—with the exception of its local outlet!

It had to happen. On one of his "Candid Microphone" shows on ABC Allen Funt, acting as the Candid Reporter carrying a hidden mike tried to get a cop to give him a ticket for parking overtime. The cop thought he was nutz and told him to get lost. The other day, Funt after catching one of his Candid vignettes, walked back to the car that holds the recorder transcribing the conversation. That's right. There was a parking ticket on the windshield.

John Hewlett's new book, "Will Grape," due out in the fall by Whittelsey House.

Recommended: John Briggs' classic story-telling via WOR's "Adventure Parade"—a lusty answer to Parent Teachers' protests against radio's blood-and-thunder stuff for the kid dies.

The Irv Cahns have named their gal Jill. Pop is Mel Torme's dynamo exploiter.

Ed Hurley into Polyclinic Hosp. to day for operation.

"Heaven Only Knows," the catch ballad scripted by ace publicist, Jack Perlis, getting a heavy play from the knights of the roundtable.

Court Benson announcing Moll Mystery Theater while Dan Seymour vacations.

Dwight Weist, back at his air chore after a week's summer stock in Ba Harbor, Me., being sought by Theatre Guild for a role in "Allegro."

Gene Hamilton mixing business with pleasure by driving up to Tanglewood for the Tues. Boston Symphony broadcasts from the Berkshire Music Festival.

Gypsy Markoff held over another four weeks at Ciro's in Mexico City. International gem expert, Pieter de Witt, turning legit producer and looking for scripts.

Like the way Dick Gasparre toy with lilt at Lido Beach Club and the way Eileen Byrne vocals 'em.

Send Birthday Greetings To

- July 25
Ralph Dumke Nan Grey
William Gernandt
Al Pearce Hal Peary
Bill Shea
July 26
Gracie Allen Buddy Clark
Stacy Harris John J. Karol
Ruby Mercer Carl O. Wyman
July 27
Mabel Albertson
Fox Case Fern Persons

IN CLEVELAND IT'S WHK

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 40, NO. 19

NEW YORK, MONDAY, JULY 28, 1947

TEN CENTS

BMB Presents New Plan

Radio Aiding AAF Plan "Air Force" Day

Radio will lend a hand this week to the Army Air Force which has stepped up one of the most intensive voice time promotion campaigns in history in connection with the 40th anniversary of the AAF on August 1. All major networks and many independent stations have scheduled special shows while the AAF has mailed out four transcribed 15-minute programs to 1,000 stations in the U. S., Alaska, Hawaii and Puerto Rico. Series is titled "This Is Your Air Force" and was produced by the AAF's radio section. Programs feature (Continued on Page 7)

Rank Gets License For Experimental Tele

London—(By Cable)—Postmaster General has issued a license to J. Thur Rank, film producer, permitting him to beam his own experimental television programs from the Baird research station to the Dominion Theater. From there Rank will relay the images to five other End theaters. Permit also enables Rank to pick up sporting events and news programs broadcast by the BBC for large screen (Continued on Page 8)

Experimental Radio Show To Use Newsweek Feature

New type of experimental radio promotion for Newsweek is "Peri-cope," a 15-minute show patterned after the mag's weekly feature of the same name, which starts on WOR, pt. 7, 7:45-8 p.m., sponsored by the Industrial Bank of Commerce. Show (Continued on Page 4)

"In And Out"

The ABC staff tossed an impromptu "in and out" party Friday in the third floor offices of the vice-president in charge of programs and television. Charles (Bud) Barry officially takes over today as Adrian Samish resigns to become president of Show Productions. Barry returned from a five-week visit to the west coast on Friday.

On The Spot

San Francisco—Within one minute after a robber held up the day and night branch of the Bank of America, station KFRC was broadcasting the story of the hold-up and a description of the robber. KFRC's Floyd Buick was cashing a check at the next window to the holdup man. As the robber fled Buick grabbed a phone and gave the story to Lew Pfeifer who broke into a program with the bulletin.

Webs Cover Closing Of 80th Congress

NBC, ABC and CBS scheduled programs on Saturday covering the closing of the 80th Congress, with the former programming a show at 3 p.m., EDT, and the latter at 10:30-11 p.m., Saturday night. ABC's show was titled, "The Closing of the 80th Congress" and featured Elmer Davis, Martin Agronsky and John Edwards, correspondent-commentators, in first-hand reports from the House and Senate radio galleries.

The ABC commentators also stood (Continued on Page 7)

Jones Retires From House For New Commission Post

Washington Bureau, RADIO DAILY Washington—Rep. Robert F. Jones, Ohio Republican, Friday said his farewell to the House of Representatives, which he leaves after eight (Continued on Page 4)

Nearly 100 Web Affiliates Listed Among FM Stations

Approximately 100 affiliated stations of the four major networks also operating FM outlets, will benefit immediately from network programming when the webs, with the nod from the AFM, make available sustainings and other musical shows to the FM licensees. In addition the FM stations owned by the network key outlets will also branch out in their programming.

By the end of the current year,

Industry Research Bureau Announces Approved 15-Pt. Operational Plan To Country's Broadcasters

Engineering Confab Set For NAB Meet

Washington Bureau, RADIO DAILY Washington—The NAB will present an all-day engineering conference on the opening day of its annual convention on September 15, it was announced over the week-end. The association said the nation's top radio engineers in industry and the Government will participate in the conference.

NAB President Judge Justin Miller will open the engineering conference (Continued on Page 7)

U. S. Television Reports Sales Increase For 6 Mo.

Increase of almost 20 per cent in sales for United States Television video receivers in one month was announced over the week-end by John Hoge, vice-president and treasurer, (Continued on Page 2)

BMI Sets Up New Dept. To Handle Movie Music

Broadcast Music, Inc., has set up a new department with headquarters on the Coast which will handle all synchronization rights for the organ- (Continued on Page 7)

Broadcast Measurement Bureau, Inc., took steps to strengthen its financial structure and stabilize its operation Friday when 2,000 copies of an approved 15-point program of operations were mailed to broadcasters, agencies and other interested parties throughout the country. The (Continued on Page 6)

Tele, Fax Combination Offered By WFIL-TV

Philadelphia — When WFIL-TV makes its commercial debut next month, display space in a facsimile edition of the Philadelphia Inquirer as well as video time will be offered as a "combination" to time buyers, it was announced over the week-end by Roger W. Clipp, general manager. Station is owned by the Inquirer.

"The purchase of advertising rights for a telecast and the facsimile rights (Continued on Page 6)

NAB Mails New Ballot For By-Law Revision

Washington Bureau, RADIO DAILY Washington—An "important" correction in the referendum on changes in NAB by-laws is being sent to association members, it was announced over the week-end. The NAB said (Continued on Page 2)

Boston Ballyhoo

Boston's Jordan Marsh department store ran a 1,512-line ad in the Boston Herald to "thank" the newspaper's radio editor, Rudolph Elie, Jr., for his review of the Fred Ziv Company transcription show, "Favorite Story," starring Ronald Colman. The ad reproduced Elie's rave notice, pegged around critic's statement, "Jordan's knew a good thing when they saw it."



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

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd., Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief
6417 Dahlonega Rd. 2122 Deatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 N. Clark St.
Phone: State 2332

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

FINANCIAL

(July 25)

NEW YORK STOCK EXCHANGE

Table with columns: Bid, Asked, Net Chg. Lists various stocks like Admiral Corp., Ams Tel. & Tel., CBS A, etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked, Net Chg. Lists various companies like Hazeltine Corp., Du Mont Lab., etc.

Washington Columnists To Substitute For Davis

Joseph and Stewart Alsop. Washington columnists, will serve as Monday through Friday substitutes for Elmer Davis ABC commentator while he is in Europe during the month of August. The Friday broadcasts of the co-op program will be given over to pickups of Davis from abroad (7:15 p.m., EDT), of which there will be four.

Alsop brothers are not expected to be heard together on any one broadcast but will alternate, all according to which one is considered best fitted to handle the news of the day.

IN CLEVELAND IT'S WHK

COMING AND GOING

H. V. KALTENBORN, commentator on NBC, accompanied by MRS. KALTENBORN, left Saturday on a trip around the world. They will be away on their fact-finding jaunt for seven weeks, returning to New York Sept. 7. During their absence, three of NBC's top newsmen will be heard on "Kaltenborn Edits the News." They are: Richard Harkness, from Washington; Henry Cassidy, in New York; Clifton Utley, from Chicago.

MARGARET KENNEDY, manager of press information in the Latin-America division of CBS, has returned by plane from the British Isles and Europe. Her principal visits were made to London, Dublin and Paris.

BERT BRILLER, of the WOR publicity department, is spending two weeks in Cuba. He left New York Friday.

E. L. FERRAN and ANDREW W. BENNETT, of Lake County Broadcasters, recently granted a CP for a station in Eustis, Fla., are expected in Gotham this week for conferences with officials of Mutual.

FULTON LEWIS, JR., who has just completed his annual vacation, has returned to Washington to continue his commentaries over the Mutual network.

EDWARD SCOLVILL, supervisor of public affairs at WTOP, Washington, D. C., paid a call Friday at the New York headquarters of the Columbia network.

HUBBELL ROBINSON, JR. has returned from Bermuda and today will take up his new duties of vice-president and director of programs for the Columbia network.

ARTHUR GAETH, Mutual network commentator and world traveler, is in Hiroshima, Japan, scene of the first atomic bomb attack, where he is recording a series which the web will broadcast August 6, in the Cecil Brown spot, 10-10:15 a.m.

JAMES D. SHOUSE, president of the Crosley Broadcasting Corp., is in town on business. He'll spend a week at Cape Cod before returning to Cincinnati.

ED FISCHER, promotion manager at KMOX, St. Louis, chatted for a while Friday at the New York offices of CBS.

SAM ABELOW, assistant to Tom Connolly, director of program promotion for CBS, has returned from a vacation spent at Marblehead, Mass.

ARCH ROBB, operations manager in the production department of NBC, has left town with his family to spend two weeks at the Central Adirondack Athletic Club, Old Forge, N. Y.

SOL TEPPER, talent agent, who has been sojourning at Lake Tarleton, N. H., has left that resort for a short business trip to Miami, Fla.

NAB Mails New Ballot For By-Law Revision

(Continued from Page 1) that through an error, the sub-heads of proposals No. 1 and No. 2 to Article VI in the printed revision were transposed. Members voting in accordance with the explanatory notes would be voting opposite to their desire, NAB said.

In order to eliminate incorrect balloting, NAB has instructed Ernst & Ernst, Inc., New York accounting organization which is conducting the referendum, to mail to the association's membership a supplementary ballot dealing with the election of directors-at-large.

Following is the statement sent by NAB to its membership:

"The proposed revision of the by-laws previously sent you was in error through transposition of the bold face sub-heads on pages 4 and 5, i.e. Proposal No. 1; Proposal No. 2.

"Since the explanatory note on page 6 relates directly to these proposals, the supplemental referendum ballot enclosed herewith is intended to correct the error and will be considered the official ballot on Article VI and only those votes on that article recorded on this supplemental referendum ballot will be counted."

Kirkwood Replaces Moore

Effective last Friday, Jack Kirkwood, assumed the title role in "Arthur's Place" the Borden show on CBS 9-9:30 p.m., EDT. Kirkwood succeeds Arthur Moore who decided not to be an actor, after all, but who will continue on the show as producer-director.

Wedding Bells

Arthur Van Horn, WOR announcer-producer, and Actress Virginia Dunning were married July 24 at Greenwich, Conn.

U. S. Television Reports Sales Increase For 6 Mo.

(Continued from Page 1) who made known that sales in June were \$253,258 as compared to \$213,174 for May. Total sales for the first six months of this year reached \$1,086,315.78, it was added, with substantial increases recorded in every month but one. Above figures do not include special equipment and radio.

Sales distribution of UST sets has been extended to all cities where video stations are now operating, which includes 13 states and the District of Columbia, Hoge said.

In the first quarter of the year, UST reported earnings of \$128,404.30, equivalent to 40 cents a share on the 319,000 shares outstanding. While earnings for the first half of the year have not yet been computed, figure is expected to be substantial, it was said.

Company produces large-screen tele sets for clubs, taverns, and homes.



Comfort

He's the happiest polar bear in Baltimore. The kids swarm down to the zoo on Sunday afternoons . . . and all he has to do is splash around in the pool and make 'em happy. Then he gets fed.

Pretty soft!

But there are other equally effortless ways of getting by . . . even in business.

Take radio advertising in Baltimore, for instance. To get things done in this sixth largest city without a lot of sweat and bother, simply jot down the call letters W-I-T-H for that next list.

W-I-T-H is the independent station that delivers more listeners-per-dollar-spent than any other station in town. What's more, Baltimore is a five station town. Put W-I-T-H on your next list.

Recording? Universal logo with a globe and text: on top of the OPERA BUILDING in chicago TRANSCRIPTION MASTERS - REFERENCE RECORDING

W-I-T-H logo with a stylized face and text: AM and FM IN BALTIMORE TOM TINSLEY, President Represented Nationally By Headley-Reed

on our 20th anniversary (July 11, 1947)



we are thankful for the consideration which has been shown us by:

- 1 Our listeners (our public)
- 2 Our advertisers (God bless 'em)
- 3 Our own staff (they've been swell)

We look forward to another 20 years based upon our concept of radio and television operation—which is to develop the facilities allotted us by the Federal Communications Commission to the utmost in the public interest.

Sam A. Steves
President

J. V. Ryan
Vice President

Lee A. Swain
General Manager

Joseph S. Elwin Managing Director
WJBK, Detroit, Mich.

W. J. Housner Managing Director
WSPD, Toledo, Ohio

J. Robert Kline Managing Director
WLOK, Lima, Ohio

Alfred J. Lane Managing Director
WWVA, Wheeling, W. Va.

Allen Hand Managing Director
WMMN, Fairmont, W. Va.

James S. Bailey Managing Director
WAGA, Atlanta, Ga.

Stewart C. Allen Managing Director
WGBS, Miami, Fla.



"You can bank on a Fort Industry station."

THE FORT INDUSTRY COMPANY

506 New Center Building

Detroit, Mich.

AGENCIES

HIXSON-O'DONNELL ADVERTISING, Inc. of New York announces that James P. Derum will join the agency as a vice-president upon his resignation as manager of the New York office of Brisacher, Van Norden and Staff, Inc. on August 23. A specialist in grocery, beer and automotive advertising, Derum was previously with McManus, Inc., Detroit, for ten years and executive vice-president of Green, Fulton, Cunningham & Co., Chicago advertising agency.

YSO, La Voz de la Democracia of San Salvador, El Salvador, has re-appointed Pan American Broadcasting Company as U. S. representative. YSO broadcasts with 1,500 watts on 870 kc., long wave, and with 1,000 watts on 7,270 kc., short wave, simultaneously. It is the most powerful in El Salvador.

TOM HAWLEY has joined the New York advertising sales staff of Look Magazine. He was formerly with Good Housekeeping and Newsweek, and during the war served three and one-half years in the Navy.

Experimental Radio Show To Use Newsweek Feature

(Continued from Page 1)

will be aired live in New York every Sunday night, using two voices, transcribed simultaneously with open ends and rushed by air mail to other stations and sponsors who buy the package.

Charles King Radio Productions signed a five-year contract with Newsweek to produce and distribute the program. Series has been offered to over 90 member banks of the Consumer Bankers Association for sponsorship, and according to King, 38 have already shown interest and about seven have agreed to sign.

Industrial Bank of Commerce signed a one year contract to sponsor "Periscope" over WOR. Moore & Hamm is the agency.

Each "Periscope" broadcast will contain from seven to 10 different categories with such feature items as radio, books, movies, stage and music getting heavy play. No more than one and one-half to two minutes will be devoted to any one head, however. Sound of a teletype will be used to bridge each item. The two announcers to handle the broadcast have not yet been selected.

All copy for the show will be compiled and edited by the Newsweek staff under the supervision of Ed Barrett, editorial director. Newsweek retains the right to have the final word on all copy.

WDRS Market Wins National Honors

Write WDRS, Hartford 4, Conn., for new Market Study with latest information about Hartford Trading Area.



California Commentary . . . !

● ● ● In a colorful ceremony on the Los Angeles City Hall steps, Maj. Ben S. McGlashen, of the Civil Air Patrol, which sank 26 submarines off the Florida coast, was presented with a "Civilian Meritorious Award for Distinguished Service." The medal was pinned on Major McGlashen, who is owner of KGFJ, by Col. Robert L. Scott, noted fighter pilot and author of "God Is My Co-Pilot." The patrol activities of Major McGlashen were praised by Mayor Fletcher Bowron and Col. Bertram Rhine, wing commander of the CAP. . . . Fred Henry, assistant general manager and director of KLAC programs, is the father of a girl, born in the Good Samaritan Hospital, while Roger Patrick, KLAC newscaster, is the father of a girl, born in the Valley Hospital, Van Nuys. . . . After sending greetings ahead by short-wave from New York to South America, Judy Canova found herself mobbed by fans when she landed at the airport in Rio and later in Buenos Aires. . . . Ken Carson, crooner on Jack Meakin's NBC "Summerfield Bandstand," journeyed July 21 to Pioneer Town, 130 miles east of Los Angeles, to participate in ground-breaking ceremonies at his movie location venture there. Having already built a complete replica of an 1890 frontier town against the magnificent scenery of the Big Bear-29 Palms area for use as a location site for Western movies, Ken and his partners now are constructing living accommodations to serve crews sent there.

Los Angeles

☆ ☆ ☆

● ● ● The guys and gals of Radio Row are still talking about the party that was tossed by Manager Harry Mainzlich to dedicate the new Record Room at KFWB. Several radio personalities paraded to the microphone to be introduced by KFWB's battery of disc jockeys. Recording artists brought their latest records, autographed, to be placed "in the cornerstone for time to come." Henry Morgan did a press interview in the display windows of the Broadway-Hollywood department store at Hollywood and Vine, with approximately 500 people looking on from the outside. Huge loud speakers were used, so that every word of the "question and answer" interview could be heard. The interview was such a zany success that ABC broadcast it over its Pacific Coast and Mountains network July 22.

☆ ☆ ☆

● ● ● Walter Winchell, summer vacationing, made the first of a series of personal appearances on big-time radio shows July 20 on the Tony Martin show, on behalf of the Damon Runyon Cancer fund. Winchell stood in the wings after the show began, penciling notes on his script, nervously chatting with the cast, and greeting a backstage visitor, Frank Sinatra. Less than two minutes before Martin introduced him to the radio audience, Winchell made his last script change. Program producers, their eyes on a clock, waited anxiously as Winchell adjusted his necktie, pulled his wide-brimmed hat down over his eyes and walked on stage. He reached the mike just as Martin said, "Ladies and Gentlemen, our surprise guest, radio's number one, one-man show, and a number one American—Walter Winchell."

☆ ☆ ☆

● ● ● Latest original to emanate from Composer David Rose's versatile musical mind is "Dance Of The Spanish Onion," in which Rose visualizes a crowd of people watching a terpsichorean onion. He introduced the number as the highlight of the David Rose-Georgia Gibbs Blue Ribbon Music Time show July 24. . . . Jim Ward, prexy of the Jim Ward Advertising agency of Hollywood and Chicago, has appointed Norman Sichel radio director of the agency. Sichel will headquarter here and immediately goes to work on the current Milani and Kimbel Candy Co., radio campaign.

SOUTHWEST

KTRH-FM, Houston has taken to the air with a daily program schedule of eight hours according to B. I. Orr, general manager of KTRH. Supervisor of the FM outlet is London T. England who has been on the station's engineering staff for the past five years. Station operates on 101.1 megacycles, Channel 226.

Howard W. Davis, owner and operator of KMAC and KISS (FM) San Antonio announces that the two stations will be housed in a modern new building in the heart of the city. Present studios are in the National Bank of Commerce Bldg. According to the plans there will be 27 studios and offices all completely air conditioned and with the most up to date modern equipment.

"Quiz of Two Cities" is being broadcast each Thursday night for half hour over WFAA-570 Fort Worth. Programs feature Bob Stanford and Russ Hall and compete from Dallas and Fort Worth.

Jones Retires From House For New Commission Post

(Continued from Page 1)

years to become a member of the FCC on September 3. His resignation from his \$15,000 a year Congressional—to begin a seven-year term at \$10,000 per year—is effective September 2.

Jones told the House he regretting his associations behind, and that he is certain his relationship with members will never again be the same because he is "leaving" become a bureaucrat. He will, he said, "expect no quarter from anyone here because I gave no quarter to anyone while on the appropriations committee."

The letter of resignation was read by Speaker Joe Martin, and Jones was praised lavishly by Reps. Taber and Celler, New York; Priest, Tenn; Clevenger and Jenkins, Ohio; Rice Penn.; Stefan, Nebraska; Majority Leader Halleck of Indiana and Minority Leader Rayburn of Texas. Rayburn, instrumental in the Jones appointment, said, "I shall miss him."



"Since WFDF Flint got all those accounts we've been unusually busy."

★ THE WEEK IN RADIO ★

Petrillo Hearing Opened in Washington

By JIM OWENS

FM prexy Petrillo reported lifting the ban on network music programs to FM stations. Petrillo is to have talked with NAB and NAB officials regarding FM duplication and that full details of the alleged accord would be revealed soon. NAB chief further softened his attitude regarding scholastic music broadcasts following a meeting in Washington with government and educational execs. Result is that Petrillo will not attempt to limit air performances of school music groups, but over local or web facilities.

T&T asked FCC permission to cancel its proposed rates for inter-city coaxial cable use. Company stated that present "experimental" service on the New York-Washington line would be continued without charge to broadcasters. . . . A. N. Overstadt, manager of radio and media for Procter & Gamble, was elected chairman of the Radio Council of ANA. He succeeds Lever Bros. Co. Elder. . . . WFIL-TV nearing completion of plans to make its air debut in August. First show will be a remote pickup, probably baseball, and possibly sponsored.

Television broadcasters setting plans to cover national conventions of Republicans and Democrats in Philadelphia next year. Latter was reported to have selected Philly as a site, although official announcement was not made. GOP group picked the city last spring. . . . Chain jewelry stores re-entering the lower-priced radio market on a large scale. Marshall Field said to have made offer for the Chicago Daily Times. . . . NBC has a TV permit on file with FCC.

Radio's income has jumped 800 per cent since 1929, according to figures released by the Department of Commerce. Industry earned \$28,000,000 in '46 to \$214,000,000 last year. Lowest income in the period was \$8,000,000 in 1930. . . . Record total of 8,610,644 radio and television receivers were produced during the first six months of this year, RMA reported. Since January 1, 46,389 video sets and 445,000 FM-AM sets have come off the line. . . . House and Senate approved a \$6,200,000 budget for the Commission.

Veterans Administration's "bedside network" now servicing 30 hospitals throughout the country. . . . Paramount Pictures, impressed with the 100,000 spot campaign on "Dear Ruth", planning to expand radio budget on forthcoming releases. . . . NBC move to create a national board

of judges to scan children's program scripts has been started by a parent-teacher group in San Francisco. . . . BMB may be a hot issue at the NAB convention at Atlantic City in September. Future plans and setup of BMB, meanwhile, were announced over the week-end. NAB standard and practice committee also complete draft of a new code for the industry, to be introduced at the convention.

Networks have set wide coverage of radio and tele coverage of college and professional football this winter. . . . Flight from Tokyo to Washington next Wednesday will be aired via direct pickups from one of the eight Superforts. . . . Edward J. Heffron, former NAB exec., named public relations director of the National Conference of Christians and Jews.

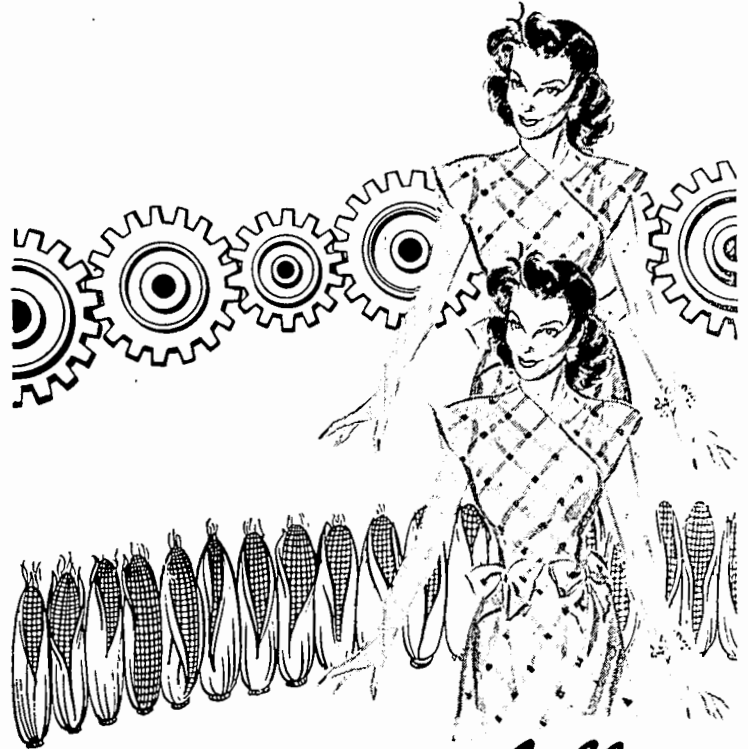
Outline of current thinking on new radio shows and trends will be revealed in a RADIO DAILY poll of 636 program directors in the '47 SHOWS OF TOMORROW. . . . Rep. Robert F. Jones, newly appointed FCC commissioner, begins his new job Sept. 3, following a vacation. Commission meanwhile announced widespread changes and reorganization in its engineering department. . . . American Cancer Society, satisfied with recent use of radio, will make it a year-round procedure. E. A. Nicholas, and Dr. Allen B. Du Mont, prexys of Farnsworth and Du Mont, respectively, opposed Zenith's pay-as-you-see tele.

Radio will continue to top magazines in gross billing this year, with major advertising hewing to the same ad budget line as last year. In addition, combined business of four major webs this year will surpass '46. . . . International Telecommunications Conference at Atlantic City (N. J.) voted to exclude Spain and other countries. . . . New Coast firm, Western Radio Advertising, Inc., entered the station rep field. . . . St. Louis plans an "industry-wide" television exhibit this fall.

Long Island Station Co-operates With Press

WWRL, Woodside, L. I., is now doing exchange promotion with six newspapers in the metropolitan area, according to Edith Dick, station manager. Latest agreement is with the Long Island Daily Advocate which will carry a complete daily listing of WWRL programs and a display ad in return for newspaper promotion during the noon time newscast. All local news stories relayed to the WWRL newsroom by the Advocate will be included in newscasts with the proper credit.

Station also has similar tie-ins with the Parkchester Press-Review, North Shore News, Whitestone News, Flushing Herald and The Tablet, a Catholic newspaper with a circulation over 100,000. Tie-ins were arranged by Walter Kaner, WWRL publicity director.



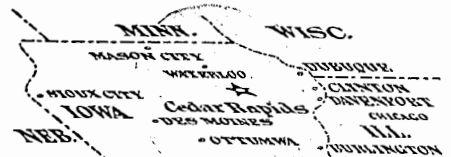
64 million dollar question:

Q. What State has acquired 178 new manufacturing plants since VJ-day alone?

A. Illinois? New York? Oh, we're NOT sorry: it's IOWA!

Capital investment of 117 of these plants alone is more than \$64 million. And Iowa industry's growing!

Tap this dependable source of wage earners, PLUS that prosperous Iowa farm market, with WMT — Eastern Iowa's only CBS outlet. Ask your Katz man for details on WMTland's "twin markets".



WMT

CEDAR RAPIDS

The Station Built By Loyal Listener-ship . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group

IN CLEVELAND IT'S

WHK

Tele, Fax Combination Offered By WFIL-TV

(Continued from Page 1)

for the same event provides the advertiser with a logical and practical promotional - merchandising tie-up," Clipp said. "While a telecast is being transmitted to homes all over the city," he pointed out, "facsimile receivers will carry the advertiser's account of the event both in homes and in places selected for public demonstration."

Rates for facsimile space are expected to be set up on a per-page, per recorder basis. Thus, the formula for establishment of charges for facsimile advertising would include the factor of size of space contracted for and circulation, as determined by the estimated thousands of viewers per set. This might necessitate the establishment of two separate rates, Clipp said, one for home receivers and one for receivers set up in public places.

Views Estimated

Potential visibility offered by facsimile is "impressive" when considered in the light of the number of persons passing certain points in a city during a given period of time, it was pointed out. According to figures compiled by the Bureau of Traffic Engineering of the City of Philadelphia, 736,096 pedestrians were counted at six leading intersections in the city during one 12-hour period from 7 a.m., to 7 p.m. WFIL-TV has prepared a table of locations for facsimile viewers in which it is claimed 952,648 persons could be reached by a total of 10 receivers.

Clipp also pointed out that receivers can be placed at certain clubs, stores, and public places to gain for the advertiser "a definite class readership." Once again, the showing via facsimile could be linked with television, with the telecast giving the sponsor visual and audible identification. Facsimile, meanwhile, would repeat the client's message, affording it "lasting visibility, lending itself also to reproduction in quantities for use as a mailing piece and other promotional - merchandising purposes."

Win Elliott Profiled

Win Elliott, emcee on Betty Crocker shows, County Fair and others, is profiled as "Radio Emcee" in the August 2 edition of the Saturday Evening Post by Associate Editor Richard Thruelsen. In the article Thruelsen points to radio artists as "a new generation moving into radio studios and on to the sound stages to challenge the domination of theater stars and journalists."

New BMB Operations Plan Is Mailed To Broadcasters

(Continued from Page 1)

new plan, formulated by a joint committee composed of the BMB Finance Committee and representatives of the NAB board appointed for the purpose, has been approved by the NAB and BMB boards and has the support of AAAA and ANA. It is now being presented to the broadcasters together with subscription contracts calling for contracts on a continuous and permanent basis.

It is expected that the new station contracts will yield an estimated income of about \$500,000 a year. The contracts are on a monthly payment basis and the rates are reported to be 20 per cent less than those quoted in the previous 1947-48 contract. Payments are to start in July instead of January, 1947.

Text of 15-Point Plan

The text of the 15-point program mailed broadcasters follows:

1. BMB is set up on a continuous and permanent basis with subscriber contracts of an automatic renewal nature under which the stations and networks subscribe to the Bureau and its continuing services.

2. The first 5 years of the BMB program are now presented and include nationwide studies scheduled for 1949 and 1951. At all times the Bureau will make known its detailed plans for a minimum of two years' future operations.

In addition, during each non-nationwide survey year, the Bureau will measure and report on at least one subject of major interest to broadcasters, advertisers and agencies. Furthermore, regular quarterly reports on BMB progress, plans and analytical findings will be released in such form as to be of current use to the industry.

The contents of all these reports are to be planned and approved by the BMB Board and its committees.

3. Station contracts are drawn to yield an estimated net income to the Bureau of about \$500,000 per year. Contracts are on a monthly payment basis. Station payments on this basis are shown in the schedule attached. These rates, on a monthly payment basis, are 20% less than those quoted in the previous 1947-1948 contract. Furthermore, payments start in July instead of January 1947.

As in Study No. 1, contracts for national and regional networks will be developed by BMB at rate scales to bear all extra costs of their special reporting, plus a fair share of the operating costs. Participation by the networks will thus reduce the final cost to each subscriber.

- 4. The following discounts apply:
 - a. 10% discount on the first twelve monthly payments for renewal subscriptions before September 15, 1947.
 - b. 5% discount on the first 12 monthly payments to new subscribers before September 15, 1947.
 - c. 2% discount to any subscriber at any time upon 12 monthly payments in advance.

5. Contracts provide optional quarterly methods of payment but no additional discounts.

6. Station subscribers are to classify themselves voluntarily by the brackets of income shown on the attached schedule, based upon their net time sales for the preceding calendar year. Stations shall reclassify themselves annually each July.

7. The Bureau will review its requirements at the close of each fiscal year (July) and may, at that time, readjust subscriber rates upward or downward for the succeeding year, in accordance with Bureau requirements. If the revision of any individual bracket is more than 10% upward in any one year, the Bureau must receive written approval from subscribers in those brackets.

8. Contracts are automatically renewed until cancelled by the subscriber or the Bureau. Cancellation notice shall be 90 days, at any time after the first year.

9. Stations may subscribe to the Bureau and its services at any time. However, in

BMB FEE SCALE

July 1947-June 1948

For the purpose of determining subscription fees the stations shall classify themselves in the following brackets:

Class	Range of Income		Monthly Fee
	Calendar Year 1946	Net Time Sales	
A	\$ 0	\$ 25,000	\$ 6
B	25,001	50,000	12
C	50,001	75,000	20
D	75,001	100,000	28
E	100,001	125,000	31
F	125,001	150,000	40
G	150,001	175,000	48
H	175,001	200,000	56
I	200,001	250,000	64
J	250,001	300,000	76
K	300,001	350,000	88
L	350,001	400,000	100
M	400,001	450,000	112
N	450,001	500,000	121
O	500,001	600,000	140
P	600,001	700,000	160
Q	700,001	800,000	180
R	800,001	900,000	208
S	900,001	1,000,000	240
T	1,000,001	1,250,000	280
U	1,250,001	1,500,000	320
V	1,500,001	1,750,000	360
W	1,750,001	2,000,000	400
X	2,000,001	2,500,000	480
Y	2,500,001	3,000,000	560
Z	Over	3,000,000	600
Special	Non-commercial		4

order to have data published in the Area Book or to receive their own final audited figures from the Bureau, subscribers must be paid up in full for all intervening months since the final industry accounting for the previous nationwide study.

Stations which were not in operation continuously, back to such a date, will be classified in the special or non-commercial bracket during such prior months and their fees will be based accordingly for that period.

10. The forms for reporting nationwide station and network audience measurements will be reviewed and revised for over-all improvement, simplification and usefulness with special reference to such features as the exclusion of non-subscriber data. Considerable thought has already been given to a new reporting form "Station Reports" combining the features of the 1946 station report, station reprint and station map.

BMB is now exploring the offering of Bureau participation to individual advertisers, agencies and others through "Publication Subscription Memberships." Under such a plan the costs of printing and publication would be defrayed by these groups.

11. BMB will make a financial accounting to all subscribers upon completion of each nationwide audience measurement. In addition the BMB Finance Committee shall approve all operating and project budgets and report monthly to each of the three member associations.

12. BMB subscriber, agency and advertiser service will be expanded through the creation of a special department for this purpose.

13. The Bureau shall be operated with all possible economies commensurate with fulfilling approved Bureau services at all times. If further economies are possible through performing certain project operations within the organization, rather than through sub-contracting outside, this shall be done on approval of the BMB Board and its committees.

14. BMB is exploring plans for the provision of interim coverage measurements for subscribers. The cost of this additional service will be borne only by stations requesting it.

15. BMB will seek constantly to develop and improve radio audience research through examination and evaluation of techniques, purposes and uses of all available measurements and services.

Official Support Given

BMB reported that Judge Justin Miller, president of NAB; Paul West, president of ANA and Frederick

FM Stations Include Many Web Affiliates

(Continued from Page 1)

FM outlets, and 150 permittees planning to go on the air within the next few months. Also numerous ABC affiliates have CP applications pending.

CBS has about 35 affiliates with FM stations plus that of its key stations in New York, Chicago and elsewhere. A sizeable number of licensees expect to take to the air within the current year.

NBC has affiliates with FM station that can take its programs as made available plus 83 licensees among its affiliates expecting to go on the air within the next three months. There are an additional 18 CP's pending for the affiliates of the network.

Mutual has signed affiliate contract with six FM stations as a regular part of the network and has been feeding them all programs excepting musical. Whether FM stations or other affiliates will be given the opportunity of picking up regular Mutual programming was not known late Friday afternoon due to vice-president and general manager Bob Swezey being in Boston. Swezey is handling this aspect.

Just what formality, if any, will entail the other networks in feeding musical shows to FM associate or its affiliates is something being worked out presently. It is not believed that any great formality will be entailed, however.

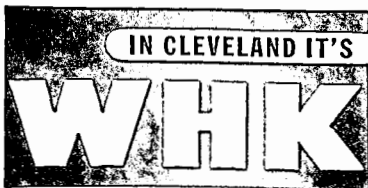
Although some 35,000 to 40,000 new FM receivers are reported to have been sold in the New York area this current season, exact figures are open to debate. This is also true of other sections of the country. It is assumed generally that with the availability of network musical programs to 100 or more FM outlets, the sales in FM receivers and such combinations will receive strong impetus throughout the country.

Joins WINS Staff

Dorothy Aden has joined the continuity department at WINS. She was formerly with Grey Advertising Agency.

Gamble, president of AAAA, "reaffirmed their belief in and support of co-operative, tripartite research as basic management tool for the benefit of the radio and advertising industries. They lauded the radio industry for the success of BMB's first project and the foresighted action represented by this program."

J. Harold Ryan, chairman of the BMB board, presided at the Thursday meeting in New York which adopted the 15-point plan. Members of the executive committee who met with Ryan were: J. M. Allen, Bristol Myers; L. T. Bush, Compton Advertising; Roger W. Clipp, WFIL; Fred Eric R. Gamble, AAAA; Justin Miller NAB; Paul West, ANA, and Hugl Feltis, President, BMB. Guests who attended were A. D. Willard, Executive Vice-President, NAB; Kenneth H. Baker, Director of Research, NAB and John Churchill, Director of Research, BMB.



Radio Aiding AAF Plan "Air Force" Day

(Continued from Page 1)

AF talent and also Skitch Henderson, a captain in the Air Corps Reserve. Capt. Mark D. Meranda, former network scripter and Hollywood writer, wrote the series with Lt. Casselski, formerly with Ohio State University's WOSU, doing the announcing. Capt. Robert Keim, with Hampton advertising agency before the war, produced and directed the program.

In addition to the platters, the kit contains news releases, spot announcements and photos for newspaper exploitation. Some 300 AAF public information officers will aid in a transcription project by assisting stations with local activities.

Two Special NBC Shows

NBC has scheduled two special shows in honor of the AAF's birth. One will originate from Ranoph Field, Tex., on August 1, 12:30-1:00 p.m., EDT, during a reunion of the pilots of 1940, many of whom were killed in combat during the war. This program will not be carried by NBC, New York. The other special will get the full NBC web from 10:00-10:09 p.m., EDT, Aug. 1, and will originate from Hollywood. Show will feature Tyrone Power, George Montgomery, Dinah Shore, Frances Langford, Carole Landis, Wayne Morris and Ronald Reagan with Henry Russell conducting the orchestra. Program is directed by Ben Lyon with Milton Friedkin scripting.

Original Drama On CBS

The Sky's the Limit! has been allotted by CBS from 10:30-11 p.m., EDT, Aug. 1. Original drama is written by Vincent McConnell, CBS staff writer, produced by Elwood Hoffman and directed by John Becker. Gen. Carl Spaatz, commanding general of the AAF, will be heard over CBS the same night, 11:15-11:25 p.m., EDT, speaking from WTOU, Washington, on "Airpower Is Peace Power."

ABC has inserted a five minute drama in the Paul Whiteman show July 30, 8:30-9 p.m., EDT, with William Holden as guest narrator. A special salute to AAF Day will be aired over ABC July 31 at 10:30 p.m., EDT, from the Cafe Rouge at the Hotel Pennsylvania in New York where Skitch Henderson and his orchestra are playing. Ted Magee and Beryl Davis are set for the show. Broadcast will also contain a talk by an AAF general to be named later. On Friday, Aug. 1, Ed Malone's ABC show will be devoted entirely to AAF Day from 1:45 a.m. to noon.

Mutual's "Flight Into the Past,"

WHO'S WHO IN RADIO

JOHN H. MacDONALD

A LOT of people seem to go around minimizing the importance of vice-presidents, possibly many of them without the title themselves, but you've got to admit that John H. MacDonald is pretty much of a key man at NBC. Without him the thing just wouldn't go. He is vice-president in charge of finance.

MacDonald is a quiet, scholarly sort of fellow motivated by a strong sense of responsibility to his network, its employees and the broadcasting industry in general. A fellow who gets to be vice-president in charge of finance usually knows how, for business purposes, to split a dollar more ways than a columnist can split an infinitive and MacDonald is no exception. He got into NBC via Trade Ways, a research organization for which he worked, because of the excellent reports he compiled for the network as a client of his firm. NBC officials called him in to install a cost accounting system based on his surveys.



"Scholarly"

As a financial expert, MacDonald once wrote a book called "Practical Budget Procedure." He also authored two others, "Office Management" and "Controllorship—Its Functions and Technique." He is president of the Controller's Institute of America and a member of Delta Sigma Pi, a national professional fraternity.

MacDonald, a native of Brunswick, Maine, graduated from NYU's School of Business Administration in 1922 and received his Master's degree a year later. He taught for four years in the New York School of Commerce. He then moved directly into the business world, successively associating with McGraw-Hill Publishing Co., A. I. Namm & Sons and Walter & Heisler. His connection with Trade Ways began in 1932.

MacDonald was named financial officer of NBC in 1941 and a year later picked up a vice-presidency. When NBC sold the Blue network, his skill and good judgment was a big factor in handling the many complex problems of such a transaction.

Engineering Confab Set For NAB Meet

(Continued from Page 1)

ence with an address of welcome. The agenda, prepared under the direction of Royal V. Howard, NAB director of engineering, will include an FCC-industry roundtable.

The morning session, to be presided over by Orrin W. Towner, chairman of the NAB engineering executive committee, will open with a discussion on television by O. B. Hanson, vice-president and chief engineer of NBC.

The second paper will be given by Paul A. De Mars, FM pioneer, who will speak on "Frequency Modulation Broadcast Station Construction." The final paper of the morning session will be given by John D. Colvin, audio facilities engineer, ABC.

Afternoon Symposium Set

The afternoon session, presided over by Howard, will open with a symposium on "Transmitter Maintenance for Small and Medium-Sized Stations," conducted by G. Porter Houston, chief engineer of WCBM, Baltimore, for the small stations, and Alfred E. Towne, director of engineering of KSFO, San Francisco, for the medium-sized stations.

The second paper in the afternoon session will be presented by Dixie B. McKey, consulting radio engineer of Washington, who will discuss "Directional Antennas. Their Care and Maintenance."

George P. Adair, former chief engineer of the FCC and now a radio engineering consultant in Washington, will follow with "Technical Regulation of Radio."

N. Y. Stations To Salute Visiting Vatican Singers

WNYC and WQXR will broadcast the official welcoming ceremonies for the Vatican Singers, a group of 54 male choristers from the choirs of the Vatican, at City Hall Wednesday, July 30, from 12:30-1 p.m. The singers, 24 of whom are from 8 to 15 years old, will be received by Mayor O'Dwyer who will be introduced by Grover Whalen. During the ceremonies the singers will offer religious music and liturgical chants. WNYC has offered to feed the broadcast to any other stations that want it.

BMI Sets Up New Dept. To Handle Movie Music

(Continued from Page 1)

ization. Eddie Janis, who was professional manager for BMI in Hollywood, will be in charge of the new department and work in close cooperation with the motion picture companies using BMI music.

Irving Weiss, formerly professional manager of Mayfair Music Co., will succeed Janis as Coast professional manager for BMI. Carl Haverlin, president of BMI, now in Hollywood, made the appointments Friday.

Extend WHN Series

American Institute of Food Products, which sponsors the "Ask Ella Mason" show over WHN, has increased the daily series from five to six times a week. Show originates before a luncheon crowd at the Icedland Restaurant, 12:30-1 p.m., and the Saturday broadcast was added to accommodate the large number of listeners who wish to be present.

which has dramatized AAF history every Saturday since last December, will tell the 1947 story on Aug. 2 at 12:30 p.m., EDT. Series uses all AAF talent except for Ed Studney, WOL narrator who conceived the program. MBS will continue to carry "Flight Into the Past" every Saturday through autumn with a slightly altered format.

Advertising Council in New York is also co-operating with the AAF anniversary by allocating spot announcements to network shows scheduled during the three days ending Aug. 1.

Networks Cover Closing Of The 80th Congress

(Continued from Page 1)

by the rest of the afternoon and evening until the close of the session ready to air last-minute developments which usually occur in the closing hours of Congress.

NBC injected five minutes by Richard Harkness Saturday on the regularly scheduled Elmer Peterson news program. Harkness described the closing minutes of the 80th Congress from the Senate Gallery, in the Capital.

CBS offered elaborate coverage with four legislators and four commentators reviewing the work of the 80th Congress; the program was titled "Review of the 80th Congress". John Daly, former White House reporter served as narrator and introduced Sen. Harry P. Cain, Rep. of Wash., and Reps. John A. Blatnik, Dem., Minn., Jacob K. Javits, Rep., N. Y., and Richard M. Nixon, Rep., Calif., and each explained what his hopes and expectations were when the 80th Congress convened in January. Three regular CBS newsmen, Don Pryor, Bill Shadell and Gunnar Back, gave a comprehensive summary of the highlights of the lawmakers' achievements.

Rep. Taber On MBS Today

Rep. John Taber (R. of New York), chairman of the House Appropriations Committee, will discuss "Your Money and The Government" in a special Mutual network broadcast Monday, July 28, from 10:30 to 10:45 p.m., EDT.

Send Birthday Greetings To —

July 28

- Bernie Armstrong
- Thomas B. Campbell
- Bill Goodwin
- Robert F. Hurlleigh
- Felix Mills
- Hal Totten
- Rudy Vallee
- Tod Williams
- Lawrence Grey
- Wynn Murray
- Fred Utal
- Foster Williams
- Roy C. Wilmer

IN CLEVELAND IT'S

WHK

COAST-TO-COAST

—ALABAMA—

MONTGOMERY—Local sponsorship of "Baukage Talking" was recently bought by the Montgomery Baking Company from WAPX, new ABC outlet. . . . **MOBILE**—A \$3,500 radio transmitter station is now being erected by WMOB. . . . **BIRMINGHAM**—WBRC is giving its listeners an opportunity for daily spiritual meditation by airing an early morning devotional, Bible Talks, by a local pastor, Rev. Homer D. Bryan.

—COLORADO—

DENVER—First woman to have her program broadcast over KLZ-FM, Palmo Fuller, who is Sue Carson of KLZ's "Budget Brigade" homemaker show, chose another woman, Mrs. Eugene Link, as her guest personality on the first program over the new facilities. Mrs. Link teaches "Marriage and the Home" at the University of Denver. . . . Jack Fitzpatrick, KFEL's news and special events manager, recently emceed the Denver Beauty Contest, sponsored by the Junior Chamber of Commerce to select "Miss Denver" for 1947. Judging was held at the Sportland Beach Club and the Orpheum Theater.

—OKLAHOMA—

OKLAHOMA CITY—Ed Lemons, WKY farm director, is conducting a voice audition contest for 4-H club members at one of their regular camp meetings in this state. The group will select the top three boys and girls after hearing the playbacks and the six winners will appear on one of Lemons' farm programs. . . . Digger O'Dell, "the friendly undertaker" on "The Life of Riley" program, recently broadcast a series of transcribed farm safety messages for WKY listeners during National Farm Safety Week, July 21-26. The spots were scheduled in conjunction with a series of farm safety programs heard over the station and were presented shortly after grave crosses, bearing epitaphs which suggested serious farm safety messages, were placed on the grounds of important Oklahoma farm meetings.

—VIRGINIA—

RICHMOND—Walter R. Bishop, director of public relations at WRVA, has been appointed "Chairman of Freedom of Speech Night" (July 29) for the "Common Glory," an outdoor pageant in this city, by Virginia's Governor, William M. Tuck. . . . WRNL listeners are getting a scoop-by-scoop report on the excavation work on the site of the station's new Radio Center in downtown Richmond. Announcer Mike Novello has been named official "sidewalk superintendent" to report three times daily on what can be seen through the 18 adult-height, 3 kid-size and two pooch-level peepholes in the covered barricade surrounding the construction project.

EXECUTIVE-SECRETARY AVAILABLE

Are you in the market for extremely competent, astute, capable assistant and secretary with well-rounded radio background? Familiar with all phases of broadcasting. Last position over 9 years. Immediate placement desired. Further details upon request. Write—

BOX 384, RADIO DAILY
1501 BROADWAY, NEW YORK 18, N. Y.

—MISSOURI—

ST. LOUIS—KMOX has arranged a course with the co-operation of Washington University on radio broadcasting. Conducted by station personnel, the curriculum will be composed of the many difficult phases of broadcasting work. . . . Rush Hughes, popular KXOK personality recently acted as master of ceremonies at a luncheon and reception in the honor of Dorothy Shay, who had Mayor J. W. Watts of Flat River proclaim July 25th as "Dorothy Shay Day" in praise of her recording, "Flat River Missouri," which is fast becoming a national hit.

—PENNSYLVANIA—

PHILADELPHIA—Gene Graves, KYW staff announcer, has been assigned to the master of ceremonies chore on station's noontime variety program, "The Lunchtimers." Doubling in music, Graves, who is a baritone, also sings on the show. . . . The twenty semi-finalists in this year's "Miss Greater Philadelphia" pageant, conducted by WPEN, the winner of which represents Philadelphia in Atlantic City's "Miss America" contest, will appear over the Philadelphia television station WPTZ.

—OHIO—

ALLIANCE—Northeastern Ohio's first commercial FM station, WFAH, has just closed a contract with the Althouse Motor Company in Salem, to broadcast two seasons of semi-pro baseball. The first play-by-play broadcast went on the air, July 20, from Lake Placentia and twenty-one high school and college football games will follow. . . . **STEUBENVILLE**—When no one seemed to have the correct answers for landlords or tenants who are affected by the 1947 Rent and Housing Act, WSTV's program department made contact with the area Rent Control Office and inaugurated a series of interview-type broadcasts featuring Bob Sanders as the interrogator and the District Rent Inspector supplying the answers.

Rank Gets License For Experimental Tele

(Continued from Page 1)

viewing, a service which is expected to be started in the fall.

Some sources here believe this is an opening wedge to break the BBC video monopoly. In the past, BBC exclusively has been permitted to broadcast any program for public reception.

Rank stated that he hoped when Parliament discusses television, it will give private enterprise an opportunity to televise for large screen projection. Rank considers that Britain is way ahead on black-and-white television, but concedes that RCA in America has the edge on color video.

Court Room Atmosphere

CBS is setting up an actual courtroom in its studios at 485 Madison Avenue for tonight's broadcast by "CBS Is There" of the "Witchcraft Trials at Salem." There'll be a judge's bench, jury's box, etc.

Fulton Lewis, jr.



... available now*
on WKAT—Miami

Winter or summer, the Miami, Florida, market is one where people with *money to spend* congregate. Reach them with the Fulton Lewis, jr. program—over station WKAT.

On a constantly growing number of stations all over the United States (254 as this is released) local and national advertisers find the Fulton Lewis, jr. audience well worth reaching. No other cooperative program is aired on so many stations—to an audience so large.

Wire, phone or write us immediately for complete information.

* Offered Subject to Prior Sale



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 20

NEW YORK, TUESDAY, JULY 29, 1947

TEN CENTS

Fairs Seek Radio Names

Heavy Power Increase Reported By Mutual

Within the past year, as of July 15, 1947, Mutual network reports a 90 per cent increase in stations of 1,000 to 50,000 watts, according to Bob Schmid, MBS vice-president in charge of station relations, who stated yesterday that the web's total of stations in this power range, increased from 74 to 142.

Following out the network policy of expansion with emphasis on greater power in all major markets and bringing into the fold sections of the country not previously in the pri-

(Continued on Page 7)

Guild, ABC, U. S. Steel Sued On 'Church Mouse'

A suit filed in New York Federal Court yesterday by William A. Brady and William A. Brady, Ltd., against the Theater Guild, ABC and U. S. Steel Corp., charges that the Guild infringed on Brady's play, "A Church Mouse," broadcast over ABC's 255 stations during the month of June, 1947. Brady charges that prior to June, 1947, he was advised that the

(Continued on Page 5)

Toledo Tele Planning Calls For Spring Operation

Toledo—Television broadcasts will begin in Toledo by next March or April, predicted J. Harold Ryan, executive vice-president of the Fort Industry Co., which operates WSPD in Toledo. Excavations have begun preparatory to erecting a 500-foot television and FM tower, to be com-

(Continued on Page 2)

New Radio Device Uses Power Lines

Washington — Broadcasting by means of a special device which allows radio programs to be carried along ordinary power lines is being investigated by the FCC, it was revealed yesterday. In effect, the gadget is leading to the setting up of "neighborhood" broadcasting stations which use musical recording interspaced with ads from local stores in competition with regular radio stations.

This "illegal" type of broadcasting uses a special, low-powered gadget that imposes a radio signal on an ordinary power line. Local residents can pick up the program by having their receivers connected with the power circuits in their homes.

The Commission warned that if investigation disclosed widespread use of the gadget, special rules covering the situation will be formulated.

American Tobacco Co. Buying Tele Football

American Tobacco Co., is planning to sponsor a total of 17 telecasts of college football games this fall over WNBT, New York, and WBKB, Chicago, it was learned yesterday. This is believed to be the first video series ever sponsored by American Tobacco.

Sponsor has assigned the account to N. W. Ayer & Son which is at-

(Continued on Page 5)

New Users Of Radio Time Seen In Cleaning Business

Indications that the commercial laundry industry and the dry cleaning business of the nation will become heavy users of spot radio during the 1947-48 seasons was revealed yesterday in New York by Paul Trimble of the Donnelley publications, who is making a survey of radio's potentialities.

The commercial laundry business in 1946 did a gross business of \$720,-

Network Stars and Shows Are Booked For Major Outdoor Fairs For Personal Appearances

Kearns Is Optimistic About AFM-FM Accord

Washington Bureau, RADIO DAILY Washington—Rep. Carroll Kearns yesterday joined officials of the FM Association in predicting quick approval by AFM Prexy James C. Petrillo of duplication of network musical programs over FM stations.

Shown a copy of RADIO DAILY's exclusive story last Wednesday predicting approval of Petrillo, Rep. Kearns said "that's the straight story."

Kearns said he would meet with

(Continued on Page 4)

Carriagan Selling KWFT In Texas For \$700,000

Wichita Falls, Tex.—Joe B. Carriagan, founder of KWFT in 1936, has announced plans for the sale of the station subject to FCC approval and transfer application to interests headed by Edward H. Rowley and

(Continued on Page 5)

65 Meetings Skedded By IRC In Atlantic City

Atlantic City, N. J.—Some 65 committee meetings are scheduled this week by delegates to the International Radio Conference who are trying

(Continued on Page 6)

Top network daytime programs of the audience participation and variety type are expected to replace many name orchestras and other types of entertainment as a feature attraction at state, county and local fairs this Summer and Fall, with a half-dozen such shows definitely scheduled or

(Continued on Page 5)

Satellite Station Authorized By FCC

Charlotte, N. C.—The FCC has authorized WBT to operate a 1,000-watt satellite station which has been built five miles northeast of Shelby, N. C. The station will operate synchronously with WBT during night time hours.

Satellite outlet is the first operation of this particular kind in the U. S. and will be used to benefit

(Continued on Page 2)

Circus Buying Spots For Chicago Showing

Chicago—Oliver Morton, manager of the NBC central division national spot sales department, reports brisk business the past week for WMAQ paced by a 13-week renewal of the Norman Barry five-a-week news program sponsored by Metropolitan Life

(Continued on Page 2)

Postponed

The drinks are on the house today but the bar is closed. Last week NBC and the Toni Wave Company announced a cocktail party at the Hotel Plaza for July 29 in honor of the upcoming Mel Torme show. Yesterday the hotel called up and said the party had to be postponed a day. Explanation was that July 29 is a Democratic primary day in East Harlem.

'Ham' Volunteers

Montreal — Geo. I. Desrochers, Montreal, has been selected to set up an organization of local amateur radio operators prepared to furnish organized emergency communication in time of disaster, it was announced by Communications Manager F. E. Handy, of the American Radio Relay League, which is the National Association of Radio Amateurs.

Tomorrow... Shows of Tomorrow

www.americanradiohistory.com



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FRANK BURKE : : : : : Editor
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Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6507
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clappett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332

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FINANCIAL

Mon., July 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 7/8	8 1/2	8 1/2	—
Am. Tel. & Tel.	157 1/2	157	157	— 1/8
CBS A	30 1/4	29 3/4	29 3/4	— 1/8
Farnsworth T. & R.	8	7 3/4	7 3/4	— 1/8
Gen. Electric	39	38 5/8	38 3/4	+ 3/8
Philco	29 3/4	29 3/4	29 3/4	—
RCA Common	9 3/8	9 1/8	9 1/8	—
Stewart-Warner	16 5/8	16 3/8	16 3/8	— 1/4
Westinghouse	30 1/2	29 5/8	29 5/8	— 1/8
Westinghouse Pfd.	106 1/2	106 1/2	106 1/2	—
Zenith Radio	23 1/8	22 3/4	21 3/4	— 5/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/2	8 1/4
Finch Tele Comm.	6	7

Circus Buying Spots For Chicago Showing

(Continued from Page 1)

Insurance Company. Other WMAQ business included: Raymond Laboratories (Rayve Shampoo), 65 one-minute announcements to be aired five a week on "Elizabeth Hart Presents" for 13 weeks starting August 18; General Foods (Jello pudding), 48 station breaks to be broadcast 12 a week for four weeks, and Ringling Bros.-Barnum & Bailey Circus, nine one-minute announcements to be broadcast between July 28 and August 2. The "Life Can Be Beautiful" program, sponsored by P. & G., will be expanded to full network status with the addition of 44 new outlets, effective September 1, it is announced by Paul McCluer, manager NBC network sales department.

WANTED

Commercial Manager wanted immediately for long established, full-time network affiliate near New York. FM outlet under construction. Must have good record in local sales and agency business. Include all details in first letter. Write Box 385, Radio Daily, 1501 Broadway, New York 18, N. Y.

★ COMING AND GOING ★

NORAN E. KERSTA, manager of television at NBC, left yesterday for Chicago, where today he will deliver an address at the Northwestern University-NBC Summer radio Institute. He'll be back Thursday.

WALTER E. BLYGH, president and general manager of WNDR, Syracuse, N. Y., who with the members of his staff recently completed work in connection with their affiliation with the Mutual network, was a visitor in New York last week.

CHUCK TANTON, media director for Norman A. Mack, Inc., is spending two weeks in Denver, after which he'll continue to the West Coast on a business trip.

JIM HURLEY, one of the panel experts on Mutual's "Fishing and Hunting Club of the Air," left yesterday for Bailey Island, Me., where he will cover the 2nd Annual Tuna Fishing Championships. In his absence, his shoes will be filled by Herman Forster, amateur naturalist and president of the New York State Conservation Council.

FRANK VAGNONI, manager of the music division at ABC, returned to New York Friday, marking completion of an extended tour which took him as far as the West Coast. He conferred with American network music directors in Chicago, San Francisco and Hollywood.

ELMO C. WILSON, director of research at CBS, is back in town after having spent a week at Lake Clear, N. Y.

FRANNY MURRAY, racing broadcaster on WCAU, Columbia network outlet in Philadelphia, is in town for confabs with Jimmy Dolan, of the Atlantic City Racing Assn.

HOWARD CHAMBERLAIN, moderator on the WLW-NBC "World Front," who recently spent three weeks in Canada, has returned to Cincinnati.

PAT TERRY, singer, who had been visiting his home town of Scranton, Pa., has returned to New York.

Satellite Station Authorized By FCC

(Continued from Page 1)
night time listeners west of Charlotte. Outlet will cost approximately \$75,000 and WBT programs will be beamed to the Shelby transmitter via high frequency corner reflector, especially designed for this purpose by Radio Engineering Laboratories. Technical operation of the satellite will be assigned to Somers W. Smith, ex-Army Major who had considerable experience in World War II, in the Caribbean, and is responsible for developing many new and improved electronic devices.

Toledo Tele Planning Calls For Spring Operation

(Continued from Page 1)
pleted in approximately 60 days, depending on steel deliveries. Erection of the tower will be the first step in the company's \$500,000 television and FM program. Scheduled to begin soon is a brick building at the tower to house the transmitters. Until the new television studios are built, the television and FM broadcasts will originate in the present quarters of WSPD, he said.

"Armstrong's" 15th Year
"Jack Armstrong," children's show on ABC held to be the oldest such program under continuous sponsorship of one client, General Mills, Inc.,

PAUL MOWREY, director of television for the American network, has left for a vacation on Cape Cod.

ROSE MARIE O'REILLY, chief of the Nielson division in the research department of CBS, is back from a two-week vacation in Southold, L. I.

WELLS CHURCH, director of news broadcasts for the Columbia network, is in Washington to supervise the web's program, "Review of the 80th Congress." He'll return to New York tomorrow.

DENNIS JAMES, emcee of "Can You Top This" on WOR, is back from Chicago, where he appeared as guest on a tele show.

IGOR GORIN, radio, concert and recording baritone, is on route to Hollywood, where he will guest on "Arthur's Place" over CBS. He'll remain in the film capital until he starts his concert tour in October.

JACK HOINS, script editor-producer-director of the Margaret Arlen program on WCBS, is back on the job following three weeks in the Adirondacks.

ELOISE SMITH HANNA, president and general manager of WBRC, Birmingham, Ala., has arrived in Gotham for conferences with officials of NBC.

DAVID FREDERICK, director of advertising and sales promotion at CBS, is back at his desk. He had been vacationing.

RALPH H. MINTON, director of promotion and publicity for WIP, Philadelphia, is coming into town tomorrow to confer with Carleton McVarish, of Mutual.

RED BARBER, sports director of CBS, is motoring through Maine.

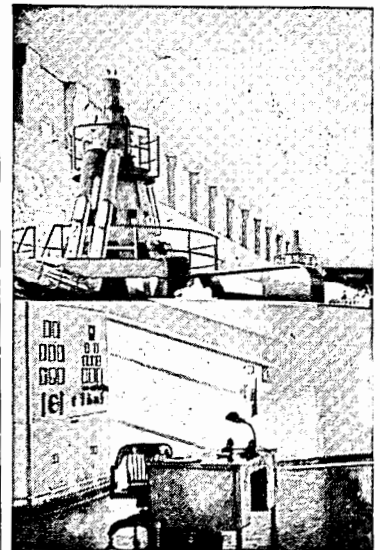
ROBERT HUDSON, director of education for CBS, is in Philadelphia to participate in the Radio Workshop conducted by the school system of the Quaker city.

Interim Audience Study Begun By BMB Group

BMB's technical committee, headed by Ken Baker of NAB, met yesterday and made plans for an interim station audience measurement which would be offered to broadcasters between the nation-wide surveys. The service would be offered to BMB subscribers only and only by request. The special interim survey, which is contained in the new 15-point program which BMB announced yesterday, would require an additional fee from the broadcaster asking for the service. Complete details for the interim survey are expected to be announced at the NAB convention in September.

Service is intended specifically for stations which have undergone power changes or switched or added network connections since BMB made its first survey. Technical committee members who attended the meeting yesterday were C. E. Pooler, B&B; Cort Langley, WOR; Elmo Wilson, CBS; and R. O. Fernald, Colgate-Palmolive-Peet. Members of the board research committee present were D. E. Robinson, LaRoche & Ellis; Harper Carraire, CBS; and Ken Green, NBC. Richard Puff of MBS was a guest at the meeting. BMB members present were Hugh Feltis, John Churchill, Phil Frank, Ralph Sharp and Richard Wyckoff.

will start its 15th year on the air Thursday. General Mills first assumed sponsorship of the show in July 1933.



135,000 wild horses

That's a generator room at Bonneville Dam, out in Oregon.

One flick of the wrist sends both giant generators into action.

We've used that caption—"135,000 Wild Horses"—because it's an equivalent in power.

Our point about W-I-T-H is duck soup from here on. It's the independent station here in this sixth largest city that means real power, when it comes to sales.

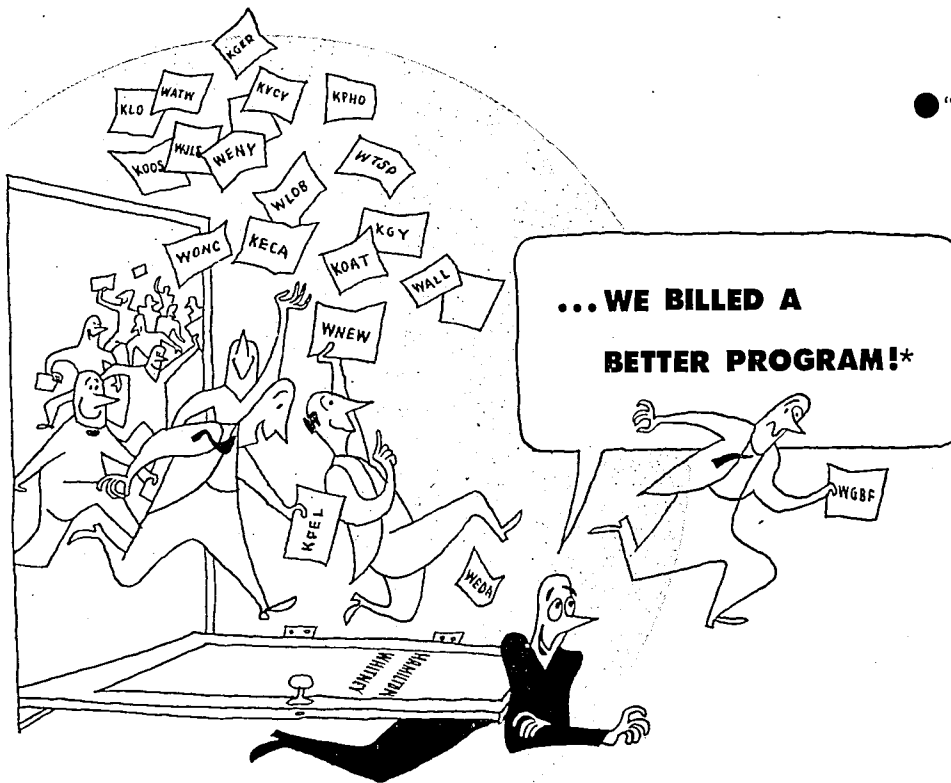
For this successful independent in Baltimore is the station that delivers more listeners-per-dollar-spent than any other station in town.

And one flick of the wrist, as you jot down the call letters W-I-T-H, brings all this sales power to you.



W-I-T-H

AM and FM
IN BALTIMORE
TOM TINSLEY, President
Represented Nationally By Headley-Reed



● "Build a better mousetrap and the World will beat a path to your door!"

▲ A FEW OF OUR SPONSORS

... WE BILLED A BETTER PROGRAM!*

It's as true in radio programs as it is in mousetraps . . . Stations all over the country have already aired this top Hollywood talent transcription series. The response has been overwhelmingly favorable. Exclusive areas are still open. You'll find sponsors beating a path to your door too, after they hear "The Unexpected . . ."

fifteen fascinating minutes:

***"the unexpected"**

"The Unexpected" is a fifteen minute show. Each side complete . . . Some comedy . . . some tragedy . . . some mystery . . . but each story has a "twist at the end . . ." that makes it the unexpected. The integrated commercial comes just before the "Unexpected" ending. It can't be tuned out. 26 sides of "The Unexpected" are immediately available . . . starring top Hollywood talent like:

Marsha Hunt . . . Barry Sullivan . . . Tom Neal . . . Binnie Barnes . . . Jack Holt . . . Lyle Talbot . . . Jackie Cooper . . .

These are typical LOW PRICES

Sandusky, Ohio	\$7.50	El Paso, Texas	\$10.00
Vicksburg, Miss.	7.50	Springfield, Ill.	10.00
Lockport, N. Y.	7.50	Troy, N. Y.	10.00
Jefferson City, Mo.	7.50	Johnstown, Pa.	10.00
Norwich, Conn.	7.50	Fort Worth, Texas	12.50
Charleston, S. C.	7.50	Salt Lake City, Utah	12.50
Springfield, Ohio	7.50	Tulsa, Okla.	12.50
Portland, Me.	7.50	Albany, N. Y.	12.50
Topeka, Kan.	7.50	Bridgeport, Conn.	12.50
Fresno, Calif.	7.50	Toledo, Ohio	15.00
Shreveport, La.	10.00	Omaha, Neb.	15.00

Phone, wire or write for rates and EXCLUSIVE in your area.



435 South La Cienega • Los Angeles 3, Calif.
Telephone BRadshaw 2-2731 • CRestview 6-6137

LOS ANGELES

AVERILL BERMAN, radio commentator, started a new series on KGFJ to be heard Monday thru Friday, sponsored by the AF of L Carpenters' Union. Mr. Berman gives a frank analysis of world, national, and local news with an accent on the workingman's viewpoint.

Larry Finley has made a deal with Sam Kerner for Finley Transcription Co., to handle exclusive sales and distribution for "David Street's Music Shop," of which 130 shows have been cut.

Joe Gratz and Jack Rourke are prepping a new half-hour series, "Adventure Incorporated," for early audition. Scripts by Herb Little and Dave Victor follow the new trend of much adventure with some mystery.

Mary Harris, Young & Rubicam Hollywood script editor, is en route to New York in transfer to agency's Gotham office.

John Hansel, executive vice-president of N. W. Ayer & Son, Inc., and James Hanna, assistant to H. L. McClinton, vice-president in charge of radio, are spending the week in Hollywood, conferring with local branch officials. Miss Wauhilla La Hay, radio publicity and promotion director, returned to New York after spending five weeks here.

Dennis Day, NBC's singing comedian, leaves Mexico City for Rio de Janeiro for a couple of weeks vacation before returning here to resume his role of NBC's "A Day in the Life of Dennis Day," August 20th.

NBC's Phil Harris, accompanied by the Sportsmen quartet, has just recorded "Smoke, Smoke, Smoke" for Victor Records.

Kearns Optimistic About AFM-FM Accord

(Continued from Page 1)

Petrillo in Chicago on July 31 to finally resolve the whole question. He said that an announcement from Petrillo giving the green light to FM is expected shortly after the meeting. Sources close to the FM Association and the so-called Petrillo sub-committee of the House Labor committee discounted reports that Petrillo's 945 wire to the networks would stand in the way of FM.

Unless Petrillo has a last-minute change of mind, there appeared little doubt that he would not insist on any "agreements" made with the networks prior to the Lea and Taft-Hartey acts.

It was reported that during conversation with the FM Association, Petrillo pledged that no strikes would be called to back up any such FM dict to the networks.

FM broadcasters generally have withheld duplication of net musical programs pending an announcement from Petrillo. However, if the situation is not soon resolved, it is expected here that some FM broadcasters may take matters into their own hands.



Broadway Bulletin Board. . . !

● ● ● Despite all the rhubarb about the Jolson show, the mammy singer has yet to ink his contract. He wants complete control over the show and the agency is trying to talk him out of it. . . . Helen Forrest being dropped from the Dick Haymes show. If there is any replacement, it'll be a gal from the choir tagged Beverly. Meanwhile, the comedy spot has been offered to Cass Daley, Martha Raye, Bob Burns, Bea Lillie and Frank Morgan—with no takers as yet. . . . J. Walter Thompson's radio veepee, Joe Bigelow, has resigned, effective Sept. 1st. . . . As a result of the terrific reader pull on Ben Gross' Sunday News col'm, advertisers have been pitching like crazy to get their spiels on the same page. Result: rates have been upped 20 per cent for that page. . . . Hear that the coast office of the Wm. Morris outfit was all set to welcome Hub Robinson in top exec. post when latter made with the quick decid CBSward. . . . General Mills set to bankroll new mag (Jack Armstrong Adventure Mag) based on their airer, the Jack Armstrong show. . . . Ray Green bedded for a month with heart attack. Meanwhile, Bill McCambridge (formerly gen'l mgr. of Press Ass'n) will handle his affairs with the transcription firm. . . . Ruth Etting show on WHN opens with a fanfare that would do credit to a top hour coast-to-coaster. But the thing that bothers us is the announcement: "And now the Ruth Etting show starring. . . (breathless pause). . . RUTH ETTING!" Who'd you expect the Ruth Etting show to star, anyway?



● ● ● Charles Stark, Inc. have signed Pete Donald for a recorded five-minute series and have several national clients biting on it already. . . . Ed Herlihy (Honeymoon in N. Y.'s enthusiastic emcee who, incidentally, has never had a honeymoon himself in 8 years of wedded bliss) off on a delayed honeymoon to the Caribbean on a 3-week cruise. He'll line up a honeymoon couple on the boat to be short-waved in on next Tuesday's show. . . . Definite interest being shown in a new comedy series tagged "Greatest Guy In Town," starring Robert Alda, and scripted by Alan Sands. Package is being handled by Harold Rose on the coast. . . . Recommended: The comedy hijinx of Dean Martin and Jerry Lewis opening Thurs. at Loew's State. . . . Marty Goodman has pacted Joe Louis for radio, pictures and commercial tie-ups. . . . Reports from the coast raving about Kay Thompson and her new quartet at the Flamingo in Las Vegas. Claim she'll be a sensation when she hits here. . . . Newest-of-the-month-clubs is a "toy-of-the-month-club" which for five bucks a year will send your kiddie a new toy every month.



● ● ● Washington radio men call Sec. of State Marshall "the most cooperative government official". . . . Jack (Fat Man) Smart picked up a mint at the Roosevelt Trotting races. . . . Starting this week, WLW is picking up the first half-hour of Jack Eigen's chatter from the Copa as a test run for 3 weeks, hitting some 33 cities. If his Copacabater clicks with the mid-westerners, they'll pick up the entire 3 and 1/2 hours. . . . Fawcett's Motion Picture may reduce its tariff from 15c to a dime with the Aug. issue. New trend? . . . Red Skelton renewed another two years by Raleigh. . . . Jean Sablon, renewed for the 3rd time, brings his show to N. Y. in Sept. . . . The surest and quickest way to get Bea Lillie's goat is by remarking to her that she's looking so much younger. She usually snaps: "Younger than what—or whom!". . . . Aside to gag writers: Sam Salvin's new \$500,000 Park Ave. restaurant promises to be absolutely soundproof. The guy at the table next to you won't be able to hear or steal your witty ad libs. . . . Producers of the straw hat version of "Trial of Mary Dugan" considering reviving it on B'way this fall with Jay Jostyn in the prosecutor's role. . . . Network biggies wondering who that character is who crashes most of the broadcasts posing as a prospective sponsor or sponsor-rep. Agency and talent lads can't figure him out, but are tripping over themselves to service him in case he turns out to be on the up and up.

CHICAGO

By NAT GREEN

BOB McKEE, who joined the WBBM staff two months ago, becomes the new program host of "Musical Clock" this week (July 28). Mc-Kee has been in radio 12 years and was a free lance announcer before joining WBBM.

Everett Mitchell, director of agriculture of the NBC central division, heads the list of well-known Chicago radio artists who will take part in a "Life of Lincoln" pageant at Park Ridge, Ill., on August 7 and 8. Mitchell will be the narrator. Among those who have dramatic roles in the cast are Maurice Copeland, Helen Malone, Alma Platts, Wyley Hancock, Lucile Lorelle, and Quiz Kid Lonny Lunde.

F. Beverly Kelley, publicity director of Ringling Bros.-Barnum & Bailey Circus, is in town for the Chicago engagement and his radio man, Frank Morrissey, is arranging a number of broadcasts during the nine-day showing.

ABC's "The American Farmer" will be broadcast from the Iowa State Fair, to be held in Des Moines on August 23.

WGN's "Crime Files of Flamond" moved to Sunday night effective July 27.

Robert Kendall, package program manager of the NBC central division, is in a local hospital recovering from a minor operation.

Jane Lippold, of Dutton-Lippold, publicists, off to Washington and New York for a three-week vacation.

William S. Paley Marries Barbara Cushing Mortimer

Mrs. Barbara Cushing Mortimer, daughter of Mrs. Harry Cushing and the late Dr. Cushing, and William S. Paley, chairman of the board of CBS, were married yesterday afternoon at the home of Mrs. Cushing's mother at Manhasset, L. I. Supreme Court Justice J. Edward Lumbard, Jr., officiated at the ceremony. Immediate members of the family, were in attendance.

Mr. and Mrs. Paley plan to sail for Europe shortly.

See the interesting

TELEVISION EXHIBIT

AT THE
WALDORF-ASTORIA
 (WEDGEWOOD ROOM)
 PARK AVE., at 49th ST., NEW YORK
WED., THURS., FRIDAY
 July 30, 31, August 1st
 10 A.M. to 10 P.M.

Free Door Prize: A Transvision Television Set
ADMISSION FREE TO ALL!
 AUSPICES:
 TRANSVISION, Inc., New Rochelle, N. Y.

American Tobacco Co. Buying Tele Football

(Continued from Page 1)

...ing to line up all home games between Notre-Dame and Northwestern to be carried by the Balaban & Katz in Chicago. Both teams combined will play a total of seven home games in South Bend, Ind., and Evanston, Ill., respectively. VHF radio links are already completed between Chicago and the two other cities.

For American Tobacco, the Ayer agency is also negotiating for television rights to 10 college football games to be played in New York City which would be aired over NBC station, WNBT. Coverage is expected to include gridiron contests staged at the Polo Grounds, Yankee Stadium and possibly West Point.

Goodyear Deal Off

Just a few weeks ago Goodyear Tire & Rubber Co., was nearly set to sign with the Ayer agency for television of the Notre Dame and Northwestern home games but the deal suddenly chilled. American Tobacco's move into WNBT also means Lucky Strike is picking up where Goodyear dropped last year, the latter having sponsored nine football telecasts over the station, seven of which were early home games.

Three Prize Winning Plays Being Broadcast On NBC

Three prize winning plays, written by students of the Summer Radio Institutes conducted by NBC and Northwestern and Stanford Universities and the University of California at Los Angeles, are being dramatized on the NBC network, one was broadcast July 26.

First program to be broadcast, "The Shadow on the Ceiling" written by G. Blythe, student of NBC-Northwestern, which was broadcast from Chicago, Saturday, July 26, 6:30 to 5 p.m., EDT.

Institute students who will produce "Shadow on the Ceiling" are Paul Green, head of the radio department of the University of Nebraska, assisted by John Blake, production director of KWSC, Washington State College. Robert Banner, instructor at Northwestern, will assist with the play.

The other two winning plays to be broadcast from the west coast will be announced later.

Send Birthday Greetings To —

July 29

David Anderson	Joseph Curtin
Lewis James	Geraldine Kay
Earl F. Lucas	Ralph H. Patt
Elayne Rost	Sigmund Romberg

Fairs Seek Radio Names For Expositions In Autumn

(Continued from Page 1)

...planning appearances. According to one major booking agency, more radio shows this year will tour the fair circuits than in any previous season, most of which replace name orchestras which hitherto held forth in these spots. Explanation, according to one exec., is that radio shows are less expensive than top ranking bands; are more enthusiastically received by fair customers (since most of the programs are familiar even to deeply remote farm areas); and chiefly, that fair promoters have, at long last, realized the tremendous pulling power of name network programs.

As to the economy angle, it is pointed out that most fairs, at least those run by a combination of civic and private groups, offer free admission to the public, and as such the purse strings for top notch entertainment is closely drawn. Furthermore, network and agency execs. consider the amount spent in taking shows of this type right before the public pays huge dividends in promotion and publicity, hence resulting in higher ratings.

Queen For A Day Set

To date, Mutual's "Queen For A Day" (Mon.-Fri., 2-2:30 p.m.) has set the heaviest lineup of fair appearances, one which this year may represent a new high in this regard. Tour this season will take between four to six weeks, though it's possible added appearances will extend the schedule. "Queen" will start its tour rolling July 31 as a feature of the 40th Anniversary Celebration at Randolph Field, Tex. From Aug. 7-10, program will spend a full week at the Utah State Fair at Salt Lake City.

Leaving the Mormon state, "Queen" will originate a week of programs (Aug. 11-15) as a feature of the Illinois State Fair at Springfield. From Aug. 18-22, program will wind up a week of similar appearances at the Wisconsin State Fair at Milwaukee. In between these dates, "Queen" will make one-day appearances at various cities, such as Kansas City, en route.

Guild, ABC, U. S. Steel Sued On 'Church Mouse'

(Continued from Page 1)

...Guild intended to perform the play on the air but that he notified the Guild such usage was unauthorized.

The play was broadcast over ABC by the Theater Guild, with U. S. Steel as sponsor, last June 8. Cast included Basil Rathbone and Pamela Brown.

Brady alleges that notwithstanding such notice which he claims to have made to the Guild, his rights were disregarded. He claims all radio rights for "A Church Mouse" which he says were assigned to him by the author, Ladislaus Fodor. The suit asked for an injunction from further production of the play, damages which Brady claims to have sustained, and accounting of all profits made from the alleged infringement.

"Shady Valley Folks," also an MBS daytimer, originating in St. Louis, is expected to take its usual autumnal jaunt throughout a six or eight state area, including state and county fairs in the Ozarks, etc.

Going To Main Fair

"Winner Take All" CBS' quiz show, (Mon.-thru-Fri., 3:30-4 p.m.) with Bill Cullen as emcee, has scheduled an appearance from the State Fair Grounds at Skowhegan, Maine, on August 14, in participation with the world premiere of the Warner Bros. film "Life With Father." Screen stars William Powell and Irene Dunne, who play the celluloid roles of the fabulous Lindsay-Crouse stage hit, will take part in the broadcast as contestants, in addition to Gov. Horace A. Hildreth of Maine, Gov. Charles M. Dale of New Hampshire, and the authors themselves.

Gets Midwest Dates

ABC's "Ladies Be Seated" (3-3:30 p.m. Mon.-thru-Fri.), with Johnny Olsen as emcee, and Ted Malone, (11:45-12 noon) are reportedly in the talk stage as to "fair" appearances. Latter, who is scheduled for a tour of Europe late this summer, may originate a few broadcasts from the Illinois State Fair at Springfield, though nothing is set yet. Don McNeill's "Breakfast Club" (Mon.-thru-Fri., 9-10 a.m. EDT) has thus far no definite schedule of out-of-town originations, although it's rumored he'll make a tour of some south and midwestern states, including Kansas City, late in September.

Further to outline radio's participation in fair activities is the announcement that the New York State Radio Bureau has completed a special transcription of background music and narration of use with the State division of publicity's exhibits which are to tour New York's county fairs throughout the remainder of the summer months and fall. Scripts were written by the Radio Bureau, under direction of David H. Harris, program director.

Cassidy Subs For Harkness As Latter Subs For H V K

Henry Cassidy, NBC's European news director who returned to the U. S. last week, is substituting for Richard Harkness on the latter's Monday-through-Friday news program, (11:15 p.m., EDT.) effective July 28. Harkness, in turn, is pinching hitting for H. V. Kaltenborn, who, with Mrs. Kaltenborn, has left on a 'round-world trip.

In his first five broadcasts, Cassidy will attempt to answer what he has found to be five most vital questions: Will there be a World War III? Should we support the Marshall Plan? Is Europe Going Communist? What is Europe like two years after the war? And what does the United States look like to a returning correspondent after about two years of foreign service?

Laundries, Cleaners Big Spot Users Soon

(Continued from Page 1)

...of Joliet, Ill., completed a national survey of radio and as a sequel are reported ready to recommend to their membership generous usage of radio in their advertising budgets.

One laundry company which has found radio a profitable media for merchandising, according to Mr. Trimble, is the Brunswick Laundry of Jersey City. The Brunswick company instituted a spot campaign on WNEW, New York, six months ago as an experiment and since has made it a permanent feature of their advertising.

Carrigan Selling KWFT In Texas For \$700,000

(Continued from Page 1)

H. J. Griffith, both well known theater circuit operators, and Kenyon Brown, director of station's operations of KWFT. Sale price was said to be \$700,000. Station is CBS outlet and operates full time with 5,000 watts on 620 kilocycles.

Griffith and Rowley both are interested in KXSA, San Angelo. Griffith owns KXEL, El Paso. Both together with others have applications pending for stations at Corpus Christi and Houston. Brown will have a minority interest in KWFT and will continue on as managing director of the station.

Completes Music Book

William Reddick, arranger and composer with the Ford Sunday Evening Hour up to last year, has completed a book on orchestration, etc., titled The Standard Musical Repertoire, set for publication this summer by Doubleday and Company. Volume contains nearly 2,000 listings of musical works, with emphasis on timing, adaptation, etc.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

SOUTHWEST

ACCORDING to present plans several major web shows will originate in San Antonio on Air Force Day, Aug. 1. Two broadcasts of "Queen for a Day" with Jack Bailey is scheduled to originate on July 31 and Aug. 1. A special NBC broadcast is also scheduled. In addition there will be several local programs plus coverage by the regional networks.

Rudy Carrasco has joined the Merchandising and Promotion department of KABC, San Antonio.

It's a girl for the Claude F. Fulks in San Antonio, named Susan Harriet, born July 2nd. He is technical engineer for WOAI-FM.

W. Poundstone Jackson, merchandising and promotion manager for the ABC Chesterfield Roundup heard nightly from KFJZ, Fort Worth and member stations of the Texas State Network plans a two weeks vacation taking him to Washington, New York, New Orleans and then to Iowa and Kansas. While on his trip he will visit several of the agencies.

Dottie Barrie will be first guest soloist on the "Early Birds" program for a full week during their broadcast over WFAA-WBAP-820, Dallas. She was a former model and has sung with the Savoy Opera Co.

J. Fred Lindquist, formerly with KOCA, Kilgore has left the station to join KSON, San Diego, Calif., as a time salesman.

The FCC has granted the Lubbock County Broadcasting Co., authority for a new standard broadcast station at Lubbock which will operate on 790 kilocycles with 1,000 watts night and 5,000 watts day. Wendell Mayes has 43.25 per cent interest in the outlet; C. C. Woodson, has 43.25 per cent interest and G. H. Nelson has 12.5 per cent. Mayes is manager and part owner of KBWD, Brownwood and part owner of KNOW, Austin and WACO, Waco. Woodson is half owner of KBWD and quarter owner of WACO and KNOW. Nelson is an attorney. Woodson is also publisher of the Brownwood Bulletin.

65 Meetings Skedded By IRC In Atlantic City

(Continued from Page 1)

to complete a new set of International Radio Regulations by Aug. 15, at which time the High Frequency Broadcasting Conference will open. Latter is expected to continue until Sept. 15, bringing to a close the series of three International communication conferences.

Twenty Meetings Scheduled

The large number of committee meetings this week is partially due to a pile up of business during the three-day plenary sessions of both the Radio and Telecommunications Conferences a week ago. Plenary sessions were originally scheduled to last only one day but were stretched to three. The Telecommunications Conference has scheduled 20 committee meetings for this week.

NETWORK SONG FAVORITES

The top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John C. Peatman, Director

Survey Week of July 18-24, 1947

TITLE	PUBLISHER
Across the Alley From the Alamo.....	Capitol
Almost Like Being In Love.....	Sam Fox
An Apple Blossom Wedding.....	Shapiro-Bernstein
As Long As I'm Dreaming.....	Burke & Van Heusen
As Years Go By.....	Miller
Ask Anyone Who Knows.....	Witmark
Cecilia.....	ABC
Chi-Baba Chi-Baba.....	Oxford
Come To The Mardi Gras.....	Southern
Deep Down In Your Heart.....	Triangle
Don't Tell Me.....	Robbins
(The) Echo Said "No".....	Lombardo
Every So Often.....	Harry Warren
Feudin' And Fightin'.....	Chappell
I Believe.....	Sinatra Songs
I Can't Get Up The Nerve To Kiss You.....	Santly-Joy
I Do, Do, Do Like You.....	Harms
I Want To Be Loved.....	Melrose
I Wish I Didn't Love You So.....	Paramount
Wonder, I Wonder, I Wonder.....	Robbins
I Wonder Who's Kissing Her Now.....	E. B. Marks
Ivy.....	Burke & Van Heusen
Je Vous Aime.....	Crawford
Just An Old Love Of Mine.....	Campbell-Porgie
Mam's'ello.....	Feist
My Adobe Hacienda.....	Southern
My Heart Is A Hobo.....	Burke & Van Heusen
Peg O' My Heart.....	Robbins
Tallahassee.....	Famous
That's My Desire.....	Mills
Time After Time.....	Sinatra Songs

Second Group

A Sunday Kind Of Love.....	Peter Maurice
Ain'tcha Ever Comin' Back.....	Sinatra Songs
All My Love.....	Remick
Anniversary Song.....	Mood Music
Beside You.....	Famous
Cu-Tu-Gu-Ru (Jack, Jack, Jack).....	Sinatra Songs
I'm So Right Tonight.....	Leeds
Linda.....	E. H. Morris
Love And The Weather.....	Berlin
(The) Man Who Paints The Rainbow In The Sky.....	Mutual
Midnight Masquerade.....	Shapiro-Bernstein
(The) Old Ferris Wheel.....	Goldmine
Passing By.....	Chappell
Red Silk Stockings & Green Perfume.....	E. H. Morris
Say No More.....	Advanced
Stella By Starlight.....	Beverly
There's That Lonely Feeling Again.....	Mellen
Tomorrow.....	E. H. Morris
When You Were Sweet Sixteen.....	Shapiro-Bernstein
Would You Believe Me.....	Remick

(Copyright by Office of Research, Inc.)

HONOLULU

CURT BUTLER, formerly of KE Lewiston, Idaho, and KG Honolulu, from which he did as CBS war correspondent, has joined KULA, Honolulu, as staff announcer. Claudio Arrau, Chilean pianist, has completed a successful Australia tour, is flying home to Long Is with a baby kangaroo which donate to Bronx zoo. Aussie ran D. R. McCaughey gave it to Aussie government gave special port okay.

Four web announcers are covering the actual mass flight to Japan here of B-29s which will make one-stop flight from Tokyo to Washington. They are: Julian Anth ABC, N. Y.; Bob Evans, CBS, Washington; Arthur Gaeth, Mutual, Washington; and Bob Reuben, NBC, N. Y.

The governors of 11 U. S. states reached Honolulu last week-end an extended tour of Hawaii in Battleship Iowa. With them are following radio newsmen: Grant J. Comb, KQW/CBS, San Jose, Calif.; Roland Smith, KQW/CBS; R. Howard, KPO/NBC, San Francisco; Hugh Elliott, KGO/ABC, S. F.; Tatum, KGO/ABC; Keith La KSFO, S. F.; John G. Campbell, KSFO; Tom Franklin, KYA, S. Paul Beck, KYA; S. W. Patter KLAN, S. F.; Harold Gaisford, K Oakland, and John Keating, K Honolulu.

Irving Berlin, with Mrs. Berlin daughters Mary Ellen and Linda vacationing on Waikiki's sunbaked beach. From behind facial garnish zinc oxide, the marathon singer said the secret of song writing success is to write only what pleases you, then it will please the public.

The real struggle, he said, is keep on producing after the first His best six, according to his current whim: Alexander's Ragtime Band, Pretty Girl is Like a Melody, Al White Christmas, Oh, How I Hate Get Up In the Morning, and, Bless America, in that order. written some 800 popular songs date.

Six New FM Stations Seek FCC Licenses

Washington—Six applications new FM stations were listed yesterday by the FCC. They include: Muscatine Broadcasting Co., Class Muscatine, Iowa; Beacon Broadcasting Co., Class B, Boston, Mass.; St. Louis County Broadcasting Co., Class B, Clayton, Mo.; Cardinal Broadcasting Co., Class A, Palo Alto, Calif.; Waves, Inc., Class B Baton Rouge, La.; Auburn Publishing Co., Class Auburn, N. Y.

Texas FM Survey

San Antonio—A survey of FM receivers reaching the market in Bexar County (San Antonio) reveals 363 new receivers were placed on market between June 15 and July 15 and that the total FM sets in on July 15 was 3,979. Survey was conducted by KMAC and KISS.

BEHIND THE MIKE

By SID WEISS

ML BERN'S "While Berns Roams"
 Airer on WOR will depart from usual format Sat. by doing a broadcast from the Griswold Hotel Country Club in New London, Conn.
ophie Tucker heading for Sara-
 Piping Rock after a month's vacation.
ew that Petrillo has lowered the
 on amateur bands over the air, Ed Shaffer has come up with the idea of a radio audition program for stage orchestras.
Ed Benson, WINS disc jockey,
 ns to his 35-hour-a-week schedule by taking a 2-week vacation.
lam (Jimmy) Thomas burning
 Atlantic City circles with his tra-like warbling down there.
ter Donald, invited to do a guest
 for the mag, "Modern Knitting," says "Sure, we'll call it 'Much Ado About Knitting'."
ro Morales booked into Young's
 Hotel for August.
commended: The WHOM all-nite
 fest co-jockeyed by Symphony and Ray Carroll.
roducers of the Straw-hat version
 Trial of Mary Dugan," seriously consider reviving it on B'way this fall with Jay Jostyn in the role of executor.
en Grauer, who broke into radio
 decades ago as a pianist-singer, is taking a refresher course on the board under the personal tutelage of Alec Templeton.
ill Leonard interviewing Ted
 mpson, the pilot who's going around the world non-stop in a Per Cub, on his "This Is New York" airer.

WCEMA Finish Plans for Coast Confab In Sept.

alo Alto—Details of activities covering the September 24-28 combined meetings of the Institute of Radio Engineers and the West Coast Electronic Manufacturers' Association in San Francisco were released over the week-end. Opening at the Palace Hotel on Sept. 24, the IRE conference will include six sessions filled with hours of wide technical interest and ending through September 26. Beginning on the 26th, WCEMA will offer closed sessions of exhibits at the Whitcomb Hotel for two days and then throw the hall open to the general public on Sunday, Sept. 28. Exhibitors include the following partial list: Altec-Lansing, American Crophone, Burlington Instrument, G. M. Victor, Eitel - McCullough, Electro-Engineering, Girard-Hopkins, Gintz & Kaufman, Hewlett-Packard, Hines, W. F. Johnson, Kaar Engineering, Lake Mfg., Langevin, Lenart Electric, Logan Salcs, Norman Nely, Nickerson & Rudat, Park Metalware, Permoflux, Remler, Romberg-Carlson, Triad Transformer Mfg., Universal Microphone, Westhouse, and Weston Electrical Instrument.

Mutual Reports 90% Increase In Higher-Powered Affiliates

(Continued from Page 1)

primary area of the network, Schmidt points to 46 stations whose power increases were 1,000 up to 50,000 watts according to that requested; 22 additional outlets in this power classification joined the web on the year. In the 5,000 watt class, full time, 20 such outlets added this additional power to the network, while 21 outlets in the 1,000 watt full time category also came into their own. In the 1,000 to 50,000 watt power classification, the station breakdown of the 142 involved, is as follows:

Remaining in same power.....	49
Additions.....	24
Increases granted (CPS).....	46
Increases granted (operating).....	17
Replacements (operating).....	5
Replacements (CPS).....	5
Left the network.....	4
Total.....	146

With the following stations and markets, Mutual during the year added to its total wattage as indicated below:

WIBC, Indianapolis, 50,000 watt full time; WREX, Duluth, 10,000 watts days, 5,000 watts nights; the following are 5,000 watts fulltime: KWK, St. Louis; KQV, Pittsburgh; WOL, Washington; WEBR, Buffalo; WLOL, Minneapolis; WHB, Kansas City, Kan.; KVI, Seattle-Tacoma; WATL, Atlanta; WVET, Rochester, N. Y.; WHKC, Columbus, Ohio; WJHP, Jacksonville; WNDR, Syracuse; WKJG, Ft. Wayne; WSAR, Fall River; WHKC, Canton, Ohio; KOOL, Phoenix; KTRI, Sioux City; KFEQ, St. Joseph; KCRG, Cedar Rapids; WSTP, St. Petersburg; WRRN, Warren, Ohio; WLOF, Orlando; WRGA, Rome, Ga.; WTAL, Tallahassee; KUJ, Walla Walla, and KVGB, Great Bend.

Stations of 5 kw., day and 1 kw., night added the past year and the

markets, are: KTHT, Houston; WKAT, Miami; WAYS, Charlotte, N. C.; KPAC, Port Arthur, Tex.; WRBC, Jackson, Miss.; WROW, Albany, N. Y.; WDVA, Danville, Va.; WGOV, Valdosta, Ga.; KSAL, Salina; KHMO, Hannibal; KLPM, Minot, N. D.; WLOS, Asheville.

Stations of 5 kw., days only, are: WBBB, Burlington, N. C., and KVOA, Siloam Springs, Ark.

Stations of 1 kw., fulltime are: KCBC, Des Moines; WBBC, Flint, Mich.; KVET, Austin, Tex.; KXOB, Stockton, Calif.; KFRE, Fresno; KFXM, San Bernardino; WHHT, Durham, N. C.; WKBZ, Muskegon; WSAC, Columbus, Ga.; KCST, Pueblo; KVOE, Santa Ana; WWOD, Lynchburg, Va.; KCBF, Lubbock, Tex.; WGAD, Gadsden, Ala.; WDLF, Panama City, Fla.; KOVO, Provo, Utah; WAGE, Dothan, Ala.; KFVS, Cape Girardeau, Mo.; KFJI, Klamath Falls; KVNI, Coeur D'Alene; KRIO, McAllen, Texas; WBOC, Salisbury, Md.; KVNO, Logan, Utah; KVAK, Atchison, Kan.; WJMS, Ironwood, Mich.; KXFD, Boise; KRIC, Lewiston, Idaho; KVCV, Bedding, Calif.; KFFA, Helena; WTMG, Ocala, Fla.; KGGU, Mandan, Idaho; KIOX, Bay City, Texas; KWAL, Wallace, Idaho; WDEV, Waterbury, Vt., and KPOW, Powell, Wyoming.

The 1 kw., -500-watt night stations added are: KENT, Shreveport, La.; WQBC, Vicksburg; KVEC, San Luis Obispo; KQRS, Rock Springs, Wyo.; and KWYO, Sheridan, Wyo. The 1 kw., days only are: WKRQ, Mobile, WFAK, Charleston, S. C.; WKOP, Binghamton, N. Y.; WTOB, Winston-Salem; WKYB, Paducah; WPHG, Bristol, Tenn.; WNAE, Warren, Penn.; WHNC, Henderson, N. C., and WDSC, Dillon, S. C.

WPTZ Demonstrates Tele In Special Educ. Show

Philadelphia—A special television program, combining studio shows and educational films, was presented by WPTZ, the Philco station, here last Friday in co-operation with the Philadelphia Summer Workshop to help local teachers understand the potentialities of video in the classroom.

Two Receivers Installed

Program, arranged through the cooperation of Dr. A. J. Stoddard, superintendent of schools and Dr. E. W. Adams, director of the Workshop, was dramatized in the station's studios by teachers and their instructors. Brief shows depicting various projects of the Workshop were shown, including wood working, clay modeling, science, drama, oil painting and square dancing.

Prompted by the occasion, two new Philco project tele receivers, with 15 by 20 inch screens, were installed in the Workshop at Central High School.

Renews Tele Spots On Paramount Outlets

Botany Worsted Mills, Inc., has renewed for 13 weeks its sponsorship of the weather forecasts over Paramount's television station KTLA, Los Angeles and WKBK, Chicago. Current arrangement calls for a Sunday evening placement over KTLA and a Friday evening pre-boxing series at the Chicago outlet. John F. Dickinson, of Paramount's New York tele department and Alfred J. Silberstien-Bert Goldsmith, Inc., agency for Botany, set the new agreement.

"Omnibook" Goes Network

Omnibook magazine makes its first entry into network radio on August 23 when it begins sponsorship of "Lee Adams" over CBS every Saturday from 10:15-10:30 p.m., EDT. Program originates in Chicago with Adams commenting on items of interest to housewives. Agency for Omnibook Corp., is Schwab and Beatty, New York.

AGENCIES

THE A. A. A. EXAMINATIONS
 have been completed, and the association has released figures to show what type of aspirants spent two and \$15 each to take the tests. Of 544 candidates who took the examination in ten cities: 86 per cent were men, 78 per cent were under 30 years of age and 56 per cent were college graduates.

Judging by the tests which they elected to take, candidates were more interested in copy-writing than in any other phase of the agency business. Nearly twice as many attempted the copy test as any other test in the A.A.A.A. battery. Interest in the various phases of agency work, reflected by the tests, ranked numerically as follows: (1) Copy, (2) Contact, plans and merchandising, (3) Mechanical production, (4) Media, (5) Research, (6) Layout and art, and (7) Radio Production.

More than three-fourths of all those who were accepted for the examination—77 per cent to be exact—put in an appearance, completed the tests and plunked down the fee to cover expenses.

Papers are now being graded by a psychological laboratory and groups of agency experts throughout the country. It is hoped that grading will be completed by August 1. Records of successful candidates will then be distributed, with their permission, to A.A.A.A. agencies in each area.

HENRY M. HEMPSTEAD has resigned as vice-president of Geyer, Newell & Ganger, Inc., to become a partner in the firm of Stewart, Hanford & Casler, Inc., the name of which has been changed to Casler, Hempstead & Hanford, Inc.

MORRIS ZINNEMAN, Biow agency executive, vacationing at Lake Tarleton Club, Pike, N. H., after two days on the golf course there, won the hole in one contest.

HARRY B. COHEN, JR. has joined the Harry B. Cohen Advertising Co., New York, it has been announced by his father, president of the new agency. For the past year and a half, Cohen, Jr. has been on the sales staff of WHN. Prior to three and one-half years in the Army Air Force, he was with WLW, Cincinnati.

ELIOTT D. ODELL, advertising director of Fawcett Publications, Inc. announces that Ralph Wood succeeds Gifford Plume on the advertising sales staff of the Fawcett Women's Group, effective August 15th. Wood formerly was associated in a sales capacity with Cotten and Dell Publications.

Engineers Join ABC

John H. Battison and Charles D. Cole have joined the general engineering department of ABC network. Battison will be assistant to John G. Preston, the network's allocations engineer and Cole becomes staff engineer in the web's facilities section.

★ ★ ★ COAST - TO - COAST ★ ★ ★

— INDIANA —

FORT WAYNE—WOWO production director, Art Lewis, is attending the Public Service Radio Institute in Madison, Wisconsin. A former teacher of radio at the University of Wisconsin, Lewis has been conducting the radio classes at WOWO, an accredited course of the Indiana University Extension. . . . Norman A. Stewart, former assistant sales manager at WCFL, Chicago, Ill., has been appointed commercial manager of WKJG and WKJG-FM, new 5-kw station under construction for full time operation in this city.

— LOUISIANA —

NEW ORLEANS—New reporter for Madison Egan's "Sport Stars" program over WWL is Charles Block. A graduate of Tulane University, where he was a member of the coaching staff, he succeeds Tom Holbrook, who left to join the staff of the Piltuck Advertising Agency in San Antonio, Texas. . . . SHREVEPORT—Joyce Culbertson, KVKH writer and producer, has sold one of her comedy drama scripts to the "Dr. Christian" program for fall use. Before coming to this station last October, Miss Culbertson was on the Pacific Coast with the Columbia Broadcasting System, and during that time produced many network shows.

— NEW YORK —

HEMPSTEAD, L. I.—WHLI, using the facilities of the United Press for national and international news, is airing its news reports every hour on the half-hour from 7:30 in the morning until sign-off at 8:30 p.m. The 7:30 a.m. news report features the official flying weather report for local Army Reserve Pilots, information being serviced by Mitchel Field headquarters for the Army Defense Command for the United States. . . . PLATTSBURG — New member of WMFF's news and special events department is Bill Lerner, formerly of WCHS, WTBO, WELL, WEMD, WNBZ and KFH. He has also handled radio publicity for a number of national organizations.

— TEXAS —

EL PASO—KROD has been named first place winner among regional stations in the annual "Skippy Hollywood Theater" promotion contest sponsored by Garfield and Guild, San Francisco, Skippy agency. . . . SAN ANTONIO—"Broadway in Review" is the title of a new series of half-hour programs being aired each Wednesday over KABC under the sponsorship of the National Bank of Commerce. Show features the hit songs from current Broadway musicals. . . . Eddy Hyman, staff

announcer at KCOR, has resigned his post to become affiliated as local representative for Majestic Records.

— MASSACHUSETTS —

BOSTON—This city's first television station, WBZ-TV, which plans to get on the air with test patterns late this year, will be equipped with an RCA Microwave Relay unit for use as required in connection with remote pickups. . . . WNAC, Yankee Network station, will celebrate its 25th year of successful broadcasting on July 31. . . . HOLYOKE—Holyoke Speaks, a new series of half hour programs featuring all pertinent topics of community interest, recently made its debut on WHYN. It is presented under the auspices of the Radio Council, composed of community and civic leaders who meet once weekly to organize the programs, topics and participants for future weeks.

— NEW HAMPSHIRE —

CLAREMONT — FM stations WLOB which blossomed this year and is already offering 44 live talent shows, has inaugurated a variety disc program with Bonnie and Mary Ann Van, daughters of famed showman Billy B. Van, as disc jockeys. . . . CONCORD—WMOU, northernmost station in the East, outside of Maine, returned to the air last Friday after having been shut

— OHIO —

SPRINGFIELD—Ford Rush, graduate of the Gran' Ole Opry (WSM), the National Barn Dance (WLS), the Camel Caravan, and more recent personal manager for Roy Acuff, has signed on as a special promotion manager for WWSO, new daytime station, operating on 1210 kilocycles. . . . DAYTON—WING salesman, Joseph H. LeMoyné, recently became team captain of the Propellor Club, a volunteer organization forming membership for the Dayton Chamber of Commerce. . . . MARIETTA—Dr. Gerard H. Wilk, former Berl lawyer, forced to flee Germany in 1933, has been named assistant instructor in radio and journalism at Marietta College next fall. Dr. Wilk has been doing free lance work in radio and the theater in New York since his arrival in this country in August.

Texas Gov. Using Radio

Austin, Tex.—Gov. Beauford Jester will make the second of a series of talks to the people of Texas on the progress he has made in office over a special statewide web-

* according to *The Pulse of N. Y.*; June, 1947

AGAIN

10 of the 15 most popular local New York shows—

other than news and commentary—are on WOR*

Sorry if we sound a little vain; we don't mean to be. Actually, it's a sort of parental pride. For more than a quarter-century WOR has worked diligently to:

1. Create local shows that build profit-producing audiences from almost the first broadcast and thus lower an original low cost for the sponsor.

2. Liberalize discounts generously and frequently to up the profit on the sponsor's original investment.

3. Keep its cost-per-thousand-homes-reached the second lowest in the United States.

That WOR has succeeded in doing these things is pretty well reflected in — WOR regularly carries more accounts with a greater total dollar volume than any station anywhere. WOR's renewals for the first 6 months of 1947 are higher than they've ever been. WOR programs consistently top the majority of local New York shows in popularity ranking.

mutual

WOR—that power-full station at 1440 Broadway, in New York

'Shows' Edition Expands

2,000,000 Media Test Set By Lever Bros. Co.

Lever Bros. Company has planned an extensive research campaign to study the effectiveness of the media which has been using on seven of its major products, at an over all cost of \$2,000,000, to be conducted by four separate agencies. Tests, which will begin in September, will be entirely in the hands of the agencies involved, and conducted on an individual basis. Lever Bros. products included in the test, and the agencies are: Lux and Lux Flakes, through J. Walter Thompson; Lifebuoy, Rinso and Fry, through Ruthrauff & Ryan; and Dial Soap through Young & Rubicam.

(Continued on Page 167)

Hotel Buys FM Time; Symphonies For Year

Governor Clinton Hotel, has signed a one year contract with WABF (FM) over which outlet it will sponsor a series of one-hour weekly symphonies. According to Ira A. Hirschmann, president of Metropolitan Broadcasting and Television, this is the first hotel in the New York area to lease FM and makes the 16th commercial client on the station.

New Mexico Station Going On Air, Aug. 3

Albuquerque, N. M.—KVER, 250-watt station on 1490 kcs., goes into operation next Sunday, Aug. 3, with city and state officials and business and civic leaders from Denver participating in opening ceremonies. The station is the second in a chain being erected by the Intermountain Broadcasting Co.

(Continued on Page 167)

Vacation Note

Heaviest flow of tourist visitors to the Radio City since the pro-war years is being experienced this summer, according to an RCA spokesman. Visitors spend most of their time making guided tours and viewing radio shows originating in the NBC studios. Residents of New York state, Pennsylvania, Illinois and California lead in number of visitors.

Documentary

"1960 ?? Jiminy Cricket," a full hour documentary forecasting America after the next decade of human endeavor, will be presented by ABC on Monday, Sept. 8, at 9 p.m. EDT. The feature, which will star Donald Duck and Jiminy Cricket, Walt Disney's characters, will be based on the recently published Twentieth Century Fund Survey, "America's Needs and Resources." It will utilize music, drama and fantasy, according to Robert Saudek, director of public affairs for ABC.

CRC Seen Mulling Program Production

West Coast Bureau RADIO DAILY
Hollywood—Appointment of William A. Wheeler, former sales representative of World Broadcasting System, as manager of Columbia Records transcription department in Hollywood is viewed here as further indication that Columbia is laying groundwork for its entry into the program production field. New appointment marks the first time that Columbia has ever had a transcriptionist.

(Continued on Page 168)

"Take It Or Leave It." Baker On NBC Aug. 3

Hollywood—Phil Baker, continuing as emcee of Eversharp's "Take It Or Leave It," brings the show to NBC Sunday, August 3 (10 p.m., EDT);

(Continued on Page 2)

More Broadcasts To Russia Set By State Dept. Radio

Washington Bureau, RADIO DAILY
Washington — The State Department's "Voice of America" yesterday cut its programs by 40 per cent, conforming with the reduced budget provided by Congress, although it stepped up its broadcasting to Russia, adding one-half hour to the daily program. The additional 30-minute program beamed to Russia is aired at midnight, Moscow time, and is divided with news and popular music.

Increase Of 303 Program Ideas Noted In Today's "Shows Of Tomorrow;" Program Survey Added

UN Week Plans Set By NBC In New York

The Rockefeller Plaza in Radio City will be an important center for the activities in connection with United Nations Week which will get under way Sunday, Sept. 14. Tentative plans now being made by NBC, and the American Association of United Nations and the National Education Association, sponsors of UN Week Sept. 14-20, will include a

(Continued on Page 3)

Five Additional Stations Joining ABC Network

Five additional stations will affiliate with the ABC network, including a new 10,000 watt outlet now under construction in Albany, N. Y. Effective Dec. 1, WRWR, will join the network as a member of the basic web, replacing WOKO, in Albany. It

(Continued on Page 167)

Rules Bar Tele Sets Subject To State Tax

Harrisburg, Penn.—In a decision handed down by President Judge William M. Hargest, in Dauphin County Court, television receiving sets

(Continued on Page 167)

Eighth annual "Shows of Tomorrow" edition, published as a section of today's RADIO DAILY, contains 303 more shows than last year's section and in addition offers for the first time a survey of the nation's program directors on current programming.

Music again leads all categories.

(Continued on Page 3)

WHN Has Full Sked Of Sponsored Sports

WHN will gross between \$400,000 and \$500,000 this fall and winter from advertisers who will sponsor more than 200 play-by-play sports broadcasts plus daily sports commentaries, according to Bertram Lebar, Jr., sales director. One of the new sponsors moving into the WHN sports picture is Schaefer Brewing Co., which has signed the hockey games from Madison Square Garden. Old Gold is back on the list bigger than ever and

(Continued on Page 167)

Food Documentary Series Planned By NBC, Aug. 15

A new series of five documentary programs dealing with the world food situation and titled, "The Third Horseman," will be broadcast by NBC on successive Fridays starting

(Continued on Page 3)

British Trade Show

London—British consular officers have been instructed to draw the attention of foreign radio traders to the Radio-Olympia to be held at London's Olympia Hall early in October. The Radio Industry Council with the support of the Board of Trade intends to make this event a full-dress export show. Special attention will be given to television and transmission equipment.



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

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Claggett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 N. Clark St.
Phone: State 2332

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

FINANCIAL

(Tues., July 25)

NEW YORK STOCK EXCHANGE

Table with columns: Name, High, Low, Close, Net Chg.

NEW YORK CURB EXCHANGE

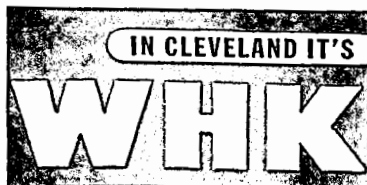
Table with columns: Name, Bid, Asked

OVER THE COUNTER

Table with columns: Name, Bid, Asked

Finley Co. Takes Over Musical ET Show Series

Larry Finley, of Finley Transcriptions, Inc., Hollywood, announces he has taken over the sales distribution for the "David Street Song Shop," a quarter-hour-program starring Street, with Lucille Norman, The Mello-Larks, Ray Plummer and his orchestra and Don Forbes, announcer. Series has 130 shows available, produced by Sam Koerner.



COMING AND GOING

CHARLES C. BARRY, vice-president of the American network in charge of programs and television, has left for Chicago on a short business trip. He'll be back in New York Friday.

PETER DONALD and his wife, JO JANIS, both of radio, return today from Bermuda. Tonight Pete will resume his chores on "Can You Top This" over WOR-Mutual. During his absence Ward Wilson has been subbing.

BOB HENRY, program director at WABF-FM, has left for Pike, N. H., where his only program for the next two weeks will be rest.

VIRGINIA LEE COMER, national representative of Video Associates, Inc., is back in town following a four-week business trip to middle west.

PAT BECKER, women's commentator on WWRL, is spending most of these days in meditation on the beach at Cape Cod.

TED MALONE, war correspondent and human-interest story teller on WJZ-ABC, will leave New York Sunday by plane for a 10-day tour of Europe to observe conditions there and gather material for his Monday-through-Friday broadcasts.

NATALIE FLATOW, radio director for the Girl Scouts, leaves Sunday by plane for Los Angeles and other West Coast points to prepare radio and newspaper coverage for the Girl Scouts' convention in Long Beach, Cal., Nov. 4-8.

VIC DAMONE, singing star of "Saturday Night Serenade" heard on CBS, leaves today for Allentown, Pa., where he will participate in the opening ceremonies of WFMZ.

OTTO KORNTHEUER, AL MAHLER, BEN LAZARUS, FRANK ANZALONE and BERNIE STAHL — all of the WHN engineering department, are holidaying at various resorts and will not be seen again for three weeks.

Durante Show Cast Set; Will Debut On NBC, Oct. 1

Los Angeles—Arthur Treacher has been signed as a regular performer on the new Jimmy Durante Show, to be premiered Wednesday, October 1, at 10:30 p.m. EST. (7:30 p.m., PST), over the NBC network.

Treacher will not be heard in his usual role as the butler, but will play a variety of characters in the series.

Tom Harmon, former All-American football player, is another "regular" on the series. Harmon will give a weekly sportscast on the show.

"Take It Or Leave It," Baker On NBC Aug. 3

(Continued from Page 1) program, which will originate from the film capital, will continue the same format and features.

Al Sack will provide the music with his 18-piece orchestra, Ken Niles will announce, and Edith Holiver and Henry Taylor will write the show. Bill Lawrence will handle production.

"Take It Or Leave It" will be heard over 163 stations of the NBC web. The Biow Company is the agency handling the Eversharp account.

"AFTER HOURS"

is the name of a famous jive classic—

and

"AFTER HOURS"

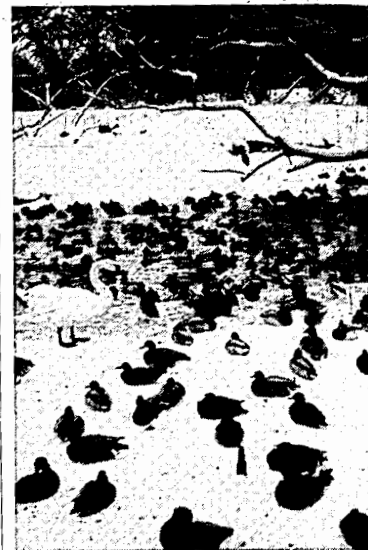
is the name of New York's famous jive show!

SYMPHONY SID and RAY CARROLL

—those all-nite, all-frantic characters—

—seven nights a week from 11 p.m. to 5:30 a.m.—

station W H O M 1480 on the dial



KEEP SWIMMING!

Not all ducks go south for the winter. This flock was content with northern climate and the food possibilities. They had one tough assignment, though.

In order to keep open water between the ice, the ducks had to take turns swimming constantly! Maybe your business is almost frozen up today. But you too have to keep open water in front of you. One of the best ways we can think of in radio, in Baltimore, to keep the freeze from closing over... is Station W-I-T-H.

W-I-T-H, is the successful independent that delivers more listeners-per-dollar-spent than any of the four other stations in town. If you're trying to reach Baltimore... the 6th largest city... W-I-T-H is the way to do it. And the best way to start is to put W-I-T-H at the top of that budget.



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

Add Many Programs To New 'Shows' Edition

(Continued from Page 1)

stories in the number of new shows listed for the 1947-48 season with a total of 163 musical ideas listed. Rating second in the number of shows submitted is the disc jockey programs which total 110 shows. News programs rank third with a total of 71. Last year's edition of "Shows of Tomorrow" contained a total of 715 shows while today's section carries a total of 1,018 program ideas. There are a total of 20 categories in this year's edition, an increase of two over last year. New categories added were disc jockey and interview programs.

Program Directors Survey

The survey of the nation's program directors represents the composite thinking of 636 station executives. They range from the opinions of program directors in lowly 250-watt stations in remote sections to those of officials of 50,000-watt stations in big city centers. Their views, predicated on questions asked, form the basis for a symposium on programming and program values which is featured in this issue.

Significant in trends is the growing popularity of transcribed programs and disc jockey shows. This is indicated from the number of new ideas listed and the reaction of many of the program directors in the survey.

Week Plans Set By NBC In New York

(Continued from Page 1)

Large folk dance festival on the Plaza where national groups will take part. Eighty national organizations are co-operating in the movement and it is also planned to have celebrations in suburban towns designated by the AAUN as model communities for observing the week.

With Mayor William O'Dwyer as honorary chairman in charge of New York's activities in the celebration, an attractive agenda is being set up here in radio will share in the celebration. This includes origination and pickups of numerous special programs.

Good Documentary Series Planned By NBC, Aug. 15

(Continued from Page 1)

August 15 from 9 to 9:30 p.m., EDT. Secretary of State George C. Marshall will be the first guest speaker. The script for the dramatic series is being written by Welbourn Kelley with an Sutter producing the program.

SHOWS OF TOMORROW

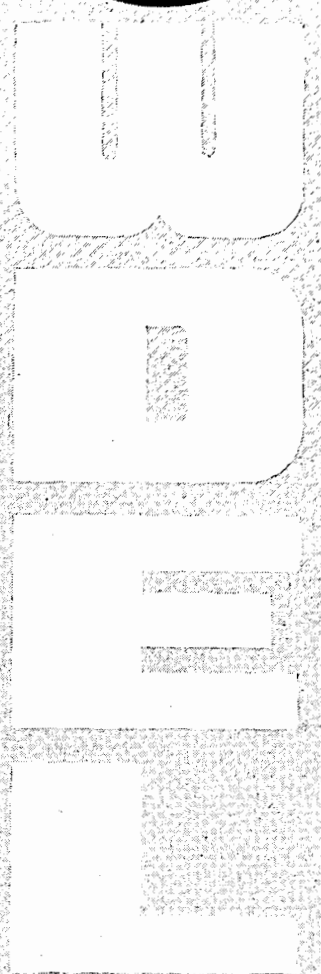
Editorial Index

Introduction—Jack Alicote	7
Survey Reveals Program Trends—Frank Burke.....	9
Quotes On Questionnaires.....	11, 13
Program Directors' Roll-Call.....	15
Current Trends in Programs—C. L. Menser.....	17
After The Show Is Sold—M. H. Shapiro.....	23
Transcriptions' Vast Gains—John L. Sinn.....	27
Disc Jockey Shows 1947—Louis G. Cowan.....	28
New Grounds In Programming—Davidson Taylor.....	33
Programs Of Tomorrow—Charles C. Barry.....	35
Television Shows Of Tomorrow—Jim Owens.....	73
Folk Music And Artists—Steve Sholes, Bob Miller, Paul Cohen and Elliott Shapiro.....	93
Shows Of Tomorrow Music—Carl Haverlin, Paul Heinecke and John Andrew.....	107
Foreign Language Arrives—Ralph N. Weil.....	129
FM Programming Prospects—Val Adams.....	136

Program Listings

Dramatic Series	37
Dramatic Strip Serial.....	54
Disc Jockey	59
Television	75
Cultural	80
Hillbilly	97
Musical	108
Foreign Language	130
Sports	131
Interview Programs	137
Variety Programs	140
Agriculture	144
Comedy	146
News	148
Quiz Programs	152
Juvenile	155
Hollywood	159
Feminine Angle	160
Co-Operative Programs	165
Miscellaneous	125, 166
Advertising Index	162

A
Steinman
Station



Wilmington
Delaware

SELLS

**5,000 WATTS
DAY & NIGHT**

Sales Representative

**RADIO
ADVERTISING
COMPANY**

New York • Los Angeles • Chicago
San Francisco



IN CLEVELAND IT'S
WHK

AGENCIES

STROMBERG - CARLSON COMPANY, Rochester, has appointed the Federal Advertising Agency, Inc., to handle the advertising of its complete line of radio instruments. The appointment is effective immediately. Gilman Sullivan will be the account executive.

ENDORSEMENTS, INC., has moved to new offices at 299 Madison Avenue, it has been announced by Hazel McCabe, executive secretary. The agency is a service organization on endorsements for advertising agencies and advertisers. Among the accounts presently handled are the Lord Calvert series, "Man of Distinction," Raleigh Cigarettes and Schaefer Beer.

V. I. P. SERVICE, INC., has been retained to handle public relations and publicity for the South Carolina Peach Growers Association of Spartanburg, S. C. V. I. P.'s head, Bill Murphy, announces that the bulk of publicity and promotion is aimed to support radio spot announcements placed by the account in major market areas east of the Mississippi.

Name Pittsburgh Distributor

Motorola, Inc., announces the appointment of Electric Products, Inc., as exclusive wholesale distributors for Motorola products in the Pittsburgh market area. Electric Products, Inc., will distribute the entire line of Motorola FM and AM home radios, Motorola auto radios, Motorola automatic gasoline car heaters and Motorola television receivers.

WANTED

Commercial Manager wanted immediately for long established, full-time network affiliate near New York. FM outlet under construction. Must have good record in local sales and agency business. Include all details in first letter. Write Box 385, Radio Daily, 1501 Broadway, New York 18, N. Y.

BERNARD DUDLEY

Announcer
Available Through
DORIS SHARP'S
HOLLYWOOD RADIO REGISTRY
Hillwise 8321

1906 1947

Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.



Notes From An Aisle Seat...!

● ● ● Eddie Cantor will shortly announce (a la Bing and Bob) that he's bought into a major ball club. . . . "Break the Bank" now has \$7090 in its purse—highest cash award ever offered on any air show. (Are you reading, Ralph Edwards?). . . . Top radio stars being pressured by their sponsors to take their shows on the road next season, both to build up listenership and promote merchandising tie-ins. The Bergen-McCarthy show will be the first to announce such a tour. . . . Ben Grauer's comment on the current trend toward big-name disc jockeys: "A few years ago I felt embarrassed when I was asked to do a disc show. Nowadays, I feel insulted if I don't receive at least one offer a day". . . . Mason Candy Co. looking for a youthful commentator to head a five-day-a-week news program geared for the youngsters. . . . Koch Chemical Co., a Minn. concern, shopping for a network show to help promote "Tabbs," their new tablet dentifrice which they plan to put on the market shortly. . . . What's this about Hedda Hopper planning to toss her famous hat in the political ring? Deal being set up for her to barn-storm throughout the country to the accompaniment of Life Mag flash-bulbs—with the House of Representatives as her ultimate goal. . . . Buchanan & Co. readying another pitch for the lucrative Texaco account.



● ● ● **THAWTS WHILE THINKING:** Joe Di Maggio, Jr., proved to Mel Allen's audience Sunday that he's as glib with a word as his illustrious pop is handy with a Louisville slugger. . . . Whatever became of gal singers Gogo DeLys, Arlene Jackson and Patti Chapin? . . . Lady lark with the most improved diction—Dinah Shore, a word muddler with a great voice in 1940. . . . Most consistent radio actress through the years: Alice Frost, a director's delight. . . . Remind me to describe publicist Art Franklin as a "great Morales builder". . . . Coast announcer Marvin Mueller has a voice that makes gals whistle—and buy the product he's hawking. . . . In a song, give me Irving Berlin for glorified simplicity anytime. For the discerning, no man ever made words embrace each other in sophisticated bliss like Larry Hart. . . . No maestro uses strings with the modern eclat of Dave Rose. . . . Of the legit voices, the loudspeakers of the nation are poorer purveyors of the stuff because Gladys Swarthout, who comes under the heading of "nice people," is not heard regularly anymore.



● ● ● **AROUND TOWN:** Sid Shalit's hard-hitting interview with CBS' Dave Taylor in today's News bound to stir up plenty of comment along Radio Row. . . . Skitch Henderson and his ork being held over at the Cafe Rouge of the Hotel Penn until Sept. 6th—the longest run ever given to a new band at this spot. . . . Songstress Bea Wain guesting on the Eddy Duchin ABC show on Sept. 1st, 3rd and 5th. . . . Producer-director-writer Jack Rubin showing off his future Olympic champ son, Dick, just in from Calif. . . . Thirty Days Hath Sept., April, June and Nov. All The Rest Have Thirty-One. Except Jan August, Who Goes Into The Hotel Astor For Forty-Four. . . . Bill Cullen had to nix an offer to do the speling on the new Mel Torme aircr because it's headed for the coast in a few weeks, and Bill has too many commitments here. . . . The Pete Donalds arrive in town today from Bermuda. . . . Gene Buck, account exec. for Reader's Scope mag, has been made Director of Radio for Saul Krieg Associates. . . . Perry Como signed for straight two-year, non-cancellable deal with Chesterfield, netting him 6 G's per. . . . Louie Prima, at Lido Beach Club, was asked if he'd consider naming one of his race horses after a certain radio celeb. "What," snapped Prima—"the whole horse!"



● ● ● **SKETCH AS SKETCH CAN:** Wm. Bendix: Strife With Father. . . . Bob Burns: Bazookomic. . . . Xavier Cugat: Rumbatoneer. . . . Happy Felton: Question marksman. . . . Lisa Kirk: On the thrush-hold of success. . . . Maggi McNellis: Entrancing chic to chic. . . . Vic Damone: T(een) N. T(un)es).

IT TAKES ALL KINDS OF PEOPLE . . . to run a radio station

caricature by
BASIL WOLVERTON
Originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena.



HELEN ALEXIEVE
Continuity Chief

Perhaps it would not be correct to attribute the "deft touch" which characterizes Helen Alexieve's radio writing to her early training for the piano. Be that as it may, Helen is a sensitive and intelligent writer to her very finger tips. The radio industry has sometimes been accused of underestimating the value of good writing, but KGW has always believed that a strong writing staff is the backbone of a station's operation. As Continuity Chief, Helen is doing much to perpetuate this KGW tradition for outstanding creative writing. We're writing this to let you know that if you're a KGW advertiser there's a girl named Helen in Portland, Ore., working for you

Next Week—WALLACE KADDERLY
KGW Farm Director



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.



RADIO DAILY

presents the

1947-48 EDITION

of

SHOWS OF TOMORROW

ADULT DRAMATIC SERIAL STRIP • ADULT DRAMATIC SERIES • JUVENILE SERIES
QUIZ • MUSICAL • AGRICULTURAL • VARIETY • COMEDY • SPORTS • TELEVISION • F. M.
CO-OP PROGRAM • HILL BILLY PROGRAM • NEWS PROGRAMS • HOLLYWOOD ATMOSPHERE
EMININE ANGLE • FOREIGN LANGUAGE • CULTURAL PROGRAMS • MISCELLANEOUS

EIGHTH ANNUAL ISSUE

www.americanradiohistory.com

1947 ☆ ☆ MISCELLANEOUS ☆ ☆ 1947

John J. Anthony

The show that for 17 years has achieved the highest possible ratings now available on a syndicated transcribed basis starring the man, whose name is a household word, John J. Anthony, in his original "Good Will" program. No one in radio today can by a few well chosen words cause ordinary everyday people to pour out their hearts to him as does Anthony. No one can draw as much warmth and human interest from these people. The transcribed show will be the same format as the network show.

Availability: E. T.
Time Units: 15 minutes, 2, 3, 5 or 6 weekly
Audience Appeal: Entire family
Suggested for: Morning; Afternoon; Evening

Client Suitability: General
Number of Artists: 5

Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, 11 E. 52nd St., New York 22, N. Y.

At Home With Faye And Elliott Roosevelt

At Home with Faye and Elliott Roosevelt is a 15 minute transcribed program which theoretically takes place in the Elliott Roosevelt cottage at Hyde Park. On each program the Roosevelts have a guest personality, one taken from all walks of public life. The subject matter is dependent on each individual program, upon the guest appearing that particular day. Guests are very varied. Such guests as the following appear: Hildegard and her manager, Anna Sosenko, Mr. and Mrs. Douglas Chandor (Chandor is the artist who painted the "Big Three" which will hang in the Capitol, and who recently painted Winston Churchill's portrait while he was here).

Availability: Live talent; E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Anytime

Client Suitability: General
Number of Artists: 6

Cost: Dependent upon market, based on population

Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, 11 East 52nd St., New York 22, N. Y.

Crestfallen Manor

A show consisting of news with an ironic twist, personal gripes from listeners, and novelty music. It is satirical and dryly humorous in nature. It's another case of making humor out of woe, and Dave Hale, who handles the show, makes the most out of his flexible cynicism. The listener is invited into Crestfallen Manor when his misery calls for company.

Availability: Live talent; E. T.
Time Units: 15 minutes, 1 or more weekly
Audience Appeal: Entire family
Suggested for: Evening

Client Suitability: Any
Number of Artists: 1 and transcribed music

Audition Facilities: Transcriptions
Submitted by: WSPB, Sarasota, Florida

Forward Georgia

Georgia's industries, their growth and their future are portrayed in dramatic and documentary form. Parts of each broadcast are transcribed on the site of the industry being saluted.

Availability: E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Male; Entire family
Suggested for: Evening
Client Suitability: Public Utilities, Department Store or someone interested in institutional advertising

Number of Artists: 10
Audition Facilities: Transcriptions
Submitted by: WSB, Biltmore Hotel, Atlanta, Georgia

Hobby Lobby

The famous network show of 11 years standing starring its originator, Dave Elman, now available on open-end transcriptions. Hobbyists of all kinds appear.

Availability: E. T.
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire family
Suggested for: Evening
Client Suitability: General
Number of Artists: 35
Cost: Dependent upon market
Audition Facilities: Transcriptions
Submitted by: Kermit-Raymond Radio Productions, 11 E. 52nd St., New York 22, N. Y.

Musical Thermometer

One minute or chain break spots giving the current temperature. Total number in series, 162, including varied temperatures.

Availability: E. T.
Time Units: Chain breaks and 1 minute, unlimited weekly
Audience Appeal: Entire family
Suggested for: Morning; Afternoon; Evening

Client Suitability: Family products
Number of Artists: 4

Cost: Variable
Audition Facilities: Transcriptions
Submitted by: Radio Productions Inc., 317 Citizens Bldg., Cleveland, Ohio

Singing Weathermen

One minute and chain break singing weather announcements — each spot different covering all possible combinations of weather conditions normally forecast.

Availability: E. T.
Time Units: Chain break and 1 minute, unlimited weekly
Audience Appeal: Entire family
Suggested for: Morning; Afternoon; Evening

Client Suitability: Any
Number of Artists: 5

Cost: Variable
Audition Facilities: Transcriptions
Submitted by: Radio Productions Inc., 317 Citizens Bldg., Cleveland, Ohio

Songs Of The Week

This show highlights the Keystone featured recording artists, musicians and vocalists nationally known.

Availability: E. T.
Time Units: 15 minutes, 1 weekly
Audience Appeal: Entire Family
Suggested for: Morning, Afternoon
Client Suitability: Local sponsorship
Audition Facilities: Transcriptions
Submitted by: Keystone Broadcasting System, Inc., 6331 Hollywood Blvd., Hollywood 28, Calif.

Stump The Authors

Guest authors attempt to create a complete short story around objects suggested by the listeners. Each of the authors is assigned one of three main subjects—comedy, melodrama and romance. Large sealed boxes, containing the items suggested by the radio audience, are placed in front of each author. Given 30 seconds "thinking time," he begins to unravel a 4-minute yarn or story around the assigned subject from the object drawn.

Availability: Live Talent
Time Units: 30 minutes, 1 weekly
Audience Appeal: Entire Family
Suggested for: Evening
Client Suitability: All types
Number of Artists: 1 M.C. and panel of 3 authors
Audition Facilities: Transcriptions
Submitted by: Green Associates, 360 N. Michigan, Chicago 1, Ill.

This Is New York Bill Leonard Reporting

Bill Leonard and his staff of skilled reporters cover New York 24 hours a day, 7 days a week. The city's moods, personalities, and news are presented with freshness and accuracy. Daily features include such audience-catchers as: Celebrity Interviews, Human-Interest Stories; News; Coming Events; Movie, Play, Book Reviews; Travel Tips; Clues to "The Restaurant of the Week," etc.

Availability: Live Talent
Time Units: 45 minutes, 6 weekly
Audience Appeal: Entire Family
Suggested for: Morning
Client Suitability: General
Number of Artists: 1 and music
Audition Facilities: Transcriptions
Submitted by: WCBS, 485 Madison Avenue, New York 22, N. Y.

Time in Rhyme

Chain break announcements giving the time in quarter hours throughout the day — Total 48 bands. Two melodies are used to distinguish between the quarter hours and half hours. Talent is the Debonaires of Cleveland. 10 seconds are allowed on each spot for commercial.

Availability: E. T.
Time Units: Chain breaks, unlimited weekly
Audience Appeal: Entire family
Suggested for: Morning; Afternoon; Evening

Client Suitability: Any
Number of Artists: 4
Cost: Variable
Audition Facilities: Transcriptions
Submitted by: Radio Productions Inc., 317 Citizens Bldg., Cleveland, Ohio

Trading Post

Complete buying and selling service with items "put on the block" by letter or postal card acts as a classified page of the air. Program has kept a surprising number of hard-to-get items in constant circulation and has all the specialized departments of a classified section.

Availability: Live talent
Time Units: 15 minutes, 6 weekly
Audience Appeal: Entire family
Suggested for: Morning
Client Suitability: Any local business
Number of Artists: 1 (announcer-trader)
Audition Facilities: Transcriptions
Submitted by: WRRN, Warren, Ohio

Bob Wells Show

An early morning "wake-up" especially designed to incorporate the best in recorded and transcribed news, weather forecasts, and current events. Talk by the M.C. is kept to a minimum. Correct time is given for each musical selection. Fifteen minutes of news at 6:30, 7:30 and 8:30. Music headlines at 7:00, 8:00 and 9:00. Production is based on the present people getting up and on their work want smooth music, time at work with no "small talk."

Availability: Live Talent, E. T.
Time Units: 2½ hours, 6 weekly
Audience Appeal: Entire Family
Suggested for: Morning
Client Suitability: Any type
Number of Artists: 1
Audition Facilities: Transcriptions
Submitted by: WEBR, 23 North Buffalo 2, N. Y.

Your Contribution to America

This program provides variety and variety of being an important part of America. Everybody has a story to tell; grant or native they all have contributed towards making this a good country. Every show contains three stories presented by listeners (approximately four minutes in length). English and foreign language.

Availability: Live talent
Time Units: 15 minutes, 3 to 5 weekly
Audience Appeal: Entire family
Suggested for: Anytime
Client Suitability: Any product as long as it builds good will
Number of Artists: 1 and organ
Audition Facilities: Script
Submitted by: V. S. Becker Advertising Service, 562 Fifth Avenue, New York 19, New York

Life Begins Today

Martha Linn "Our Human Relations Councilor" inspires women and men to move ahead. Invites all to share with each other treasured bits of wit and wisdom. Hints for better appearance. This program has a very good commercial appeal. . . This show provides the listener the opportunity to hear his or her particular story over the air.

Availability: Live talent
Time Units: 15 minutes, 5 weekly
Audience Appeal: Female
Suggested for: Morning
Client Suitability: Household product
Number of Artists: Martha Linn and announcer

Audition Facilities: Will pipe live ton
Submitted by: V. S. Becker Advertising Service, 562 Fifth Ave., New York 19, New York

Hollywood Spotlight

Ten minute program of Hollywood gossip with slant toward films playing in theaters if desired.

Availability: Live talent
Time Units: 5 minutes, 3 weekly
Audience Appeal: Female
Suggested for: Morning; Afternoon
Client Suitability: Varied
Number of Artists: One
Cost: On request
Audition Facilities: Transcriptions
Submitted by: WMAN, Mansfield, Ohio

WJH Has Full Sked Sponsored Sports

(Continued from Page 1)

WJH is a co-sponsor of college basketball in addition to games of the New York Giant professional football team.

Starting in late October or early November, WJH will carry 46 college basketball doubleheaders from New York and 30 professional games of the New York Knickerbockers in the Garden and the 69th Regiment Armory. All hoop contests will be sponsored by Old Gold and WJH's with sponsors alternating commercials and not the broadcasts. WJH and Mitchell handles the Old Gold while Weiss & Geller represents Nedick's.

Saefel Brewing will sponsor 30 New York Ranger hockey games and the amateur Rovers, all to be broadcast in the Garden. Ruppert had 12 series last year. BBD&O is the agency for Schaefer.

WJH (letzte, through Maxon agency, has been reserved for 40 Monday night fights at the St. Nicholas arena while Old Gold is again sponsoring the entire season of the New York Giants pro football team. WJH is also expected to sponsor college football on Saturday afternoons but the deal is not yet completed. Station may again be Mutual's New York outlet for this series just as it was last year.

7:15 p.m., "Sports Extra," across the board, will be carried during the summer and winter season along with a quarter-hour warmup preceding each weekly play-by-play broadcast. Negotiations for sponsorship are under way.

WJH's mon Ackerman has signed for 15-minute "Take a Tip From Me," with Bert Lee and Marty Glickman, before and after each Giant football game. Ehrlich & Neuwirth is the agency.

WJH has just signed a two-year contract for radio rights to these events in the Garden. All sports contracts have not been set for the various series but line up will include Bert Lee, Marty Glickman and Ward Ackerman.

Filling In For Fidler

Announcers Bill Goodwin and Harry Von Zell will pinch hit for Fidler while the ABC Hollywood reporter vacations during August. Goodwin will be at the ABC microphone on Sunday, August 10 and 17, while Von Zell will be heard August 24 and 31, from 9:30 to 9:45 a.m., EDT. Fidler's last broadcast before going on vacation will be heard on ABC on August 3, 9:30 p.m., EDT.

IN CLEVELAND IT'S

WHK

New Labor Law

New amendment to labor laws in New York City has been passed which governs the use of minors under 16 in radio and television and will go into effect on Dec. 1, 1947. It was learned yesterday. Mayor O'Dwyer outlined the amendment and its enforcement procedure yesterday to industry representatives at City Hall. Legislation had previously covered the legitimate theater only.

Five Additional Stations Joining ABC Network

(Continued from Page 1)

will operate full time on 850 kc. Stephen Rintoul, will manage the new 10,000 watt.

Two 5,000 watters will join the web by the new year when KFDE, now being built in Wichita Falls, Texas, becomes an affiliate of the Southwestern group. Full time on 990 kc., it will use 1,000 watts power at night. Darrold Cannan, will be manager. Second 5,000 wattler to join will be WRUN, Utica, N. Y., as a member of the web's Northeastern group on Dec. 7, replacing WGAT. WRUN will operate on 1150 kc. In September, KIT of Yakima, will affiliate and WILM, Wilmington, Del., will join as a basic outlet. Outlet has 250 watts power on 1450 kc. Addition of these stations will bring ABC network affiliates to 260.

970,183 Radios In Denmark

The number of licensed radio listeners in Denmark, as of March 31, 1947, totaled 970,183, according to the latest figures released. In addition to this total of almost one million license holders, there are 106,253 listeners who are exempt from paying license fees because they are old-age pensioners, invalids, etc.

Chesterfield Re-Signs Shaffer

Lloyd Shaffer has signed with Chesterfield for the third consecutive year as musical conductor for the NBC Supper Club, starring Perry Como, returning to the air September 8th. During the summer months Shaffer is on a theater tour with Como.

WWTAG
WORCESTER
Delivers
Central
New England

New Mexico Station Going On Air, Aug. 3

(Continued from Page 1)

Broadcasting Co., headed by S. V. Patrick, KSVP, Artesia, N. M., began broadcasting six months ago and the company holds a CP for KYLE in Alamogordo, N. M. When all three stations hit the air they will be known as the Great West network. Chain is represented by Donald Cooke, Inc., New York, who will be present for the KVER opening in Albuquerque.

KVER is a Mutual affiliate, affording Albuquerque outlets for the four major webs for the first time. J. C. Cole is manager of the station and also general manager of the Inter-mountain Broadcasting Co. Walter L. Peterson, former associate of Schumann-Heink, is program director while William H. Carmen, formerly with WAVE, Louisville, Ky., has been named chief engineer.

Other staffers include Rebecca Frazier Peterson, traffic director; Sally Martin, sales and continuity; E. K. Snyder, auditor; and Pat O'Hara, salesman.

Rules Bar Tele Sets Subject To State Tax

(Continued from Page 1)

sets are "moving picture exhibitions" within the meaning of the Pennsylvania Liquor Control Board Act and as such may be shown only in places which have obtained special amusement permits.

Decision was handed down after a group of Philadelphia liquor licensees filed a suit seeking to restrain the Liquor Control Board from enforcing a regulation of the Board requiring a special \$25 a year permit for such amusements. In arriving at its decision, the court opined that it was not construction or operation which mattered but the effect produced, was the fundamental thing to be considered.

Effect of the decision means that places licensed for liquor will have to obtain an amusement permit at \$25 per year, this in the form of the special license, to operate the tele set.

\$2,000,000 Media Test Set By Lever Bros. Co.

(Continued from Page 1)

can, and Peppercorn, through Foote, Cone & Belding.

A few of the agency media executives are huddling with Lever executives in the company's headquarters in Cambridge (Mass.) this week, working out final details of the campaign. Actual details of the tests conducted by each agency will probably be withheld until the campaign is completed since agencies are, in effect, competing with each other in this respect, according to reports in the trade.

Four Shows On NBC, CBS

Company is currently using NBC and CBS for four shows, first two of which are in the summer category: "Call the Police" and "Adventures of Philip Marlowe" (NBC); "Aunt Jenny" and "Arthur Godfrey's Talent Scouts" (CBS). Latter is sponsored by Lipton's Tea, subsidiary of Lever Bros. Last season, Company had five network shows on the air: "Lux Radio Theater", (CBS), Bob Hope, Amos & Andy, and Joan Davis (NBC) and "Aunt Jenny" (CBS).

George S. Applegate

George S. Applegate, chief of engineering of the Westrex Corporation, a subsidiary of Western Electric Company, died suddenly Friday night, July 25. He was operating his car near Bayshore, L. I., when he suffered a heart attack and died on the way to a hospital. His home was at 75 Kenwood Road, Garden City, L. I.

Send Birthday Greetings To —

July 30

Herbert Anderson Archie Braunfeld
Carl Goodman Walter Horn
Theodore Karle

HOTEL STRAND
Atlantic City's Hotel of Distinction

A Hotel designed for your complete Rest and Relaxation. Beautiful Rooms. Salt Water Baths. Open and enclosed Sun Verandahs. Open Decks atop. Cuisine unsurpassed. Garage on premises. In the very heart of all activities.

RESTAURANT & COCKTAIL LOUNGE
An added feature of this complete hospitality

EXCLUSIVE PENNSYLVANIA AVENUE & BOARDWALK

CRC Seen Mulling Program Production

(Continued from Page 1)

tion department manager on the west coast, the job formerly being one of the assignments held down by Andrew J. Schrade, Columbia veepee in charge of west coast operations. Selection of Wheeler is all the more interesting since he comes straight from two years at World Broadcasting where he dealt exclusively in transcription work.

Although Mefford R. Runyon, Columbia Recording's general manager, has denied the company will go into program production, Columbia is executing expansion plans on the west coast and it's not infeasible that new developments could spring up out of the general growth. The company's new recording plant now under construction in Hollywood is expected to go into operation by the first of next year.

As for Wheeler's background prior to World Broadcasting, he spent six years with the U. S. Office of Education aiding the director of that agency in auditioning and casting for network programs. He was also business manager of the OWI's domestic radio bureau during the war.

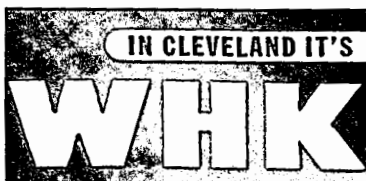
Program Info Service Launched By WCBS-TV

First of a continuing series of short summaries of television programs on WCBS-TV were issued to advertisers and agencies last week in which condensed information on shows available for sponsorship is outlined. New service is an adaptation of the program shorts already being used in radio by CBS network sales and Radio Sales, web's spot broadcasting division.

First WCBS-TV summary deals with the baseball time signals available before and after Brooklyn Dodger baseball games and points out that such signals "give the sponsor a ready-built audience both in size and attentiveness." Postscript to the first summary points out that there are over 38,000 tele receivers in the Greater New York area as of June 1.

Named L. A. UST Rep.

Richard C. Olson has been appointed sales representative for United States Television Manufacturing Corp., in the Los Angeles, Calif., area, it was announced last week by Hamilton Hoge, president. Sales in the Manhattan (N. Y.) district will be covered by Charles W. Koehn, Hoge also announced. Company produces large screen sets, and is currently shipping to 13 states.



Calif. Broadcasters Plan Bowling League

Los Angeles—Southern California Broadcasters Association will sponsor a bowling league, starting in September with 14 teams, in which the radio industry of Los Angeles and surrounding area will participate. William Beaton, president of SCBA and manager of KWKW, Pasadena, said all four networks will organize teams as well as stations.

Frank Burke, Jr., manager and part owner of KFVD, is acting chairman of the league and will tee off the first organization meeting of team captains July 31 at the Sunset Bowling Center. NBC and CBS will have two teams each while ABC and Don Lee-Mutual will have at least one each. Local stations which have joined the league are KFVD, KWKW, KRKD, KFVB, KFAC, KMPC, KFI, KIEV and KLAC. Entries are expected to eventually total 25 or 30 teams. SCBA will award a trophy to the winner.

Station managers plan to bowl regularly and captain their own teams. NBC veepee Sidney Strotz and his assistant, Lewis Frost, will compete, along with Robert Brown, program manager, Paul Gale, traffic manager, and Lathrop Mack, spot sales manager who organized the league. Team captains include disc jockey Ira Cook, KFAC; chief announcer Mike Stokey, ABC; sales manager, Haan Tyler, KFI; director Joe Allebough, CBS; chief announcer Phil Brooks, KRKD; and auditor Don Davis, KFVB

CBS Football Schedule To Start Sat. Sept. 27

First football game to be scheduled by CBS is Georgia-North Carolina, from Chapel Hill, on Saturday, September 27. Red Barber will cover the game and is setting up a sked covering 24 schools and 12 games. These will be widely divergent as to location so as to give more colleges with good teams a better break.

As inaugurated last year, Barber and CBS will cover two games in one afternoon, if two important ones are on, switching from one to the other according to which game is developing more action and importance. A lull in one game will bring a switch and vice-versa.

See the interesting

TELEVISION EXHIBIT

AT THE
WALDORF-ASTORIA

(WEDGEWOOD ROOM)

PARK AVE., at 49th ST., NEW YORK

TODAY, WED., JULY 30

July 30, 31, August 1st
10 A.M. to 10 P.M.

Free Door Prize: A Transvision Television Set
ADMISSION FREE TO ALL!

AUSPICES:
TRANSVISION, Inc., New Rochelle, N. Y.

Disc Jockey Giveaways On KPOA Insomnia Club

Honolulu—Disk Jockey Paul Wilcox, who handles the KPOA Insomnia Club from 11 p.m., to midnight, has come up with some interesting giveaway gimmicks for his show based on request music and telephone quiz rounds. One giveaway, for the first listener to phone in with the correct answer, pays off with two free dinners at an all night restaurant and a taxi, also gratis, calls at the door to pick up the couple pronto. Another giveaway is "hamburger with onions," an announcement which makes four chief petty officers who listen in from Samoa wish they were back in Hawaii.

An Army lieutenant on a lonely island off the coast of Alaska recently asked Wilcox to play a tune for an Army nurse at Hickam Field and also to find out why she didn't write more often. The disk jockey telephoned the nurse to convince her she should write more often to the lonely lieutenant.

KPOA's "Insomnia Club" made a check on listener coverage recently, offering a case of pineapple and a flower lei to the "most traveled letter." Responses came from as far away as Maryland and New Zealand.

U. S. Plans To Step Broadcasts To Rise

(Continued from Page 1)

biggest portion of its short wave gram to private broadcasters, about the first of October. When transition is completed, State Department will originate only about one and one-half hours of programs, the remainder being handled by private companies. Contracts for programs are now handled only by NBC and CBS but this does not necessarily hold true for the future. The International Broadcasting Division's present staff of more than 500 persons will be reduced within the next six months to about 225.

Kaner On WINS Show

Walter Kaner has been signed to the Ben Tucker Hudson Bay Fl. C. for a thrice-weekly Broadway commentary over WINS, effective immediately.

Kaner, who formerly aired a record show for GI's in the past, will be heard on Tuesdays and Thursdays at 7:45-8 p.m., and Sundays at 11:30-12 noon.



Paul Whiteman, Dean of Modern American Music, will feature "Get a Pin-up Girl" on his broadcast Thursday, July 31st, on WJZ and the American Broadcasting Network.

Service men, with fresh memories of Thornton pin-up picture, are helping make "Get a Pin-up Girl," written by ex-G. I. Do Wolf, one of the most requested songs on the air today.

The picture shows "Pops" holding the Signature record with Pin-Up Girls Gloria Whalen and Louise Hyde, two of the Thornton girls who inspired the tune.

In addition to the recording "Get a Pin-up Girl," Paul Whiteman will also bring you top-notch bands, guest stars, chatter, and Strawberry Festival that makes the lovable "Pops" program an hour of delight.

The Paul Whiteman Club is heard Monday through Friday from 3:30 to 4:30 P. M.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 40, NO. 22

NEW YORK, THURSDAY, JULY 31, 1947

TEN CENTS

Radio To Honor Air Force

Willard Gives Views On Freedom Issues

Williamsburg, Va.—Declaring "that without a free radio, we will not have for long a free press," A. D. Willard, Jr., executive vice-president of NAB, was heard over a state-wide Virginia network Wednesday night addressing an audience in Williamsburg at a meeting commemorating "Freedom of Speech Night."

"The greatest danger to individual freedom is that those who govern us, even if by our own selection, should limit our freedoms as well," Willard said. "They never have in (Continued on Page 6)

Tele Caravan Continues; Opens in Tampa, Florida

Tampa — The RCA-Victor Allied Stores "television caravan" arrived here yesterday for the 11th opening in their 21-city tour scheduled for today at the Mass Brothers department store.

During the first 11 weeks of the tour the intra-store television setup has been viewed by a half million people in seven states, Lou Spessa, program manager of the caravan re- (Continued on Page 2)

Far North Weather Data Curtailed By Operators

Goose Bay, Labrador—Steps have been taken at this Northern air base to maintain the vital flow of weather data after one Canadian Transport Department radio circuit was closed and another curtailed due to staff resignations, it was learned here yesterday.

Ten replacements for radio opera- (Continued on Page 2)

Going On Six

Ed and Pegen Fitzgerald, the first of the man-and-wife breakfast chatters, will mark the completion of their fifth anniversary as such a team next Tuesday. Once each did a single over the air, in their own respective styles. Format for the duo is no script in advance, nothing specially written excepting a list of the sponsors as they pull the mike from under the toaster.

Decision Near

Washington—FM broadcasters are awaiting word from Chicago today, with Rep. Carroll D. Kearns (R., Pa.), scheduled to meet on the FM problem with the musicians' chieftain, James C. Petrillo. Kearns has been both optimistic and pessimistic about the possibilities of winning a definite commitment from Petrillo that he will not stand in the way of the networks should they offer AM web shows for FM broadcast.

Facsimile In Color Demonstrated In N. Y.

A new method of facsimile reception capable of reproducing color on ordinary white paper, similar to newspaper comic strips, was demonstrated for the first time yesterday by Finch Telecommunications, Inc., which described the new method "so inexpensive it opens up the entire field of home radio newspaper reception for the poor man."

Achieved by a new device called "colorfax," as developed by Capt. W. G. H. Finch president of the Finch Company, and Dr. LaVerne Philpott, (Continued on Page 6)

Booraem Gets New Post With Mutual Network

Henry Booraem has been appointed to a newly created post at Mutual network, that of national program manager, by Phil Carlin, vice-president in charge of programs. Booraem (Continued on Page 2)

San Francisco Business Survey Shows Good Fall Prospects

By VERN GODKIN Staff Correspondent, RADIO DAILY San Francisco—Both independent and network stations in San Francisco report that sales for the second quarter of 1947 are very encouraging. Some stations have had exceptional increases in sales while others are just holding the same level or showing a slight decrease. All, however feel that there will be a steady improvement this fall and winter.

Forty Programs Planned By Networks, Indies And Tele Stations For Weekend Presentation

Senatorial Committee To Probe Shortwave

Washington—Effectiveness of the "Voice of America" broadcasts will be the subject of months more of searching Congressional examination, following the failure of the Senate to take final action on the Mundt bill establishing a foreign information service within the State Department. Instead the Senate voted to set up a joint committee to study the whole (Continued on Page 2)

Ford Co. Denies Report Of Tele Station Interest

Detroit—Spokesmen for Ford Motor Company yesterday denied company has any intention whatever of building or buying television stations. Company's only interest will be commercial as sponsor of programs.

AAAA Coast Meeting Planned For October

American Association of Advertising Agencies' board of directors, for the first time in the organization's history, will hold one of its regular meetings on the west coast. Meet- (Continued on Page 3)

Four major networks, independent stations, FM and television, will co-operate, and in the New York area alone originate 40 programs of various nature to commemorate the 40th anniversary of the U. S. Army Air Forces tomorrow. Programs will comprise music, drama, interviews, spot an- (Continued on Page 5)

Benton Staying On In State Department

Washington Bureau, RADIO DAILY Washington—"I'll be here in Washington just as long as I think my presence can be helpful," to the cause of spreading America's message to the people of the world, Assistant Secretary of State William Benton said yesterday. "The day I decide the program will get along better without me is the day I will pack up and leave," he added, in reply to questioning by RADIO DAILY con- (Continued on Page 3)

Twelve-Inch Tele Kit Shown By Transvision

A complete television receiver with 12-inch picture tube in kit form was demonstrated to the public for the first time yesterday at the Waldorf-Astoria by Transvision, Inc., New (Continued on Page 3)

Mercury Watchers

Severity of the weather man yesterday in shooting the thermometer to 91 degrees—record heat for the year—allowed WOR white collar employes to go home at 4:30 p.m., one hour earlier than usual. It's a good old summer time policy set up several years ago, the rule being that any day the temperature hits 90, white collar workers skip out at 4:30 p.m.



★ COMING AND GOING ★

Vol. 40, No. 22 Thurs., July 31, 1947 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6007
WASHINGTON BUREAU
Andrew H. Oider, Chief Manning Clagett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 165 No. Clark St.
Phone: State 2332

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FINANCIAL

(Wed., July 30)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Chg. Lists various stocks like Admiral Corp., Am. Tel. & Tel., Farnsworth T. & R., etc.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab., Finch Tele Comm., etc.

Tele Caravan Continues; Opens in Tampa, Florida

(Continued from Page 1)

vealed yesterday. He said that 80 radio programs have originated in the portable television studios set up in department stores and 90 pages of advertising have been given the caravan by store sponsors.

All the stores visited by the Caravan, according to Sam Cuff, general manager of the tour, reported heavy store traffic and business increases as high as 31 per cent as a result of the attraction.

WANTED

Commercial Manager wanted immediately for long established, full-time network affiliate near New York. FM outlet under construction. Must have good record in local sales and agency business. Include all details in first letter. Write Box 385, Radio Daily, 1501 Broadway, New York 18, N. Y.

IRENE KUHN, assistant director of information for NBC, and her daughter RENE, the authoress, will visit Bermuda over the weekend and will broadcast their Saturday program from Hamilton.

DORIS MULVANEY, secretary to Fred Barr, program director at WWRL, this week is adorning the beach at Asbury Park.

ARTHUR HULL HAYES, general manager of WCBS, is spending a few days in Detroit on business.

EUGENE THOMAS, sales manager of WOR, has returned from Colorado Springs. DAN EHRENREICH, production manager of the station, is sojourning in Cuba.

LESLIE ATLASS, vice-president of CBS in charge of the central division, and manager of WBBM, Chicago, is visiting at the New York offices of the web.

LOU SPOSA, IRENE MURPHY and IRINE PETROFF, of the RCA-Allied Stores "Television Caravan," open today in Tampa, Fla.

RAMSEY LEES, Canada representative of Ruthrauff & Ryan, accompanied by MRS. LEES, is in Gotham on business. Chatted for a while yesterday at CBS.

ARTHUR GODFREY, impresario of the "Talent Scouts" show on CBS, will fly to Cleveland in August for some special broadcasts from the National Air Races which will be held the latter part of August.

JOHN H. NORTON, JR., vice-president of the American network in charge of stations, and OTTO BRANDT, of the station relations department, are in Detroit on a short business trip.

MARTIN AGRONSKY, American network Washington correspondent and commentator, arrived in New York yesterday for conferences with officials of the network.

ED SCOVILL, supervisor of public affairs in the Washington office of CBS, has returned to the Nation's Capital following a few days in New York.

JOHN ADAMS, Columbia network correspondent who reported the funeral services of President Truman's mother, has returned to his Washington headquarters.

R. A. PORTER, manager of the New York office of Roche, Williams & Cleary, advertising agency, left yesterday for St. Louis, where he will confer with officials of Lewis-Howe Co., a client.

Senatorial Committee To Probe Shortwave

(Continued from Page 1)

problem and report back to the Senate in February.

Leaders of the committee named yesterday are sending members of Congress planning to travel abroad questionnaires concerning the propaganda efforts of other nations and our own. Major stress is laid upon the reaction to the American broadcasts and the use of the news contained therein. There is questioning also concerning the strength of the American signal and the language skill of American announcers. The committee plans a European trip in November.

Co-chairmen of the committee are Senator Alexander Smith of New Jersey and Rep. Karl Mundt of South Dakota. GOP members includes Senators Lodge, Mass., and Hickenlooper, Iowa, and Reps. Smith, Wis., and Lodge, Conn., while the Democrats includes Senators Barkley, Ky., and Hatch, N. M., and Reps. Jerman, Ala., and Mansfield, Montana.

WCBS-TV To Use Zoomar In Fashion Show Pickup

WCBS-TV will hold a second demonstration and test of the Zoomar lens tonight at 8:40 p.m., in a remote pickup of a fashion show at the Hotel Dorset, featuring creations by Waldo of Hollywood.

Zoomar lens, feature of which is to provide quick close-ups without switching cameras, has been tested by WCBS-TV recently in a baseball telecast.

Basches Cited By Red Cross

Charles Basch and his wife, Frances Scott, today will receive a Red Cross citation honoring them and their group of entertainers for their numerous appearances at veterans hospitals. The presentation will be made this evening at the Staten Island Area Hospital.

Far North Weather Data Curtailed By Operators

(Continued from Page 1)

tors who resigned nearly a month ago through dissatisfaction about the program of regular furloughs are expected here in September. Meanwhile, the radio and meteorological command here has deleted all but essential weather information from radio traffic to ensure against a repetition of the threat to Trans-Atlantic air travel which appeared early this morning when the shortage of operators aggravated by unusual atmospheric conditions affecting radio reception. The radio circuits here have been used chiefly to exchange weather information with adjoining meteorological areas and for reporting aircraft movements.

The dissatisfaction which brought about the resignations was said to have sprung from complaints of operators that they had no assurance of replacement after serving long periods in this isolated base. They also said there had been no attempt to provide them annual leave.

Booraem Gets New Post With Mutual Network

(Continued from Page 1)

has a strong background in both agency and broadcasting and during the war established European broadcasting facilities for the Armed Forces Radio Service.

At Mutual Booraem will be responsible for the over-all production quality of MBS shows and will make a continuous study of the web's programming. He will join the network in September and his new post will permit Walter Lurie to spend more time on new program development, particularly on the West Coast. Booraem started with the Arthur Kudner agency, was later with Young and Rubicam for eight years and most recently was with the Hutchins Advertising Co., Inc., as West Coast manager.



Look, Richard..

Maybe we ought to be ashamed of ourselves for riding that gag too . . .

But it's such a natural we couldn't pass it up!

Our point, as you know if you read these W-I-T-H ads, is that "the way to open the door in Baltimore radio is W-I-T-H, the successful independent."

That's the way to get yourself sales in this 6th largest city . . . because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Smart lists carry 4 important radio call letters. W-I-T-H!



W-I-T-H

AM and FM

IN BALTIMORE

TOM TINSLEY, President

Represented Nationally By Headley-Reed

San Francisco Survey Promises Strong Fall

(Continued from Page 1)

previously confined their schedules to other media, to radio."

KSFO estimates that the three summer months will match the second quarter and agreed that the outlook for fall business is encouraging enough to predict a substantial overall healthy increase for the entire year over 1946.

KFRC Don Lee sales for both spot and time fell off slightly this last quarter over the corresponding period a year ago, approximately 5 per cent according to Sales Manager Merwyn McCabe, who also expects the same condition to prevail during the summer months while advertisers are getting lined up for fall campaign.

"I believe this slight recession is the natural result of strikes and labor troubles ever since the war," McCabe said. "These have prevented sponsors from filling their shelves with merchandise."

Increase At Don Lee

The Don Lee Network Sales Department has made recent sales to many new sponsors, however, such as Par Soap, Lindsay Ripe Olives, Fisher Flour Mills, Trim of Pepsodent, Mode O'Day and others which make the Coast Network appear stronger than ever before.

McCabe declared that "present indications are that starting in early fall more money will be spent in radio than at any time in the past. Mutual Don Lee is in an especially favorable position because we are not loaded up with high priced big name stars now facing cancellation."

KGO-ABC Reports Increase

Gayle Grub, General Manager of KGO-ABC here, reports enthusiastically that "during the second quarter our local and national spot time and announcement sales were up 10 per cent over 1946. National spot sales alone were up 19 per cent and local up 4 1/2 per cent. Although the last quarter of 1946 and the first quarter of 1947 were generally low, the second quarter seems to indicate a general up-swing. KGO is looking forward to continuing improvement throughout the summer and fall, particularly in local sales which have been comparatively slow during the fall and winter. We expect national spot business also will increase."

"Highest Second Quarter"

"This second quarter of 1947," he concluded, "is not only 10 per cent above 1946 but is the highest second quarter for local and national spot time sales in KGO's history."

KPO conservatively reports that KPO-NBC spot and time sales for the second quarter of 1947 were almost exactly the same as in the first quarter of 1947 and the second quarter of 1946. General Manager John W. Elwood says that "present indications are that all KPO time, not being withheld for public service programming, will be sold this fall." Sales Manager Alfred Crapsey adds that there will be a certain amount

★ AGENCY NEWSCAST ★

JAMES F. EGAN, formerly head of the copy department at Kenyon & Eckhardt, Inc., and Lennen & Mitchell, Inc., has been named copy chief of Doherty, Clifford & Shenfield, effective Aug. 15.

MEN'S TIE FOUNDATION, INC., has engaged Abner J. Gelula Associates of Philadelphia to prepare a campaign, starting in the fall, to make St. Valentine's Day the tie-giving occasion of the year. Campaign will use radio, consumer periodicals and trade publications.

CHARLES H. GABRIEL, treasurer of Brisacher, Van Norden & Staff, has been named general manager of the agency's New York office. He succeeds James P. Derum.

SAMUEL S. DOTY, JR., has been added to the merchandising department at Young & Rubicam. He formerly was on the staff of McCann-Erickson, Inc.

UNITED STATES BREWING COMPANY, Chicago, has engaged the Chicago office of Roy S. Durstine, Inc., as its advertising agency. George Enzinger, vice-president of the agency, is in charge of the account. Recently Durstine's Chicago office moved into larger quarters at 20 North Wacker Drive, Chicago 6, Illinois.

SHULTON, INC., has engaged Lee Russell as publicity director. Miss Russell formerly was with J. Walter Thompson Co.

Twelve-Inch Tele Kit Shown By Transvision

(Continued from Page 1)

Rochelle manufacturers, which claims that no technical knowledge is required to assemble it.

Transvision, which yesterday showed the latest set of its "kit" line, featuring a 12-inch tube with a screen size of 75 square inches, has already sold 10,000 sets of the seven-inch size. Kits, complete with instructions and diagrams, include all parts, lead-in wires and a dipole antenna. The 12-inch standard model sells for \$289.50, while the deluxe, complete with FM band, is priced at \$359.50. Seven-inch model sells for \$159.50. Prices do not include cabinets, but these are available from \$29 to \$39.95. Company has designed table and console type cabinets, which will house both the 7-inch and 12-inch size models.

Transvision also demonstrated a new-type plastic lens for sets of smaller screen size of any manufacturer, which will "blow up" the picture to approximately 12 inches. Lens, which is mounted directly in front of the screen, sells for \$44.95.

"Favorite Story" On KGU

Honolulu station KGU, yesterday contracted for the Fred Ziv Company transcribed series "Favorite Story," which will be spotted Wednesdays at 8:30 p.m. Another simultaneous buyer is WSN, Allentown, Pa., also spotting the Ronald Colman show, Wednesday evenings.

Vote AFRA Affiliation

Radio announcers at WOWO and WGL, Fort Wayne, Ind., have voted to affiliate with AFRA. Both stations are expected to petition the National Labor Relations Board for a certified election on the issue. Announcers' spokesman said the vote was nine to one in favor of AFRA.

of shifting of accounts but, nevertheless, predicts that the volume will be practically the same.

The general feeling is that business this fall and winter will be better than for some time past.

Benton Staying On In State Department

(Continued from Page 1)

cerning reports that he will shortly resign as head of the State Department's Office of International Culture.

Benton was at the Capitol for lunch with Rep. Karl Mundt, R. S. D., author of the bill passed by the House but blocked in the Senate, which would have established the information service as a legitimate governmental function. As of today it is still without Congressional sanction.

Benton said that if he does leave the Government it is entirely possible that he might again become interested in the "pig squeal radio" idea. This was the proposal for a quality radio service without advertising, listeners to pay a regular fee in return for which they would receive an attachment for their sets.

Without the special attachment they would be unable to bring in the program offered by the special subscription radio service.

Repeat Performance

Hank Warner's "Good-bye, Darling," original radio play first performed last year, will be given a repeat performance on NBC's "Molle Mystery Theater" Friday August 8, 10-10:30 p.m.

AAAA Coast Meeting Planned For October

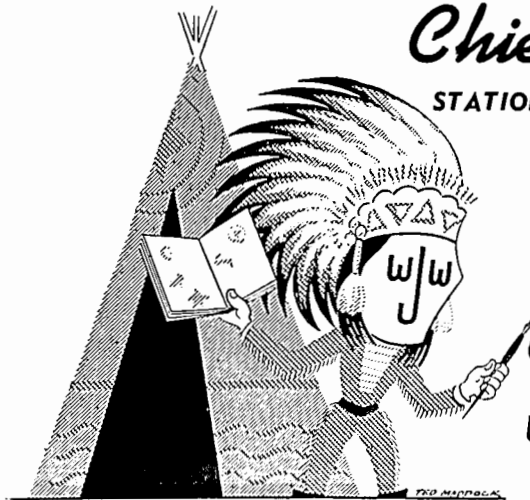
(Continued from Page 1)

ing will be held at the Ahwahnee Hotel, Yosemite National Park, Calif., on Wed., Oct. 15, in conjunction with the AAAA Pacific Council Annual Meeting being held there on Oct. 12 to 15.

Most of the AAAA board of 18 will attend and take part in the Pacific Council Meeting as well as the board meeting.

RESERVATIONS FOR SALES PLANNERS WITH

CLEVELAND'S
Chief
STATION



A reservation for a choice WJW program gives sales planners a new lease on the Cleveland money market. Service includes: more daytime listeners per dollar in the Cleveland area . . . more steam for your advertising dollar with a consistent schedule of promotional announcements.

BASIC
ABC Network
CLEVELAND, O.

850 KC
WJW 5000 WATT
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

SOUTHWEST

L EON M. TAYLOR, program director of KRNT, Des Moines, Iowa, has been named public relations head of Trinity University in San Antonio. He was also former program director for KPAC, Port Arthur, Tex.

A two-day meeting of Texas Farm Radio Directors was held in Fort Worth with L. Beatty, WBAP, Fort Worth and Murray Cox, WFAA, Dallas farm director as hosts. Bill Shomette, WOAI, Roy Rogers, KABC and Marvin Broyles, KCOR were the San Antonio representatives. Broyles was the only Program Director present to give his viewpoints on the proper programming and placement of Farm News programs.

Joe Allston, WOAI, San Antonio staff announcer will leave the station this week for Hollywood and a screen test.

Application has been made by Earl C. Hankamer of Houston to the FCC for license to operate an FM station there on 92.1 megacycles, Class B type. The Williamson County Broadcasting Co., at Taylor has also applied to the FCC for license for a new standard broadcast station to operate on 1260 kilocycles with 1000 watts daytime only.

Charles L. Cain who is seeking a standard broadcast station at Grand Prairie has amended his original application which he submitted to the FCC. Cain is seeking facilities on 1390 kilocycles with 1000 watts. His original application was for 780 kilocycles with 250 watts, daytime only.

Ray Hunt, KONO, San Antonio news chief is on a vacation trip from his station duties. While he is gone Stan Cox is subbing on the KONO newscasts.

To promote the current campaign in San Antonio to educate the drivers of motor scooters in safety, WOAI presented a special program from its studios. Charles Hudson, a Jefferson High School senior interviewed Fire and Police Commissioner Raymond South and Felix Taft, Safety Engineer of the Safety Council. Points for the vehicle drivers to remember to safeguard their lives and the lives of others were aired. It was pointed out that all accidents involved youngsters and that a large majority of these accidents resulted in the death of the scooter driver.

CBC Granting Time To Labor In Toronto

Montreal—CBC has granted Toronto trades unions a series of free 15-minute broadcast periods over a local station (CJBC) for the broadcast of labor news and discussions of events of interest to the public in general and labor in particular, Murray Cotterrill announces. President of the Toronto Labor Council, Cotterrill told its regular meeting that the first of the regular weekly broadcasts will be heard August 5.

Jackson Heads KALE

C. S. Jackson of Portland, Oregon, is new manager of Don Lee Station KALE in Portland. Jackson succeeds Charles Couch, who is retiring.



Windy City Wordage. . . !

• • • "Song of the Stranger," a new type of week-day, mid-afternoon program of music and drama, will be heard on WGN and Mutual Mondays through Fridays, 2:30 to 2:45 p.m., starting August 4. Bret Morrison will have the featured role . . . Louise King, singing hostess of

Chicago

WBBM's "Life, Love and Louise," left Wednesday with her husband, Jim Both, for a week's lake cruise in their 37-foot yawl "Rainbow." Billy Leach, baritone with whom the stars in "Melody Lane," will take over as program host. . . Two well-known Bobs—Bob Murphy, announcer, and Quiz Kid Bob Burns—will fire questions at the Quiz Kids Sunday, when they will be pinch-hitting for Joe Kelly, regular quizmaster, who is winding up a vacation in Wyoming. . . Zenith Radio Corporation has purchased a two-story and basement building to provide additional space for expansion of its MGM record distribution and for improved service to its radio dealers.



• • • Ell Henry, publicity manager of ABC's midwest division, will evacuate his plush offices in the Civic Opera building on August 2 and for several weeks, so he informs friends, he will make his headquarters in a cell in an Evanston hospital, where medics will attempt to repair an old foot injury of Ell's. During his absence the publicity department will be under the guidance of his assistant, Jerry Baxter, aided by Craig Claiborne, Andy Murphy, Pat St. Clair, and Ell's secretary, Miss Nitzel. The wardens at Evanston hosp. are lenient and Ell may receive visitors at any time, day or night.



• • • In last week's Windy City Wordage, the name of WGN's farm director was garbled—unintentionally. Instead of Hal Cotton it should have been Hal Totten. . . WGN's "The Northerners" switches to Thursday, 9:30-10 p.m., this week and starts a new series, in which Adele Norman, young Chicago soprano soloist, will be highlighted. Said to be Chicago's oldest commercially sponsored show, it has been broadcast continuously since January 27, 1931. . . Buff Cobb Eythe, daughter of the late Irvin S. Cobb, writer and humorist, was a guest participant on the WBBM-CBS "Hint Hunt" program July 28 as the newest homemaker in the audience. The program has been expanded from 15 to 25 minutes. . . Chicago Cardinals football team has signed a contract for the broadcast of the games over WJJD for the first time in the past decade. Jack Brickhouse will do the broadcasts. Art Harre, WJJD manager, says this is another step in the station's policy of bringing the outstanding sports and public service features to midwestern audiences. . . James R. Ward, WBBM news writer, has left to join the public relations staff of the Hotpoint Corporation.



• • • Jim Ameche, who has picked up several choice radio chores since his return to Chicago, has landed a leading part in the television show "The Lights Go Out." Replacing Shelby Gordon as Mr. Light, Ameche will escort "Mrs. Light," played by Rose Dunn, in the show's imaginary tour of bright light spots. Next stanza over WBKB on August 5 will feature Don the Beachcomber and will present as guest celebrity Jan Sterling of "Born Yesterday."



• • • Lee Adams, currently heard on "Sunrise Salute" and "Housewives Protective League" over KMOX, St. Louis, will begin a new series over WBBM for CBS August 23. Series will feature Adams in chats about "everything and anything." It is sponsored by Omnibook Corporation.

LOS ANGELES

By RALPH WILK

H ERMAN MILLIKOWSKY is planning to produce "Sam Houston," dealing with the Texas patriot and based upon an original idea by Gene Baker, the radio announcer and m.c. Research was done by Baker and his wife, Nancy Houston Baker, whose great uncle affords the premise for the script. Baker will play a Texas leader in the war with Mexico.

Pat Campbell, Station Relations Director of the Don Lee network, departs on August 4th for a visit to the Northern California stations of the Don Lee network.

Walter Lurie, Executive Producer of the Mutual Network, is visiting Mutual-Don Lee Hollywood headquarters to look over shows and talent with an eye for Fall productions.

Jim Morgan, producer of the "Queen for a Day" airer, became one of radio's youngest grandfathers over the week end. He received a wife from Toledo, Ohio, that his 18-year-old daughter, Patricia, and her husband, Kenneth Rose, had just become the parents of an eight-pound baby.

Ted Bliss, producer of Adventure of Ozzie & Harriet for Young & Rubicam, brings wife and brand new daughter Cathy home from the hospital this week, and starts vacation at same time. He'll spend it around the house.

National Guard To Sponsor Mutual's Block Party

National Guard of the U. S. will sponsor "First Call For The Block Party," over the full Mutual network, effective August 14, at 9:30-10 p.m. EDT, according to Jesse Barnes, vice president in charge of sales. Variety show was first presented over ME as "The Block Party," on July 1. Format consists of Ray Bloch's orchestra with solos by Monica Lewis and Larry Douglas, plus rendition of "Songs of the Week," chosen by Bloch.

Sponsored series will have guest stars speaking in behalf of National Guard recruiting, with James Stewart scheduled for the first of the sponsored programs.

See the interesting

TELEVISION EXHIBIT

AT THE

WALDORF-ASTORIA

(WEDGEWOOD ROOM)

PARK AVE., at 49th ST., NEW YORK

TODAY, THURS., JULY 31

July 31, August 1st

10 A.M. to 10 P.M.

Free Door Prize: A Transvision Television Set

ADMISSION FREE TO ALL!

AUSPICES:

TRANSVISION, Inc., New Rochelle, N. Y.

PROMOTION

KABC Open Air Shows

As a means of making more friends... General Food's Calumet Baking Powder program, "Sheb Wooley and the Calumet Indians," the Western and is now touring the KABC, San Antonio trade territory, making appearances in towns and villages, playing open air shows from their specially designed truck and from the stages of theaters in the towns visited. For the tour, the KABC promotion department mapped out a special route for the band which will enable them to cash in on the good will incurred by the public appearance of KABC's traveling Western unit, the "680 Parade of Stars." In addition, a schedule of special promotional plugs calling attention to a public appearance is being aired at the station. Large 15 foot theater signs, calling attention to the "Sheb Wooley Program heard on KABC Monday through Fridays, at 7:00 p.m." were furnished the unit by ABC for its use during the tour.

Juvenile Jury Tieup

MBS' "Juvenile Jury" program which returns to the air in mid-September, in the Sunday 3:30 to 4:00 p.m., EDT., slot, is benefitting from a major summer radio-movie exploitation tieup, thus keeping listener interest at the peak. Universal Pictures has completed the series of "Juvenile Jury" shorts, and booker for Universal is set to arrange theater lobby and entrance displays with Mutual stations co-operating by airing announcements of the dates the film may be seen in local theaters. Mutual stations, Benton & Bowles and Universal are the co-operating groups. "Juvenile Jury" is sponsored by General Foods for Gaines Dog Food.

Paramount Tieup

Paramount hits the radio exploitation jackpot by "taking over" the skintone Johnson film commentary-interview program on the Mutual network for 13 consecutive days. Macdonald Carey, Paramount star who recently completed his role opposite Betty Hutton in "Dream Girl," replacing Johnson while he vacations to Aug. 1, and Paramount stars exclusively will appear in the interview spots, with some doing dramatic scenes and songs from their new film.

Rent-Law Series On WNYC

Paul Ross, chairman of the New York City Rent Commission, will deliver a weekly address on "The City's Rent Laws" each Thursday evening over WNYC from 6:30-6:45 p.m. starting today.

ANNOUNCER WANTED IMMEDIATELY

Veterans only. Standards are high, but good potentialities are considered above experience. If interested, contact Alan Eustler, Production Manager, WLBR, Lebanon, Pennsylvania, for interview and audition. Audition records will not be considered.

Radio Plans Special Programs Honoring U. S. Air Forces

(Continued from Page 1)

announcements, stories and dedications, all devoted to Air Force Day. Throughout the U. S. approximately 1,000 stations will participate in the commemoration.

ABC-WJZ has scheduled five items, starting with The Fitzgeralds at 8:15 a.m., EDT., with Air Force stories; Ted Malone at 11:45 a.m., will delineate the heroic story of Louis Zamperini; Baukhage, at 1 p.m., will handle announcements and "Dick Tracy" at 4:45 p.m.; an AAF dedication; also at 8 p.m., "The Fat Man," will dedicate its program as a salute to Air Force Day.

13 Shows On CBS-WCBS

CBS-WCBS will have at least 13 different shows doing something for the commemoration, starting at 6 a.m., with Arthur Godfrey, working in humorous stories of the Air Force; 8:15 a.m., will have Phil Cook doing AAF jingles (WCBS); 8:15 a.m., (network only) Tom Scott doing AAF announcements; 8:30 a.m., Margaret Arlen, doing Air War stories; 9:15 a.m., "This Is New York" with Bill Leonard, will interview Maj. General Robert Webster, CG 1st Air Force (on WCBS only); 9:15 a.m., "Oklahoma Roundup," (network only) AAF dedication; 10 a.m., "Missus Goes A-Shopping," AAF questions; 3:30 p.m., "Winner Take All," AAF announcements; 4:30 p.m., "Hits and Misses," Harry Kramer will interview three Air Wars; 5:30 p.m., Treasury Bandstand, musical salutes to AAF (network only); 10:30 p.m., "The Sky's The Limit," AAF's 40 Years, dramatized; 11:15 p.m., Gen. Carl Spaatz, CG AAF in an address.

Seven Special Features

Mutual-WOR will have at least seven features during the day and evening starting at 9 a.m., with "Editor's Diary," an interview with Brig. General Thomas Lowe, CG Westover Field; 9:15 a.m., Record Riddles, AAF songs and announcements; 10:15 a.m., Martha Deane, AAF announcements; 1 p.m., Luncheon at Sardi's, Col. Robert Candee, interview; 1:30 p.m., Gen. Jacob Devers, CG Army Ground Forces, will speak at Newark Air Base Luncheon; 2 p.m., "Queen For A Day," dedication; 5:30 p.m., "Hop Harrigan," review of AAF developments.

Local And Washington For NBC

NBC-WNBC has several programs originating in New York in addition to Washington activity. At 8:30 a.m., Hi Jinx show with Tex McCrary and Jinx Falkenburg, will interview Col. David Schilling, AAF Ace; 9 a.m., "Honeymoon In New York," three AAF couples vie for prizes; 1:45 p.m., Robert Ripley's "AAF Believe It Or Not"; 6:15 p.m., AAF Round Table, with Gill Robb Wilson, Devon Francis and Ben Grauer, discussing 40 years of American Aviation; 6:45 p.m., Lowell Thomas, AAF story; and 7 p.m., Tex Benecke Super Club, AAF songs and salutes, NBC

also has scheduled for tomorrow a 12:30 p.m., special program from the flight line at Randolph Field, Texas, airing a reunion of the class of flying cadets who were graduated in August 1940 and were featured in the picture "I Wanted Wings." Another special NBC show will originate from Hollywood at 8:30 p.m., EDT., in a salute to the AAF in which Tyrone Power, George Montgomery, Frances Langford, Wayne Morris, Carole Landis, and Ronald Reagan, will take part.

Indies Are Active

Independents around the country will also take part, and in New York WQXR at 3:05 p.m., will carry a talk by Maj. Gen. William H. Turner, CG ATC North Atlantic Division, and Blitzstein's Airborne Symphony; 6:05 musical program of AAF songs.

WINS at 6:15 will carry an interview with AAF Col. Howard McCoy; WNYC at 9:30 p.m., will carry Mitchell Field Open House, an on-the-spot recording. Also the outlet will carry spot announcements every hour of its air time; WHN at 8:30 p.m., will have a half-hour show, "Hail To The Air Force"; WMCA starting at 2:30 p.m., AAF announcements between innings of baseball games; WNEW will carry AAF spot announcements all day. Various other local stations have also schedule shows or other participation.

WNBC-FM from 9-10 a.m., will schedule Marc Blitzstein's "Airborne Symphony."

Tele to Participate

Television activity will include NBC's outlet in New York, WNBT at 2-4 p.m. Interviews with AAF Aces, Col. Robert L. Scott, John A. Alison, Philip Cochran, Francis Gabreski; ex-Wac Mary Gill and cartoonist Milton Caniff. WNBW, the network's Washington tele outlet, will have electronic television cameras at Bolling Field both tomorrow and Saturday to pick up special events connected with the anniversary. Tomorrow at 1 p.m., there will be a four to five hour show featuring exhibits of early types of aircraft, maneuvers by P-80 jet planes, a parachute demonstration, fire-fighting drill and views of the giant C-74 Globemaster cargo plane and the new "Independence" President Truman's new personal plane.

WNBT Telecast Saturday

Saturday afternoon WNBT in New York will have special telecasts picking up a P-80 jet plane taking off and interviews with the pilot who will bring flowers to the young daughter of the Bolling Field commandant. Sound transmission of the talk in Washington will be picked up and relayed to the New York viewers of WNBT.

WCBS-TV telecast includes for tonight 8:20-8:40 p.m., an Air Forces film entitled "Dividends for the Future."

EQUIPMENT

Rubber Cushioning

Television tubes can now be protected against damage during shipment by spongelike cellular rubber pads developed by United States Rubber Company. The pads are readily fabricated from sheet material and will protect equipment weighing from five pounds to several hundred pounds. They are said to be particularly useful for packing expensive television equipment and electronic devices.

Westinghouse Display

A new display room, main exhibition center in the east for the complete line of radios and allied products of the Westinghouse Home Radio Division, was formally opened in Philadelphia with a preview of the autumn line of radios for 62 Westinghouse distributors' representatives from 15 cities in the Middle Atlantic District.

Located on the first floor of the KYW building, the new showroom, furnished and decorated by John Wanamaker, utilizes a color scheme of cream, green, and white that is most effective.

WHOM Opera Series For Sunday Afternoons

A series of four operas will be aired by WHOM every Sunday afternoon during the month of August from 4-5 p.m. Starting Aug. 3 the operas are scheduled as follows: Rigoletto, La Gioconda and La Traviata. Selection for Aug. 24 will be made later.

Ralph Costantino, WHOM production director, is producing the series with the studio orchestra under direction of Giuseppe DeLuca. Louis Brunelli is preparing special arrangements. Station may also do a regular opera series during the fall and winter.

WEVD 5000 WATTS 1330 K.C. PROGRAMS OF DISTINGUISHED FEATURES in ENGLISH JEWISH ITALIAN 3 RESPONSIVE AUDIENCES 3 MARKETS WITHIN THE NEW YORK METROPOLITAN AREA Send for WHO'S WHO Among Advertisers on WEVD WEVD 117-119 W. 46 St. HENRY GREENFIELD, Mgr. Director N.Y. 19

Facsimile In Color Demonstrated In N. Y.

(Continued from Page 1)

directo of research, the system is said to be one of the "simplest" solutions to the long-sought color problem in radio transmission. By means of four rotating cylinders, each loaded with a type of lead pencil of one of the primary colors, the colorfax machine records color as they are transmitted, in multicolor.

In this facsimile recorder any paper, such as typewriter paper, telegraph or business machine rolls, or ordinary letterhead paper can be used. "This means that not only will the cost of servicing facsimile machines in the field be enormously reduced, but that the ordinary home user of radio receivers will be able to make his own recordings on any type of suitable paper stock he happens to have on hand, which will fit the machine," Finch said.

In yesterday's demonstration to the press, full color cartoon and half-tone pictures were transmitted and received with satisfactory quality. Each picture was transmitted and received line by line, each line carrying the full colors before tracing the next one.

Dr. Philpott pointed out that there is no limitation on the color range, and added that a higher degree of color reproduction will be achieved when manufactured by the Finch laboratories. Experimental leads are being used at the moment.

Finch execs explained that commercial production of the colorfax device may be realized by the end of this year, and although no price has been set as yet "they will be no more expensive than current black-and-white facsimile equipment now being turned out."

Summer Radio Courses At Cleveland College

Cleveland — Two new courses in radio are being offered in the first summer term at Cleveland College, downtown center of Western Reserve University. Both are being taught by W. B. Levenson, directing supervisor of station WBOE, operated by the Cleveland Board of Education. "Radio in Education" and "Radio as a Communications Agency," are the titles of the courses. Each course meets daily and gives three hours of college credit.

"Education" course is designed for public school teachers and for people interested in teaching through the medium of radio. "Communications" course is for people interested in radio as a vocation and for the intelligent radio listener. Radio station executives of local stations will aid Levenson in giving the lectures and taking the students behind the scenes of the broadcasting business.

Also being offered this summer is the regular Cleveland College course in "Introduction of Radio Broadcasting," to be taught by Miss Julia Swedenburg, of station WHK.

WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The letters C-P can stand for anything but along Music Row it means 'Commercial Plus,' Classy Peatman (listing), Clever Promotion and in this particular case Campbell-Porgie. . . this firm, in its initial week on the new Peggy Lee-Dave Barbour ballad, "Just An Old Love of Mine," succeeded in getting it high on the Peatman List. . . C-P (credit pluggers) Nicky Campbell, Al Porgie, Joe Porgie and Irving Tanz. . . ● Don't be surprised to hear WNEWarbler Johnny Andrews on the nets soon. . . the baritone is plenty good. . . ● Toni Arden will be the new vocalovely when Shep Field's Band opens August 14 at Glen Island Casino. . . ● Henry Topper, contactman and one of local 802's most popular musicians, is contractor for Milt Britton's Ork, currently featured at the Aquashow at Flushing Meadows. . . ● Heard a new program auditioned last week at NBC, "Tic Toc Time," which sounded to us like sure-fire. . . show featured Eddie Dunn as emcee, a vocal group directed by Bob Lenn and Arnold Johnson's Orchestra. . .

★ ★ ★

● ● ● A low bow to Alice Clements, for 18 years producer of the Horn & Hardart NBChildren's Hour. . . the lady's charm and sympathetic co-operation with songpluggers has earned her the reputation as "Lady Bountiful of Ballad Boulevard." . . Miss Clements is responsible for the discovery of radiolites including Kitty Kallen, Elliott Lawrence, Ronnie Gibson, Ezra Stone, Mary Martin, Bobby Hookey, Nicholas Brothers and others. . . "Uncle" Mortie Howard, coach and accompanist for the youngsters during the past fourteen years, also rates an accolade or two in the development of the future stars. . . ● Broadway Music starting on a very commercial ballad, "Rocky Mountain Lullabye," written by Paul Cunningham and George W. Meyer. . . Last week, while appearing at the Majestic Theater in Dallas, Sheriff Steve Guthrie pinned an honorary Deputy Sheriff Badge on ork pilot Hal McIntyre's lapel. . . but outside the theater a local gendarme pinned a parking ticket on his car. . . ● Composer Jack Shaindlin will conduct the Carnegie Hall Pop Symphony in an all-Gershwin concert to be held Aug. 19 at Candlelight Stadium in Bridgeport, Conn. . . Edward Matthews and Muriel Rahn, featured soloists in "Porgie & Bess," will sing the selections they introduced in the musical. . . ● Lloyd Shaffer will start his third year as musical director of Chesterfield's Perry NBComo series, Sept. 8. . . ● The Bob Evans, reported by columnists to be running around with cutie Darby Taylor is NOT the Bob Evans formerly with the Hi, Lo, Jack & The Dame quartet. . . the only cuties he runs around with, screams the latter, are his two tots, aged 3 and 6. . . ● Dick Kuhn Music Corp. starting to plug "Blue Sunrise," written by Mae Mitchell, Dick Kuhn and Charles Shaw. . . ● One of the best ballads of the year, "Peace of Mind," is waiting to be 'discovered' by the hitmakers of the air waves. . .

Written by Charles Murray, Bobby Goldman and Henry Lawrence, the tune is published by Dubonnet Music. . . ● Tommy Dorsey is working diligently in California, lining up big name artists including Clark Gable, Frank Sinatra, Betty Hutton, Harry James and many others for the launching in September of his platter-spinning WMCAreel. . . and the festivities planned by the station for the debut of the series should be a honey. . .

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Britain's top pop thrush Beryl Davis starts her American platter debut on a Victor pairing of "You're Breaking In a New Heart" delivered with sincere wistfulness, backed with a rhythmic rendition of the light "Mother, Mother, Mother." . . Toots Camarata's Band provides orchestral background. . . ● "The Glow Worm" standard piano novelty is used effectively by Frankie Carle's solo passages. . . backed by a bouncy number, "Penguin at the Waldorf." . . a commercial disk by Columbia. . . ● June Christy, former vocalist with Stan Kenton's Band, makes her initial solo waxing of "Skip Rope" backed with "If I Should Lose You" for Capitol, an auspicious debut. . . musical background by Frank DeVol's Orchestra. . . Bobby Gregory and his Cactus Cowboys have signed an exclusive contract with MGM Records.

Willard Gives Views On Freedom Issues

(Continued from Page 1)

this nation, and the principal reason they never have is because we lack a free press; a free and vigorous press, which has kept the people in day-to-day communication with the activities of their elected leaders. Without that free press we would not survive long as a democracy."

Turning to radio as a medium Willard said: "We have emerged, as an art, from 27 years of development and experimentation. We believe we have earned and possess the confidence of the American listener. We consider it our duty, as a medium of free expression, to take militant stand against any invasion of the freedom reserved to us by the Constitution guarantees. We fight this fight for the firm belief that it's the people's cause. We are not ready to trade freedom for fancied security."

Radio Corres. Accredited WTTG Video Report

Washington Bureau, RADIO DAILY

Washington—Walter Compton, veteran radio news man in the Capital has become the first television correspondent to be accredited by the Radio Correspondents Association according to an announcement this week by Leslie G. Arries, general manager of WTTG, Du Mont station here. Compton conducts a daily radio commentary over the Du Mont network (WTTG and WABD, N. Y.) and is a charter member of the Association.

Arries pointed out that while Compton's credentials as a tele correspondent have been in effect "for some time," no public mention was had since the program was established on a "purely experimental basis. Show has been on the air since the beginning of this year, and is heard Monday through Friday at 6:45 p.m., ET.

Du Mont exec also revealed plans for other WTTG programs, which include: "Step 'n Fetch It," an audience participation show; a new feature titled "Jackpot"; and a new children's show, as yet untitled.

Insurance Co. Buys Time

John Hancock Insurance Company advertise on 18 CBS stations in Texas, California and Shreveport, La., with the comedy show, "Ball Time," starting Saturday, October 1. Program will be heard Saturday 7:30-8:00 p.m., originating at KN.


Send Birthdays
Greetings To

July 31

Dick Dickerson

Taylor Branson H. E. Hendrix
William Hillpot Jerry M...

The 25th ANNUAL CONVENTION OF THE NATIONAL ASSOCIATION OF BROADCASTERS



Three days of on-the-spot news coverage will be reported by RADIO DAILY's staff at the NAB convention. A complete record of the activities at the various meetings will appear in RADIO DAILY each day of the convention for readers in attendance as well as those who are unable to attend.

Read RADIO DAILY at the convention or at your desk for a complete daily-on-the-spot record of goings-on in Atlantic City.

SEPTEMBER 15-16-17

CONVENTION HALL, ATLANTIC CITY, N. J.

COAST-TO-COAST

- COLORADO -

DENVER—For the fourteenth year, the KPFL news department will observe its anniversary with a special half-hour show on August 3, from 9:00 to 9:30 p.m. Events which have made news during the past year will be reviewed by members of the news department, including Jack Fitzpatrick, Milton Hoffman, Lyle Liggett, Bob Bugdanowitz and Bill Foulis. . . . For the second time in three years, KOA-NBC, has been awarded the coveted General Electric silver plaque "for maintaining during 1946 the most nearly perfect operating record of 10 stations now or formerly operated by NBC."

- MISSOURI -

KANSAS CITY—Myra Taylor, singing star of the platter-hit "The Spider and The Fly," recently guested on Walt Lochman's disk jockey show, "Walt's Wax Works," heard over KCMO. Accompanying Miss Taylor was Louis Blasco, who now heads his own publishing company. . . . **ST. LOUIS**—Newest addition to the KKOK staff is Doris Kennedy. Recently of Central College, Miss Kennedy takes over duties in the traffic department.

- PENNSYLVANIA -

PHILADELPHIA — Peter Roberts, KYW staff announcer, has resigned to accept a staff announcing position with NBC in New York. Roberts has been with KYW since 1942. . . . The Friday and Saturday night open-air concerts from Philadelphia's Labor Plaza will be broadcast by WPEN, in co-operation with the American Federation of Musicians, Local 77 and the board of directors of the Plaza. Friday night performances will feature a 30-piece concert orchestra and soloists, while a 40-piece brass band will be heard during the Saturday broadcasts. . . . James T. Quirk, advertising and promotion manager of WFIL, has been named to the post of director of public relations and promotion at the station.

Westinghouse Sets Plans For Heavy AM, Tele Prod.

Westinghouse will begin delivery of its first table model television receivers early this fall, featuring a 10-inch picture to sell for approximately \$400, it was announced this week at a meeting of distributors in the Waldorf-Astoria. Company previewed its new line of home radios, comprising 12 individual models in 19 cabinet variations. Included are five consoles, five table models, a consolette, and a portable, at prices ranging from a low of \$37 to a high of \$600.

Plans Heavy Production

Westinghouse plans to turn out between 600,000 and 800,000 sets during the next year, which is expected to set a new production high, according to Edgar G. Herrmann, general sales manager of the home radio division. FM is included in all the console models and one table model, and its incorporation in the new line

- FLORIDA -

DAYTONA BEACH — After several months of independent operation, WNDB, the News-Journal's FM station, is readying plans for its AM affiliate. The FCC recently gave the green light to the News-Journal Corporation, station operators, for a CP on 1150 kilocycles, 1 kilowatt, daytime. The FM program schedule will be used on both outlets but the class type of program which has characterized FM in its initial period will be carried over to AM. . . . Dina Carlson, former Wac captain and ATC radio officer, is now program director of WNDB. Miss Carlson was writer and producer of many Army shows as well as free-lance writer on several network broadcasts.

- OHIO -

NEWARK—W. M. Union has been named advertising manager of FM station WCLT. Union was previously with the advertising department of the Newark Daily Advocate. . . . **CINCINNATI**—WLW staff musician, Tom Richey, is the proud papa of a seven-pound son, Donald Seymour, born July 28. Mother of the child is the former Jean Macy, at one time called the "female Bing Crosby." . . . **PORTSMOUTH** — New additions to WPAY's staff include Elaine Cobourn in the continuity department, Joseph Holbrook, announcer, and Frank Balmer in the news department.

- INDIANA -

EVANSVILLE-WIKY, 250-watt daytimer will make its debut in this city on August 4. Covering the "Tri-State Area," Evansville's trading section, the new independent occupies the 820 spot on the dial. . . . **FORT WAYNE**—Interviews with national student winners of essay contests conducted by Michigan Centennial Commission for high school students throughout the United States, will be broadcast by WOWO. Interviews were transcribed at LeGuardia field, New York, as the students took off on the first leg of their prize-winning tour of The Netherlands.

U. S. Rubber To Sponsor WABD Davis Cup Tennis

U. S. Rubber Co. will sponsor television pickups of the Davis Cup elimination tennis matches at the South Orange, (N. J.) Tennis Club over WABD on Saturday and Sunday, August 9-10, it was announced yesterday.

Telecasts, which are scheduled to start at 2:30 each, will be described by Vinnie Richards, veteran American tennis star and former Davis Cup singles champion, and may be carried by WTTG, Du Mont outlet in Washington.

emphasizes the importance of frequency modulation. "Industry is following a pattern of steady or rising employment and production during 1947," Herrmann said. "This pattern also forecasts a time of steady and rising prices, the latter representing the industrial repercussions of the recent wage settlement with the coal miners and the compensating rises in steel prices."

ONE OF THE COUNTRY'S LEADING SYNDICATED TRANSCRIBED PROGRAM PRODUCERS HAS A FEW EXCLUSIVE FRANCHISES

OPEN!...

Be your own boss. Make some real money. Handle exclusively, in protected territory, a line of open-end disc shows that SELL! If you can qualify for exclusive representation rights to our programs, we will supply audition samples, promotional material, rates, current leads, and refer all other leads produced by our advertising.

If you have the ability to sell radio time or programs, and are prepared to make personal contacts and auditions, your earnings will be limited only by the extent to which you limit your initiative. Car is essential.

17 different complete series of programs in our catalog, all of them thoroughly tested and saleable. Several brand new series now in production—other new program series being planned.

Write, giving complete details including radio experience, territory in which you are interested, age, education, etcetera.

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