

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 22

NEW YORK, MONDAY, FEBRUARY 2, 1948

TEN CENTS

## RETAILERS BUYING MORE RADIO TIME

### Co-Operation Urged Between AWB-NAB

*Washington Bureau, RADIO DAILY*  
Washington—The concentration of AWB activities in Washington actually means nothing but closer co-operation with NAB, the NAB's executive vice-president, Jess Willard, told more than 200 women assembled here for the AWB convention, Friday. Willard spoke during the afternoon session at the Mayflower Hotel, after the luncheon speaker, Gen. Omar Bradley, new Army Chief of Staff, had asked the convention to support the Army in its fight to win universal military training.

The "change in the NAB format—  
(Continued on Page 6)

### Murder Of Gandhi Aired Widely, Despite Obstacles

Banner story of Mohandas K. Gandhi's assassination Friday caught all networks, except CBS, without any correspondents in New Delhi, thus barring on-the-spot reports. All during the day, however, CBS was unable to outshine the others because it couldn't make contact with its stringer, Margaret Bourke-White, due to the lack of communications out of the India city which has long been  
(Continued on Page 8)

### Bloomington Named V.-P., Of Metropolitan Company

Lyman G. Bloomington has been unanimously elected vice-president of Metropolitan Broadcasting & Television, Inc., by the board of directors, it is announced by Ira A. Hirschmann, president of the company. Company operates FM outlet WABF and television station W2XMT.

### Switching Hour

Hollywood—At 6 p.m., today, Feb. 2, during a special half-hour broadcast, KFI will throw a switch to connect its new 750-foot vertical antenna. This structure is the tallest man-made tower on the Pacific Coast, almost twice as tall as Los Angeles City Hall. It is claimed KFI signal strength will be increased by more than 20 per cent in its primary area

### Senate Confirms Coy And Sterling

Washington — The Senate on Friday confirmed the appointment of Wayne Coy and George Sterling to the FCC, the former to serve as chairman. Coy succeeds former Chairman Charles R. Denny, and Sterling succeeds former Commissioner E. K. Jett. Confirmation was without dissent.

### FM Stations, AFM Now May Negotiate

AFM's ban on FM stations originating live music is now removed and union locals may negotiate contracts with FM outlets, it was announced Friday by James Petrillo, following a meeting with Everett Dillard, president of FMA and also the Continental Network. The AFM prexy said the union's executive board had given the green light for locals to negotiate pacts with the Continental Network and Dillard said he hopes to reach agreements with AFM repre-

(Continued on Page 8)

### ABC Affiliates Meetings Get Under Way Feb. 16

ABC has scheduled a series of meetings between key execs and its affiliates in all sections of the country beginning next month. Mark Woods, president; John H. Norton, Jr., vice-president in charge of stations, and Ivor Kenway, vice-president in charge of advertising, promo-

(Continued on Page 2)

### HAC Approves FCC Budget Of \$6,260,000; Question Coy

The House Appropriations Committee Friday recommended a total budget of \$6,260,000 for the FCC's operations during the next fiscal year—\$60,000 better than the current budget but \$240,000 below the President's request for the Commission. This sum—which indicates that the Commission's standing in Congressional circles is higher than in recent years—will mean that the Commission will undergo no important

### Spokesman For NRDGA Notes Greater Use Of Commercial Radio Time By Stores Throughout U. S.

### 'Big Snow' Credited With Aiding Ratings

The Big Snow of 1947 and the Christmas holiday brought about some notable changes in normal listening, according to the latest Nielsen Radio Index report for the week of Dec. 21-27, released today. People Are Funny and Waltz Time skyrocketed from 52nd place to 19th and from 53rd to 20th, respectively, on Dec. 26, when much of the country was buried under the heaviest fall in years.

Three other shows also landed in  
(Continued on Page 4)

### NAB Group Asks Survey Of Station Operating Costs

*Washington Bureau, RADIO DAILY*  
Washington — Concerned over the increasing cost of radio station operation, NAB's small market stations executive committee on Friday called for a thorough study of the matter;  
(Continued on Page 2)

### Gulf Oil Co. Renewal For "We The People"

Gulf Oil has renewed its sponsorship of "We, The People," Tuesday night feature over CBS, it was announced Friday by William C. Gil-

(Continued on Page 6)

Radio advertising expenditures of the nation's retailers, which set an all-time high during 1947, probably will go even higher during the coming year, it was revealed by Howard P. Abrahams, manager of the sales promotion division of the National Retail Dry Goods Association, in an interview with  
(Continued on Page 6)

### Favor U. S. Outlets In European Countries

Uncle Sam should become the leading European time-buyer, as well as a broadcaster in his own right on the Continent, a joint House-Senate Committee on Foreign Affairs recommended Friday to the Congress.

The Smith-Mundt group which toured Europe last autumn to study the workings of our international information system declared that radio "can be made the principal medium  
(Continued on Page 5)

### New "Program Manual" OK'd By NAB Committee

*Washington Bureau, RADIO DAILY*  
Washington — Publication of a "NAB Program Manual" as a continuing service to stations was approved on Friday by the Association's program executive committee, meeting  
(Continued on Page 2)

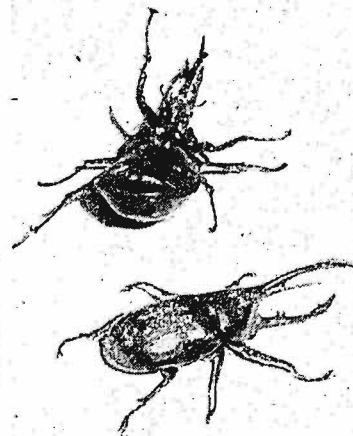
### Durante Tribute

Los Angeles—In tribute to his 33 years of tireless effort in behalf of the underprivileged, Jimmy Durante, "The man who has never turned down a benefit" will be honored with a "Heart of Gold" award on February 25, at the Biltmore Hotel, by the Mount Sinai Men's Club, a philanthropic group associated with the Mount Sinai-Durante National Medical Center.

(Continued on Page 5)



★ COMING AND GOING ★



Beaten Beetle

That's a picture, according to the New York Zoological Park authorities, of the end of a wrestling match. It was between two giant Hercules beetles.

Somebody, or some things are fighting all the time, no matter where you look!

That goes for the accounts you have that are in the highly competitive fields. The way things are shaping up in the business arena, you just can't buy time the way you did during the "soft touch" years.

Maybe you're one of the alert fellows who saw the change coming and took closer looks at the call letters you put on a radio budget sheet.

If so, we're sure of one thing. If you bought time in Baltimore, and produced sales at a low cost, you must have used W-I-T-H.

W-I-T-H is the highly successful independent that produces more listeners-per-dollar-spent than any other station in this big 5-station town.

Use W-I-T-H and nobody is going to "rattle" you to the ground!



W-I-T-H
AM and FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally By Headley-Read

HOWARD K. SMITH, manager of the Columbia network's European news staff, has left London for Switzerland, where he'll vacation for three weeks.

H. R. BAUKHAGE, American network commentator, is in Youngstown, Ohio, where today he will address the Youngstown Educational Assn. and will originate his program from that city.

WILLIAM ROTHMAN, program director of WSYR, affiliate of NBC in Syracuse, in Gotham Friday on business.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, is spending today and tomorrow in Chicago for conferences with station representatives.

BURLY LOTTRIDGE, general manager of WOC, Davenport, Ia., was welcomed last Friday at the Radio City offices of NBC.

DON MILLER, sales manager of WCBS, is back from a business trip to Chicago.

JOHN BRADFORD, radio announcer and narrator, has returned from a quick trip to Boston in connection with his poetry package.

WALTER E. WAGSTAFF, general manager of KIDO, Boise, Idaho, paid a call Friday at the New York offices of NBC, with which the station is affiliated.

HERMAN FAST, general manager of WKRC, Columbia network outlet in Cincinnati, is spending a few days in New York.

WAYNE STEFFNER, sales manager of KNX and the Columbia Pacific Network, who was in town last week on business, left over the week-end for Los Angeles.

GIL JOHNSON, salesman at KMOX, Columbia-owned station in St. Louis, left New York over the week-end for the home offices. CARTER RINGLEP, sales manager of the station, is expected in town today on business.

CREIGHTON E. GATCHELL is in town. He's the station manager of WGAN, the CBS outlet in Portland, Me.

CLARENCE BEAMAN, owner of WKGN, Knoxville, Tenn., is here for confabs with officials of the Mutual network.

NAB Group Asks Survey Of Station Operating Costs

(Continued from Page 1) In a formal resolution, the committee asked NAB to undertake "a study of practical examples of how stations have reduced their operating expenditures and improved the over-all efficiency of station operations." The resolution asked that the findings be made available to all NAB members.

A special sub-committee was appointed to work with the NAB staff in preparation of the material. Its members are Wayne Cribb, KHMO, Hannibal, Mo., chairman; DeWitt Landis, KFYO, Lubbock, Tex., and William C. Grove, KFBC, Cheyenne, Wyo.

A panel of NAB staff members to work with the station executives consists of the director of research, Kenneth Baker; Richard P. Doherty, director of employee-employer relations; Arthur Stringer, FM director, and Allen Brown, director of the small market stations division.

NAB's position concerning problems raised by the AFM and NAB participation in the industry music committee, were commended by a unanimous vote of the committee.

Also endorsed were recent efforts of the NAB to obtain recognition by the Wage and Hour Administration of the professional nature of duties performed by radio announcers was endorsed by the small market station representatives.

Members of the committee attending the sessions were: Chairman Simon Goldman, WJTN, Jamestown, N. Y.; C. O. Chatterton, KWLK, Longview, Wash.; Cribb, Landis, Lee Little, KTUC, Tucson, Ariz.; Edwin Mullinax, WLAG, La Grange, Ga.; John W. Schultz, WMVA, Martinsville, Va.; A. E. Spokes, WJOY, Burlington, Vt.; William C. Grove, KFBC, Cheyenne, Wyo., and the board liaison member, Robert T. Mason, WMRN, Marion, O.

Godfrey Host To Kieran

CBS late last Friday scheduled John Kieran, "Information Please" luminary to guest on the Arthur Godfrey program over CBS at 11 a.m., today.

New "Program Manual" OK'd By NAB Committee

(Continued from Page 1) In Washington. The committee's discussion and approval of the manual project, which is already in progress in the NAB program department under the direction of Harold Fair, was a part of a three-day meeting at NAB headquarters, which culminated in a joint session with the public relations executive committee.

Wide Range of Subjects The programming manual projected at the meeting will contain chapters on development and use of available program sources; production on the local level; farm, news, educational and religious programming; copyrights, the preparation and production of commercial copy, and co-operation with community projects, among other subjects.

Attending the committee meeting were John S. Hayes, WINX; Washington, chairman; Layne Beaty, WBAP, Fort Worth, Tex.; Walter J. Brown, WORD, Spartanburg, S. C.; Harry C. Butcher, KIST, Santa Barbara, Calif.; Arthur B. Church, KMBC, Kansas City, Mo.; Ted Cott, WNEW, New York; E. R. Vadeboncoeur, WSYR, Syracuse, N. Y., and Harold E. Fellows, WEEL, Boston, board liaison member.

ABC Affiliates Meetings Get Under Way Feb. 16

(Continued from Page 1) tion and research, will attend all confabs for the web.

First session will be in Atlanta's Biltmore Hotel Feb. 16 for affiliates in the Southeastern and Southcentral states. New England, New York, Pennsylvania, Delaware and New Jersey outlets will attend the second meeting scheduled for Feb. 25 at the Hotel Biltmore in New York.

Affiliates in Central states will get together with the web brass Mar. 10 in Chicago's Ambassador East Hotel. Last meeting is slated to coincide with the NAB convention some time in May and will be either in Los Angeles or San Francisco.

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FINANCIAL

(Jan. 30)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

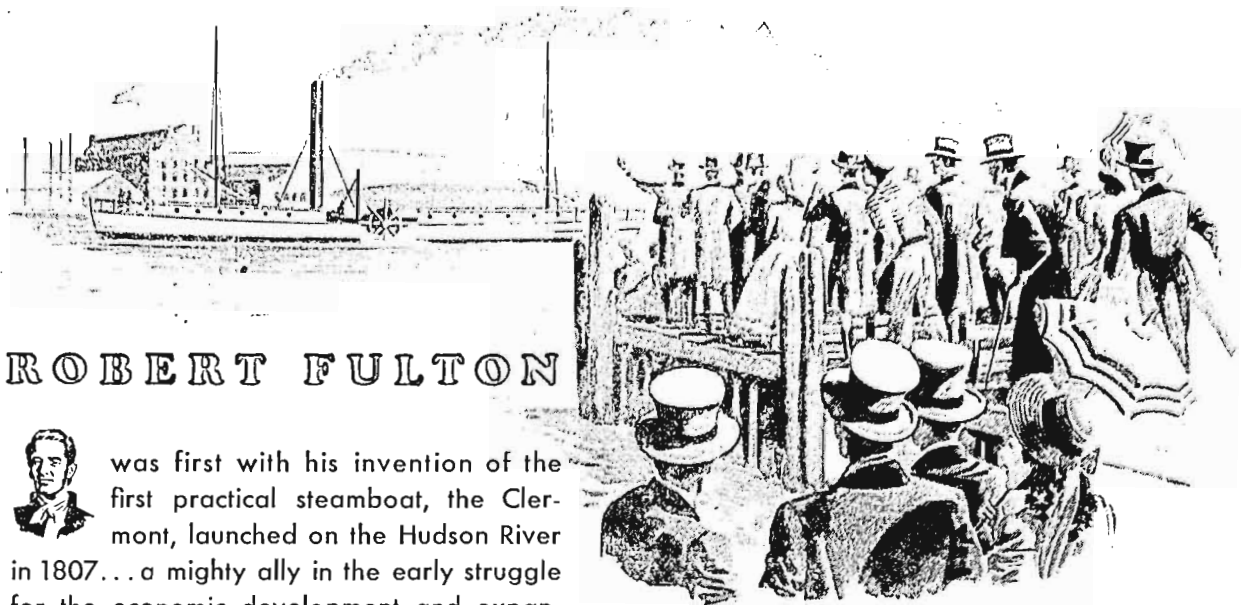
Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

10 YEARS AGO TODAY

(From the files of Radio Daily)

Majority of the nation's radio critics believe air entertainment is progressing, according to RADIO DAILY'S "Critics' Forum." Break-down showed 55 per cent of the editors saying programs are forging ahead; 40 per cent believe they are standing still, and 5 per cent consider radio slipping. . . Dr. James R. Angell, Charles G. Dawes and Gano Dunn were elected directors of NBC.

W M F F
PLATTSBURG, N. Y.
AMERICAN BROADCASTING CO.
CONSTANTLY SELLING THE NORTH COUNTRY'S FINEST MARKET
JOSEPH HERSHEY, INC. GILLVRA, Nat. Rep.



## ROBERT FULTON



was first with his invention of the first practical steamboat, the Clermont, launched on the Hudson River in 1807... a mighty ally in the early struggle for the economic development and expansion of the United States. And WJR is...

*First*

**IN POWER**

**AND RESULTS**

**MICHIGAN'S GREATEST  
ADVERTISING MEDIUM**

**WJR**

**50,000  
WATTS**



CBS  
**THE GOODWILL STATION** FISHER BLDG. **DETROIT**  
 G. A. RICHARDS  
*Pres.*

*Represented by*  
 PETRY  
 HARRY WISMER  
*Asst. to the Pres.*

CHICAGO

By NAT GREEN

**H. LESLIE ATLASS**, vice-president of CBS' central division, was in New York last week conferring with network officials.

"Chicago Calling America," disc jockey show of Dirk Courtenay, former press agent, has been expanded to a full hour over WENR, and will be heard from midnight to 1 a.m. Monday through Saturday, under sponsorship of South Shore Motors.

Duke Ellington, in person, broadcast his WSBC platter show one night last week from the prizefight ring at the Savoy ballroom, said to be the first time a disc jockey show has emanated from a prize ring.

WJJD has inaugurated a new quarter-hour recorded show, Monday through Friday, titled "Something for the Boys," consisting of record requests from disabled vets at three local hospitals.

Beginning February 3, WENR is sponsoring a contest in connection with ABC's "Town Meeting" program, which will award a three-day all-expense paid trip for two persons to New York for the winner. Listeners must write 100 words or less on "What Free Speech Means to Me."

Lowell Council Praised For Educational Shows

Boston—Six leading educators, participating in a special program observing the first anniversary of the Lowell Institute Co-operative Broadcasting Council over WHDH, last night praised the work of the Council in airing adult education shows over six Boston stations.

The panel reviewed the results of the Council's 412 broadcasts, representing nearly 115 hours of air time, produced over WHDH, WBZ, WCOP, WEI, WHDH, WMEX and WNAC. Opinion of the educators was expressed by President Carl S. Ell, of Northeastern University, who said, "Radio programs can stimulate interest and pave the way for further study by all persons regardless of their educational background. It is obvious from our experiment this year, that the radio and the college may well join hands in a co-operative enterprise designed to produce better informed and more intelligent citizens.

Topics included in the series covered classical literature, child psychology, social relations, American literature, regional and international studies and meteorology.

Participating in the broadcast, in addition to Dr. Ell, were: the Very Rev. William L. Kelleher, president of Boston College; Dr. Daniel L. Marsh, president of Boston University; Dr. James Bryant Conant, president of Harvard; Dr. Karl T. Compton, president of M. I. T.; Dr. Leonard Carmichael, president of Tufts; Rev. Stephen A. Mulcahy, dean of Boston College, and Ralph Lowell, trustee of the Lowell Institute.



California Commentary . . . !

● ● ● In connection with the ceremonies Jan. 27 inaugurating Bob Hope as honorary mayor of Palm Springs, special editions of the resort's newspapers carried hundreds of congratulatory messages from governors, mayors and celebrities throughout the country. The Palm Springs council gave Hope the honorary post, because of his host of wartime and post-war activities on behalf of servicemen and for his countless charity endeavors. . . . Ted Bliss, producer of "Adventures of Ozzie and Harriet" and "My Friend Irma" for Young & Rubicam, was named to the board of directors of the Hollywood chapter, Radio Directors Guild, along with Ed Cashman, Dick Mack, Sterling Tracy and Thomas Freebairn-Smith. Charles Vanda is the new president of the organization. . . . Eddie Chase, KFVD's new disc jockey star, is very unhappy. A few miles out of Los Angeles, en route here from New York, he burned out the rear end of his brand new 1948 Buick. . . . When the nation's farm boys and girls voted through their 4-H clubs to pick their favorite movie actors, Dale Evans was the one and only Western personality to win a place on the list.

Hollywood

● ● ● National March of Dimes Girl Judy Canova is setting what may become a style for other stars, studios and networks. For the next four weeks, fans writing to Judy for a photograph and enclosing the usual 10 cents or more to cover costs will receive the expected autographed 8x10, but Judy will turn over the money they send to the National Foundation for Infantile Paralysis. . . . Don Belding, chairman of the board of Foote, Cone & Belding and a director of American Overseas Aid-United Nations Appeal for Children, is urging radio stations to give generous time to the transcription, "Crusade For Children." The program is recorded at the International Studios, Hollywood, which is serving 243 stations in the 11 Western states. . . . Jimmy Durante will be given a testimonial dinner Feb. 25 by the Los Angeles Mt. Sinai Men's Club at the Biltmore Hotel. Garry Moore will emcee the program and the highlight of the ceremonies will be the presentation to Jimmy of a Heart of Gold award. . . . The first in a series of six Martin Block "Musical Merry-Go-Round" shorts, with Keenan Wynn and Freddie Martin as guest stars, will be released by MGM for its first showing on Feb. 11 in Philadelphia in conjunction with "High Wall."



● ● ● Eddie Chase is bringing his sound effects man, Ted Miller, from Detroit for his new "Eddie Chase Show" over KFVD. Another sound man that worked for Eddie on his "Make Believe Ballroom" in Chicago is Bill Leyden, now a popular disc jockey at KMPC. . . . Bill Anson and Ted Mossman have penned a new ditty called "I Love That New Look." . . . Milt Samuel, West Coast publicity director of Young & Rubicam, is on a three-week business trip to San Francisco, Oakland, Sacramento, Portland, Seattle and Spokane, contacting newspapers and radio stations.



● ● ● Ed Merrill, executive of the Young & Rubicam Hollywood radio department, will join the San Francisco office of the agency as account executive Feb. 9. With the exception of three years in the Army, during which he served with the Armed Forces Radio Service, Merrill has been with Y & R since 1931. . . . Tony Martin is inaugurating a series of radio song introductions on his Texaco show over KECA. Recently he sang "It Was Written In The Stars" from his current Marston film production, "Casbah" and will use other numbers from the "Casbah" score weekly until the U-I picture is released in April.



● ● ● Ed Merrill, executive of the Young & Rubicam Hollywood radio department, will join the San Francisco office of the agency as account executive Feb. 9. With the exception of three years in the Army, during which he served with the Armed Forces Radio Service, Merrill has been with Y & R since 1931. . . . Tony Martin is inaugurating a series of radio song introductions on his Texaco show over KECA. Recently he sang "It Was Written In The Stars" from his current Marston film production, "Casbah" and will use other numbers from the "Casbah" score weekly until the U-I picture is released in April.

SOUTHWEST

**BOB HART**, former Rice football star and previously with KATL, Houston, handling sports for KTRR, Lufkin. Lynn McClain, "Miss Texas of 1947" and a native of Lufkin, will handle women's news and activities at the station.

The FCC has granted the Lampasas Broadcasting Co., license for a new standard broadcast station to be operated at Lampasas on 1450 kilocycles with 250 watts power full time. Sylvester Lewis and Robert O. Easton are co-partners in the outlet.

Terry Emerson, of the continuity staff of KTSA, San Antonio is among the new San Antonio debutantes, making her debut this season in the Alamo City.

The FCC has authorized the Dalrad Associates at Dalhart, license for a new standard broadcast station to be operated on 1410 kilocycles with a power of 500 watts daytime hours. Baird Bishop, druggist, and his brother, Ed Bishop, publisher of Dalhart, Texas, are co-partners.

The Gunter Hotel is sponsoring a new quarter-hour program over KTSA, San Antonio titled "Songs For You" airings heard Monday through Friday. Programs feature the songs of Cliff Warren and music by Tony Rozane at the accordion and Joe Morin at the piano.

'Big Snow' Credited With Aiding Ratings

(Continued from Page 1)

the Top Twenty for the first time, with their rise attributed mainly to the holiday season. Screen Guild Players moved from 34th to 14th; Manhattan Merry-Go-Round jumped from 28th to 17th, and Man Called X rose from 25th to 18th.

Outstanding advances among the 15-30 minute daytimers were registered by Arthur Godfrey, 8th to 1st; My True Story, 11th to 2nd; Breakfast Club (Philco) 26th to 13th, and Fred Waring (AMI) 23rd to 15th.

Among the soapers, Wendy Warren moved from 13th to 6th; Road of Life from 18th to 7th; Helen Trent from 17th to 10th and Aunt Jenny from 21st to 14th. Weekend daytime rankings saw Armstrong Theater and Sheaffer Parade move from 12th and 11th to 1st and 2nd, respectively.

Total radio usage continued to increase, Nielsen reported, averaging 4.9 hours per home per day. This is an increase of two per cent over the last report and six per cent over a year ago.

Total audience list of the top twenty evening shows, in order, follows: Fibber McGee & Molly; Lux Theater; Bob Hope; Fred Allen; Red Skelton; Fitch Bandwagon; Chase and Sanborn; Amos 'n' Andy; Jack Benny; My Friend Irma; Date With Judy; Truth or Consequences; Blondie; Screen Guild Players; Adventures of Sam Spade; Big Town; Manhattan Merry-Go-Round; Man Called X; People Are Funny, and Waltz Time.

# AC Okays FCC Fund, Also Questions Coy

(Continued from Page 1)  
The accounting department, the secretary's office, the litigation division, the personnel office, the review section and the planning division. The committee reached its conclusions on the basis of rigorous hearings, the text of which was released today as the independent offices appropriation bill was reported. Considerable attention was devoted to the background and previous associations of Chairman Wayne Coy. This hearing was held on January 15, and the questions put to Coy were similar to those put to him a week later by Senator Charles W. Tobey when the confirmation of Coy's confirmation came.

**Wigglesworth Questions Coy**  
Rep. Richard W. Wigglesworth, R., Mass., was the chief quizzer, demanding of Coy some comment on reports at his "backers" for his new post included former FCC Chairmen E. A. Tamm, Porter and Denny, Leon Henderson, Chester Bowles and Thomas Corcoran. Coy said he could confirm only that he had been congratulated by the three former chairmen.

"In each case," he said, "they have told me that they recommended to the President that Telford Taylor, general counsel to the Commission until 1941 or 1942, be appointed."

Coy also commented upon the support he has received from NBC Vice President Frank Russell and Eugene William of WIRE, Indianapolis. He said Pulliam had given him his first newspaper job and had known him for 30 years; Pulliam had called Indiana's Senator Homer Capehart when Coy's name was proposed for the FCC post and had asked Capehart to support Coy.

In regard to support he has received from industry figures generally, Coy said "So long as their support for me on the basis of what they believe to be my integrity for the job, and is not related in any way to anything that they may now have or may in the future have pending before this Commission, I am delighted to have it."

**Gives "Credo" for the Job**  
A few moments later he told Wigglesworth, "My conception of the job it should operate as an unbiased judicial body, that each decision of the Commission should be made on the merits of the case, and that there should be a body of policy in the Commission establishing precedents and that any departure from the going precedent should be on the basis of full understanding that there is a change, and stating the reasons for establishing a new precedent for that action."

"I have got guts enough to do that, so."

Coy and other members of the Commission were questioned at length about FCC activities in connection with a number of controversial cases—WOKO, WORL, WOV, WNEW, WCHS, WGKV, WBAL, the New York FM allocations and other matters of extreme public interest.

# ★ THE WEEK IN RADIO ★

Sixty-Day Armistice Declared

By VAL ADAMS

**NETWORKS** and AFM turned off the heat in joint agreement to extend present pacts for 60 days. Both sides expressed themselves as "happy to announce" FM duplication of AM musical shows. "Satisfactory progress" shown in negotiations but Jan. 31 didn't give time to work out voluminous details. Live music on television still banned but future discussions will relate to subject. Negotiations resume March 1. Petrillo dropped original request asking webs to intercede in matter of number of musicians hired by affiliates.

About 242 web AM affiliates have FM outlets on the air. Most will duplicate entire network schedules. In many cases it'll mean increase in air hours for FM transmitters. FM duplication seen as here to stay since joint announcement did not limit period of duplication and implied FM to be covered in new contracts. Further meetings also expected between Petrillo and Continental Network.

**AWB** convention opened in Washington. . . . Wayne Coy and George E. Sterling unanimously approved for their FCC jobs by Senate Interstate Commerce Committee. Questioned by Sen. Charles Tobey, Coy declared complete independence of any broadcasting interests.

**ABC's** co-op sponsors total 714. Web just added its 14th co-op program, "Mr. President," bought by Hudson Motor Car Dealers on six West Coast stations. . . . Program control in hands of FCC would put radio in state of Britain's "licensed" press in 17th Century, Justin Miller told Chairman Wallace White of Senate Interstate and Foreign Commerce Committee. NAB prexy also urged White to reinstate provision of his original bill which prohibits FCC from regulating business of broadcasters.

Frank Stanton viewed radio 25 years hence during guest speech on his own CBS network. He saw pocket receivers powered by sunlight, full color facsimile newspapers and globe-girdling color television. . . . Chesterfield cigarettes signed for sponsorship of New York Giant baseball games on both radio and television—WMCA and WNBT. Cost of package is \$650,000. . . . City News Bureau in Chicago may offer service to local stations. Bureau membership now consists of five newspapers only.

**WJR, WGAR and KMPC**, the G. A. Richards stations, had \$6,000,000 sales volume in '47, most successful year to date. Three new veepees at WJR, Cleveland, are P. M. Thomas, George W. Cushing and George F. Leydorf. . . . Tommy Dorsey's ET disc jockey show, produced by Louis G. Cowan, hitting foreign markets. It's on Radio Luxembourg seven nights a week and is scheduled for Australia and South Africa.

Philco signed with Larry Finley for four transcribed shows for use by Philco dealers on a co-operative basis. Philco will offer to all its dealers, paying one-half the over-all cost. . . .

Perfect Circle Piston Ring Co. renewed Indianapolis Memorial Day race over MBS for three years. . . . RCA furnishing equipment for new five station network in Pakistan.

Robert S. Allen, a major stockholder in Public Service Radio Corp. along with Drew Pearson, began his case before FCC to obtain facilities of WBAL, Baltimore. . . . Some 200 U. S. stations carrying shows prepared by North American Service of French Broadcasting System. . . . Movie actors featured in six quarter-hour programs dramatizing United Nations agencies starting on Mutual Feb. 2.

**NBC** arranging workshop meetings in New York, Chicago and Hollywood for staff members of affiliates. Personnel include programming, production, publicity and engineering staffs. . . . President Truman signed "Voice of America" bill, giving it full fledged status for first time.

Dorothy S. Thackrey stations—KLAC, Los Angeles, and KYA, San Francisco, not for sale, said Don Federson, veepee and general manager. All offers were turned down, he said. . . . Detroit Symphony remaining on ABC as Sunday night sustainer. . . . Attorney General Tom Clark handed scholarship awards to four student winners in "Speak for Democracy" contest sponsored by NAB, RMA and

# Favor U. S. Outlets In European Countries

(Continued from Page 1)

for reaching the masses in behind the curtain countries," and called for "the most efficient and effective" use of both the "Voice of America" (short-wave) and local facilities in Europe.

Although Radio Luxembourg is the strongest commercial outlet on the Continent "and would be a desirable outlet for American programs, it might not be practicable to make full use of this medium," the solons said. . . . "Therefore, long-wave and direct-broadcast facilities should be installed at the State Department's short-wave relay station in Munich, unless it is deemed more advisable to build one or more new and permanent all-purpose transmitters at some other point or points in order to make our message clearly and regularly available to every type of radio receiving set in Europe."

Calling for use of American citizens who can speak in foreign tongues and employ the native colloquialisms, the solons also recommended that "Negro speakers should broadcast in order to counteract Soviet racial propaganda."

**U. S. Junior Chamber of Commerce.** . . . John Hancock Mutual Life Insurance Co. buying full ABC web for "Point Sublime."



**KATE CLINCHES OUR COVERAGE CLAIMS!**

Kate Smith (bless her big heart!) helps prove that KQV's new daytime signal has big muscles too! When Kate made a calendar offer on her Mutual show at 12 noon recently, we were flooded with replies from 373 nearby communities! That's the tailored, waste-proof coverage you're looking for in the rich Pittsburgh industrial market.

**KQV PITTSBURGH'S AGGRESSIVE RADIO STATION**  
Basic Mutual Network • Natl. Reps. WEED & CO.

## Co-Operation Urged Between AWB-NAB

(Continued from Page 1)

the closing of the New York and Los Angeles offices—are in no wise in derogation of the AWB position with-in NAB," Willard said; "just the opposite is the case."

In view of all the difficulties the industry faces at present, he said, there are compelling reasons to have complete industry unity, and to have united representation centered here in Washington. AWB will definitely have a voice in industry councils here, Willard said—if anything, a stronger and more constant voice than before.

He suggested that AWB name a committee of three or five women to meet with NAB toppers and work out a program of integration. Willard said such a move would speedily put to an end to silly rumors that AWB is a stepchild about to be brushed off the NAB doorstep.

The Willard meeting was followed by a White House tea, at which Mrs. Truman greeted the visiting ladies.

President Truman and Margaret Truman were also present briefly at the tea. This is one of the few occasions when the President has shown up at an afternoon function at which he has not been scheduled.

### Dorothy Lewis Leads Panel

Expressing criticism of the quality of news releases sent to women broadcasters, Dorothy Lewis, addressing a panel discussion of AWB on Saturday, released some of the membership comments in a survey which was recently conducted. The critical analysis followed the award of citations to six organizations for the excellence of their releases.

The awards went to Brand Names Foundation, Inc., The National Association of Greeting Card Publishers, J. Walter Thompson Company, Grocery Manufacturers of America, Parent's Magazine and Department of Public Information of United Nations.

### Discusses Publicity Releases

Revealing that some 80 releases are received weekly by each woman broadcaster, Mrs. Lewis said:

A few of the gripes which appeared in the survey—"Too frequent use of brand names"; "Recipes that don't work"; "Shiny pictures sent to radio women with a letter starting—Dear Woman's Page Editor"; "Cosmetic Houses are the worst"; "Old offenders material goes straight into the waste basket"; "The concern that puts its trade name in small letters hoping a woman broadcaster is dumb enough to use it"; "Repetition of obvious ways to use products"; "Too many booklets and supplementary material"; "Old releases—rewritten"; "Too many tear sheets from magazines that few women can read"; "Releases in single space are hard to read"; "One important broadcaster refers to an excellent source but says she sends too much—pounds of it!"

Criticism was also leveled at civic organizations who choose radio chairmen (so called) who do not listen to radio and have no idea of the value of broadcast time.

## Retail Stores Increase Use Of Commercial Radio Shows

(Continued from Page 1)

RADIO DAILY. Although a few stores may cut their radio budgets in 1948, Abrahams said, most will increase their billings substantially, with at least one retailer known to be planning a boost of 50 per cent. It must be noted, he added, that these increases are being made in spite of rising production costs.

(According to a survey taken by NAB, stations' gross revenue from local retail advertising for 1947 was nearly 20 million dollars over the previous year, and exceeded network revenue for the first time in 20 years. Gross revenue from local retail sources was \$136,000,000 in 1947 as compared with \$116,380,000 in 1946. Network gross was \$125,796,000 last year, and \$126,739,000 in 1946.)

### 70 Per Cent Use Radio Time

Of the 7,500 NRDGA members, over 70 per cent of the department stores and over 50 per cent of the specialty stores use radio. When analyzed according to volume of business, it was found that use of radio is greater among larger volume stores. Of stores with annual income under one million dollars, about 58 per cent used radio; 1-2 million, 65 per cent; 2-5 million, 78 per cent; 5-10 million, 71 per cent; over 10 million, 72 per cent.

According to geographical breakdown, stores in the Far West are the greatest users of radio, while those in the East are the least interested in the medium. Percentages are as follows: East, 45 per cent; Midwest, 71 per cent; South, 73 per cent; Pacific, 88 per cent.

Musical and news shows are by far the most popular with retailers. Musical programs are used by about 57 per cent; news by 55 per cent; household programs, 39 per cent; spots, 29 per cent; children's, 14 per cent; variety, 12 per cent; participation, 11 per cent; drama, 10 per cent; sports, 6 per cent, and educational, 4 per cent.

### Interest Increasing

Despite the fact that radio is still on the bottom of the retailer's media list—in 1946 an average of only four cents of each dollar spent on store promotion went to radio—interest in the medium is steadily increasing. In 1943, 66 cents of each ad dollar went to newspapers and practically nothing to radio. Three years later the newspaper budget had been cut to 52 cents of each dollar.

According to Abrahams, "The average retailer knows very little about radio as a sales promotion tool." This, coupled with the relative youth of broadcasting, is responsible for radio's small share of the retail ad budget. Recently, however, the picture began to change, with more and more members asking NRDGA for information about and assistance with radio advertising.

In answer to this demand, NRDGA in cooperation with NAB, has begun an extensive educational campaign for retailers. The NRDGA held a radio clinic in Chicago last June and repeated it by request at NAB's Sep-

tember convention in Atlantic City. A similar panel discussion was held before an overflow crowd at NRDGA's recent convention in New York.

### Example of Profitable Use

An outstanding example of efficient and highly successful use of radio by a retailer is the case of a campaign by Cohen Bros., department store in Jacksonville, Fla., on behalf of its record department. Program, a half-hour daily disc jockey show with Wayne Farrell, over WJHP, was inaugurated at the beginning of July of last year. Department sales for the two preceding months, May and June, were \$3,000 and \$2,000, respectively.

When the department's books were closed for July, sales had climbed to \$4,000 and were climbing rapidly. August totals were \$5,100; September, \$5,200; October, \$5,600, and November, \$7,000—an increase of 165.7 per cent. Maintained profits with the program on the air increased five per cent.

Over a period of 21 weeks sales by phone at the studio within 30 minutes of the program's sign-off, totaled \$3,422.55. Total costs for the program, which was run in cooperation with four recording firms, Victor, Decca, Mercury and Signature, were \$1,681.

The store's satisfaction with the series was expressed by Robert L. Seitner, v.p. and general manager who said, "Were we able . . . to devise a program with like results for other departments, I believe that we would answer a much needed auxiliary to our present advertising policies."

Success stories like the above are being brought home to retailers constantly, along with examples of successful radio advertising by heavy users such as The Fair and Wieboldt stores in Chicago; William Hengeler Co. in Buffalo, and Black's in Waterloo, Iowa. Still another factor which will tend to increase radio's revenue from retail outlets is the advent of a buyer's market. This will increase competition and necessitate intensified advertising and promotion by the nation's sellers.

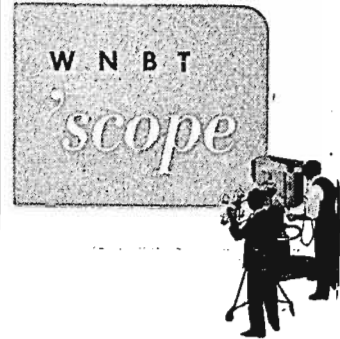
## Gulf Oil Co. Renewal For "We The People"

(Continued from Page 1)

tinger, CBS vice-president in charge of sales. "We, The People" is aired Tuesdays, 9:00-9:30 p. m., and emceed by Dwight Weist. Agency is Young & Rubicam, Inc.

## Petitions Commission To Extend FM Minimum Time

Elias Godofsky, president of WHLI-WHNY-FM, Hempstead, L. I., Friday requested FCC to change the present rule requiring FM stations to operate at a minimum of 6 hours a day. Godofsky suggested FM stations be required to operate a minimum of 12 hours each day to further develop FM listening in view of Petrillo FM ruling.



ON THE AIR AT CHANNEL 4 . . .

MONDAY, FEBRUARY 2

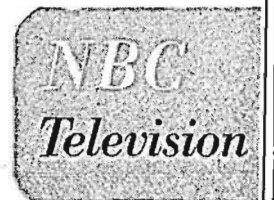
- 8:15 UP & Acme News
- 8:30 NBC Television Newsreel
- 8:41 Cavalcade of Sports—Boxing—St. Nicholas Arena
- 10:00 Feature Bout—Johnny Dell vs. Johnny La Russo (Gillette)

TUESDAY, FEBRUARY 3

- 8:15 UP & Acme News
- 8:30 Travel Film
- 8:40 Wrestling—St. Nicholas Arena
- 10:00 Feature Bout—Swedish Angel vs. Dave Levin

TODAY'S STORY . . .

In what seemed to be an enthusiastic echo from England, Mollie Panter-Downes wrote in THE NEW YORKER last week "It looks as though television will have its most successful year in 1948." A transatlantic amen for NBC's historic advertisement. This hands-across-the-sea note goes further than an exchange of aspirations. NBC and the BBC are hastening television's advancement with an exclusive reciprocal film exchange agreement. To observe that the agreement works and beautifully, one has only to recall the outstanding dispatch with which NBC televised the Royal Wedding. Just another example of NBC Television's service to its viewers and advertisers, old boy.



A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY—Monday, Feb. 2, 1948—TELEVISION DAILY is fully protected by register and copyright.

## ABC PUSHES PLANS FOR TELE EXPANSION

### TELE TOPICS

By JIM OWENS  
Associate Editor

DEMOCRATS will earmark a healthy portion of their '48 campaign budget for television, and party biggies are already juggling about various types of programs. The show in the blueprint stage is a round-up of mayors of the four major eastern cities, to be aired on the network. . . . National (baseball) League club owners are juggling tele with more than passive interest their annual winter confab at the Waldorf this week. . . . WCBS-TV snagged the recording Mahatma Gandhi ever made 5 yrs. ago) and aired it during a eulogy of the Hindu leader Friday night. The play will probably become a collector's item. . . . Ren Kraft, George Moskovics and Jim Haddigan have been appointed to decide who's done the best job in video when the American Television Society makes its awards next June.

ABC Television's John Royal's office looks like a china shop. Web biggie was one of eight New Yorkers gifted with a crate of Mexican china, but faulty addressing at the whole batch to Jawn. . . . Reavis Sinkler, who's been huddling with NBC execs on the Jerry Fairbanks film tie-up, lined back to the land of sunshine yesterday. N. Y.'s a hot town, he says—but only as far as tele (and not the temperature) is concerned. . . . Sam Taub, veteran night announcer, will handle the mike chores of WNBTV's wrestling pickups from St. Nick's. . . . Les & Josephine Hunt, deaf mutes, will give the tele audience the silent treatment tonight on "Doorway to Me" (WABD). Pair does a slick magic-guggle act, and polished their routine during four years with USO overseas.

WJ-TV (Detroit) airing approximately 10 hours of daytime tele per week—with emphasis on Mom and the kiddies. Station aims at the moppets from the time they quit school 'till supper. . . . Tony Martin will be "guest" starred in a new package being readied by Larry Finley on the coast. Martin's already guested on several KTLA shows.

### Video Hypo

New-type television receiver antenna, designed to achieve maximum receiving power on all video channels, including the weakest in each area, has been developed by The Vertrod Corporation, electronics manufacturers. Company says that the new antenna makes it possible for installation men to accurately "pre-adjust" the aerial to any frequency in the FM-TV bands before actually mounting the antenna assembly.

### Aussies Wide Open For Tele

Sydney, Australia—"Perfect television service" could be provided the Australian populace within four months from the time the Government agreed to aid in its development. Sid Ernest Fisk, managing director of Electric and Musical Industries Limited, said here last week. Visiting this country from London, Fisk was strongly impressed with the possibilities of video development here, and declared that television could be the "biggest entertainment factor in the world."

## N. Y. Theater TV Near; Daytime Video Fare Aided Bar Business

Theater-tele receivers produced by Colonial Television Corp.—the type now used by the big Pantages Theater, Hollywood,—have been quietly undergoing tests in several New York metropolitan-area houses and are slated for permanent installation within a month, it was revealed Friday. Colonial will show the model publicly Feb. 12 in the grand ballroom of the Concourse Plaza Hotel in the Bronx.

### KSTP Setting Plans For TV Spring Debut

St. Paul—Television programs are expected to get underway in the Twin Cities area by next April by station KSTP which plans local video programs from its St. Paul 568-foot tower. March 1 is the date set for transmission to video set dealers with first experimental program of a basketball game already televised. WTCN, only competitive video station in the area, is also expected to begin early summer video transmission from its Foshay tower station in Minneapolis.

Clifton, N. J.—Proof that there was a direct connection between "excellent" business reports by many taverns and public places during 1947 and the daytime programs offered by N. Y. tele stations was claimed last week by Horace Atwood, president of Industrial Television, manufacturer of large-screen sets. Atwood said that a number of customers interviewed recently "unanimously agreed" that there has been a noticeable decrease in their daytime business, particularly on weekends, since early in December. "During December, and in the present month," he pointed out, "there have been virtually no daytime programs on television." He cited the daytime video fare available through last summer and the fall, when baseball and football schedules were under way, and pointed out that a number of tavern owners revealed a substantial drop in receipts since daytime shows ended. On the other hand, most customers admitted sharp increases in daytime business during '47 over the previous year when they did not have tele.

## The Week in Television

Camel Cigarettes signed with 20th Century-Fox to air a daily newsreel on film over the NBC Network, starting next month. Kaiser-Frazer Corp., sponsor of "Amateur Hour" on WABD-Du Mont, to bankroll a nationwide tour of the network's Television Bus. Unit will visit all cities and work in co-op with local K-F dealers. . . . WPTZ, with 2,988 operating hours to its credit in '47, reported the Philadelphia audience increased 900 per cent during the year.

Business group in Chicago considered a deal to erect a \$50,000,000 television city near the Loop. Meanwhile, WBKB, Paramount station in the windy city, set plans to "create" new fight center in Michigan City, to schedule and air its own fights. . . . Hotel New Yorker (NYC) announced plans to install tele sets in 100 of its guest rooms. . . . Philco will market a new set priced at \$199.50. . . . Video receiver sales continued heavy in all cities with service, with January expected to break all records for a single month.

All-film tele confab at the Hotel Commodore attracted over 300 industry execs, pointed up future importance of celluloid in video. . . . Mexican engineer predicted that country could have top-quality service once the Government stepped in to help. . . . FCC had 10 new applicants for stations, mirroring hyped activity in the industry from Coast to Coast.

## Five Web Stations To Make Debut This Year

ABC announced Friday accelerated plans for television operation in five cities before the end of this year, including the establishment of three preliminary regional chains which will form the nucleus of a later nationwide network.

ABC plans to get under way with programs in New York, Detroit, Los Angeles, San Francisco, and Chicago during '48. Three television loops will link Chicago and Detroit, San Francisco and Los Angeles, and Washington, Baltimore, Philadelphia and New York.

Chicago outlet, WENR-TV—construction plans for which were announced last week—is expected to be first of the ABC stations on the air with its premiere scheduled for September. Detroit is expected to follow in November, Los Angeles and Frisco in December, and New York about the same time.

Transmitters and supplementary equipment have been ordered for all five stations. Arrangements for transmitter sites have been concluded for Chicago, Detroit, Los Angeles and San Francisco, and negotiations are currently under way to share the Chrysler Building tower with CBS for its New York outlet.

In Chicago, ABC's video transmitter and antenna will be constructed on the Civic Opera Building, where the necessary changes are under way to permit the installation of equipment. Actual delivery of a transmitter is anticipated on June 1. In Detroit, the transmitter and antennae will be located on the Maccabees Building, where temporary studios also will be utilized.

ABC's Los Angeles transmitter requires the construction of a building on Mt. Wilson, a project now under way. In San Francisco ABC has concluded an agreement to purchase the Sutro property for housing the transmitter and for temporary studios.

### Film's Inside Story

"Biography of a Motion Picture Camera," prize-winning film telling the story behind the development of motion pix, will be aired as a feature of Bob Loew's "Photographic Horizons" on WABD tomorrow night (7-7:30 p.m., EST.) Film, which will be shown in two installments, won the 1947 Grand Prize in the Brussels film festival held last fall. Joe Costa, proxy of the Nat'l Press Photographers Association, will narrate.

## FM Stations, AFM Now May Negotiate

(Continued from Page 1)

representatives in Washington and Rochester, only two originating points for the hookup, within a few days. Petrillo said he was sure "they'll come to a settlement satisfactory to both sides."

When the AFM chief was asked if the lifting of the ban was only temporary, he answered that it was removed for good. He added negotiations between the union and FM operators will be strictly local matters until FM grows into a coast-to-coast network. He said that then the bargaining issue would become national in scope.

Only live music heard so far on the 29-station Continental Network has been service bands in Washington and the Rochester Symphony Orchestra. Latter was the center of a dispute last Fall after a 16-week contract had been signed by WHFM, Rochester, but the agreement finally went through after Petrillo decided it was made in good faith by all parties. Pact expired just last Friday night but it is being extended until a new one can be drawn up.

### New Line to Be Tested

Dillard disclosed that on Feb. 19 the Continental will make a month's test of a new 15,000-cycle line running between Washington and Alpine, N. J. Heretofore FM operators have been able to get only 8,000-cycle lines from AT&T.

Meantime, in Chicago, news of FM duplication of network AM musical programs was hailed as "a great forward stride for FM" by Bill Bailey, executive director of FMA, who predicted an upsurge in the manufacture of FM sets. "For a year RMA has told the FM Association that the day network programs are made available to FM," Bailey said, "production of FM sets will be stepped up." He added "that day is at hand."

With 371 FM stations on the air last Friday, FCC reported that 312 are affiliated with AM stations.

All FM stations owned-and-operated by the major networks yesterday began duplicating complete AM program schedules as did many FM outlets owned by web affiliates. WOR, New York, said its FM outlet, WBAM, will continue to be on the air only from 3 p.m. to 9 p.m., but will carry WOR and Mutual shows.

WFIL-FM, Philadelphia, announced that it has started duplicating the entire WFIL schedule except between 5 p.m. and 7 p.m. when it originates its own programs. WFIL-FM continues to broadcast facsimile editions of the Philadelphia Inquirer every weekday at 2:15 p.m. and 5 p.m.

### U. S. Rubber Buys One-Shot

The Mutual network on Thursday, Feb. 5, will broadcast, under sponsorship of U. S. Rubber Co., a 15-minute commentary by Ted Husing describing highlights of the Winter Olympics now in progress in Switzerland. The program will be heard from 8:15-8:30 p.m.

## COAST-TO-COAST

### —SOUTH CAROLINA—

**CHARLESTON**—Charles Austin (Chuck) Simpson, 38-year old WCSC announcer, died suddenly of a heart attack in Asheville, January 5. Surviving are his widow, Mrs. Velma Simpson, who has been a featured organist over this station for the past year; a brother and a sister. . . . **COLUMBIA**—Pat Dilley, 10-year old comic book editor, recently told his success story over WIS when he guested on the "Today's News" program. Pat draws all the cartoons himself and writes the entire story line. His two publications are called "Trixie Pixie Comics" and "Space" Comics.

### —MASSACHUSETTS—

**BOSTON**—George Graves, who conducts the "Home and Garden News" on WCOP, recently received notification that he will be included in the new book, "Who Knows—And What," by the publishers of "Who's Who In America." The book, to reach the stands late this year, is a listing of authorities, experts and the specially informed. Graves is a life member of the Edinburgh Royal Botanic Garden Society of Scotland. . . . High School Disc Jockey is the name of the new series of WMEX programs which are conducted by two representatives of a different high school each Saturday morning. Every student chosen by the director of music of his or her school will have full freedom in selecting from the WMEX library 10 of his favorites and will receive a popular record album for participation in the show.

### —NEW YORK—

**BUFFALO**—WBEN-FM is expanding its schedule of live programs with the addition of the Buffalo Philharmonic Orchestra concerts and addresses by prominent figures making local appearances. The concert broadcasts, under the direction of William Steinberg, are carried in full every other Tuesday from the Kleinhans Music Hall while the addresses are broadcast from the First Presbyterian Church in this city. . . . New show on WEBR is The All Nation Review, handled by announcer Ed Tuchtolka. Program is designed to unite all nationalities in a circle of friendship through the medium of music, the international language. Show is heard each weekly morning at 9:30 and requests from the listening audience are welcome.

### —ALABAMA—

**MONTGOMERY**—A two-hour radio show, featuring stars from local stations, was recently broadcast from the municipal auditorium in honor of Cohen Myers and Olivia Davis, WMGY's singing team, who will be married February 18 on the Bride and Groom program in Hollywood. The couple has the longest continuous radio program in this city, having started 13 years ago on WSFA. . . . David E. Sunn, WSFA secretary, has announced his candidacy for the county board of revenue. . . . **MOBILE**—WALA is co-operating with the Junior League and public and parochial schools in the Saturday ayem children's show, "Books Bring Adventure."

### —COLORADO—

**DENVER**—"Junior Star Time," an amateur program for youngsters between the ages of 5 and 15, recently made its debut on KOA as a regular Saturday feature. Cash prizes and other awards will go to the weekly winners who will be selected on the basis of mail votes. Emcee is Eddie Jones, popular KOA artist. . . . Texas Tech has been adjudged winner of the first annual collegiate Carload Livestock Judging Contest recently held at the National Western Stock Show and sponsored jointly by the National Western and the KLZ Farm Reporter. The winners received an engraved 15-inch trophy from the farm reporter, Lowell Watts, in the first contest of its kind ever held.

### —LOUISIANA—

**NEW ORLEANS**—WVL will have three-year-old Terry Tullos, March of Dimes poster boy, for a two-day guest visit, February 3-4. Terry will be featured on several local radio shows, receive the keys to the city from Mayor DeLesseps Morrison, visit the children's wards at Touro and Charity Hospitals and appear at various March of Dimes booths on Canal Street. . . . A fire which consumed several business houses and an apartment building in the 300 block of Chartres Street, was described by WDSU announcers who witnessed the blaze from their studio window. Gay Batson, making a rapid call to ABC, scooped all other communications and had this station mentioned on the network broadcast.

### —MINNESOTA—

**MINNEAPOLIS-ST. PAUL**—Luther H. Youngdahl, governor of Minnesota, used the facilities of WCCO recently when he reported to the people of this state on his recent trip to the Scandinavian countries. The Minnesota chief executive commented on his observations and meetings with the heads of state of Denmark, Norway and Sweden. . . . New sales promotion manager for KSTP is Joe Cook, 26-year-old author of "My Friend Mike," a book about small-town radio. Cook started in radio at the age of eight and has since appeared as an actor, announcer, special events man and disc jockey, the latter for which he won CCNY's award in 1944.

### —PENNSYLVANIA—

**PHILADELPHIA**—In a continuing effort to acquaint the public with every-day activities of broadcasting, KYW is launching a 10-week course in radio for students of Martin College. With the schedule to get under way February 14, the off-the-air activity will feature lectures by staff department heads of KYW, who will emphasize the practical aspects of the broadcasting industry. Classes will be held in the station's main auditorium studio and will be co-ordinated by Arthur C. Schofield, KYW promotion manager, and Elliott Lester, director of student activities at Martin College. . . . **PITTSBURGH**—Mary Martha Briney, Pittsburgh soprano singing star of KDKA's Tap Time broadcast, recently made her New York City recital debut at Town Hall. Her accompanist was Gibner King.

## Murder Of Gandhi Gets Wide Coverage

(Continued from Page 1)

a nightmare for radio correspondents.

Webs and stations were wholly dependent upon the wire services for whatever they could pick up from BBC and in a few cases the All India Radio. Several special shows in tribute to Gandhi were also scheduled throughout the day.

First eye-witness account came from BBC correspondent Robt. Stimson who was standing only yards away from Gandhi when he was shot. Stimson's story was sent to London where it was voiced another announcer on BBC's No. American Service "Radio Newsreel" at 11:30 a.m., EST. Account was carried direct from London by WNYC and later in the day by WNEP, WINS, WOR, WQXR and WTOP of Washington. Mutual also used the report.

### UN Delegates Pay Tribute

Jumping at an angle, Henry J. Cossitt of MBS got a telephone interview with N. Gopalaswami Ayyangar, chief India delegate to the United Nations, when Gandhi's death was flashed from New-Delhi and had story in his 9:15 a.m., network show. LaCossitt's interview was picked up by the wire services.

Tribute by UN delegates to the Indian leader Friday afternoon was broadcast by WNYC and fed to other stations on request.

At 6 p.m., WOR pulled out its regular newscast, the time being relinquished by Studebaker, and aired special Gandhi show. With Lyle W. as narrator, recorded eulogies were heard from Prime Minister Clement Attlee, Ayyangar, the Indian delegate to the UN, Dr. Raphael Lemkin, co-sponsor for adoption of Genocide Convention, and James F. O'Neil, commander of the American Legion. WOR also carried a platter of Gandhi speaking in English and relating his spiritual philosophy. Record was loaned by Maurice Dreicer of WGN who also aired the recording on the station.

ABC had its own recording of Gandhi, one containing an interview conducted by former correspondent Albert Wragg early last year. It was used in "Headline Edition" at 7 p.m., EST, and again for a special show at 10:45 p.m., EST.

### Mrs. Emma Nassberg

Mrs. Emma Nassberg, 77, mother of radio tenor Joey Nash and Herb and Jules Nassberg, died at her home Friday, Jan. 30. Funeral service was held yesterday, Sunday, in Brookh.

### Joins WINX, WINX-FM

Washington—Edwin J. Charles, formerly with WQQW, has joined sales staff of WINX and WINX-FM. A native New Yorker, Charles served with the 8th Air Force during war. He has been in the Capital two years.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 23

NEW YORK, TUESDAY, FEBRUARY 3, 1948

TEN CENTS

## WOULD REGULATE USE OF RECORDINGS

### Ruth Crane Reelected President Of AWB

Washington Bureau, RADIO DAILY  
Washington—Ruth Crane, commentator on WMAL, was re-elected president of the Association of Women Broadcasters at their closing session at the Mayflower Hotel on Sunday. Miss Crane became acting president of AWB last year when Frances Farmer Wilder resigned the post.

Miss Gertrude Grover, WHCU, Ithaca, N. Y., was appointed first vice-president to complete the term of office originally filled by Mrs. Crane.

At the request of A. D. Willard, Jr., executive vice-president of NAB, a committee was appointed to advise

(Continued on Page 5)

### Costello Gives Viewpoint On MacArthur's Stand

Bill Costello, CBS newsman, broadcasting from Tokyo yesterday took occasion to get critical concerning General MacArthur's attitude toward the press and sought to show that the General had said that Japan is unsuitable for use as a press base for all Oriental Asia.

The text of the Costello broadcast, heard on CBS stations in the United States, follows:

"From an unofficial source, news-

(Continued on Page 6)

### Hooper Report Indicates Weather Aided Listening

A brighter side to this winter's unusually severe weather in most parts of the country has been unveiled by Messrs. Hooper and Nielsen, whose respective calculators have revealed that radio listening for the past month

(Continued on Page 5)

### Twin City FM Outlet Claims Top Power

St. Paul—WMIN-FM, claiming the greatest radiated power of any FM station in the United States, went on the air yesterday in the Twin Cities. The station is said to have an effective signal of 100,000 watts and will be heard regularly within 150 miles of Minneapolis and St. Paul.

The station has a 12 element square loop antenna, towering 448 feet and 10-kw. transmitter installed by the Federal Telephone and Radio Corporation, Clifton, N. J.

AM as well as FM programs will be carried on the station, according to Edward Hoffman, general manager. Associated with Hoffman in the operation of the station are Frank M. Devany, assistant general manager; Warren Fritze, chief engineer and Samuel L. Levitan, operations manager.

### Industry Music Comm. To Continue Operation

A pledge to maintain the all-industry music committee in operation as a solid front in handling matters relating to AFM was made yesterday by the seven-man executive sub-committee, meeting in New York to review the record after outstanding events of last week. After the networks and the musicians' union harmoniously announced a 60-day extension of contract last week, plus James Petrillo's decision that FM broadcasters can

(Continued on Page 8)

### New Kearns Bill Differentiates Between Home And Commercial Recordings; AFM Royalties Not Included

#### Leaders To Testify On FM Spectrum Issue

Testimony will get under way in Washington this morning by ten FM broadcast leaders on the resolution by William Lemke of North Dakota to move FM back to its original place in the spectrum. Agreement has already been reached on the offering of a committee amendment which would permit stations now operating in the higher bands—or under con-

(Continued on Page 3)

#### FCC Hearing Mar. 15 Will Define Fax Status

Washington Bureau, RADIO DAILY  
Washington—A hearing to establish the present state of facsimile broadcasting, with full consideration given several pending petitions that the FCC establish engineering standards, was announced yesterday by the Com-

(Continued on Page 8)

#### Check For \$672,000 Given To March Of Dimes

Check for \$672,000, representing the proceeds from the Truth or Consequences "Miss Hush" contest, has been turned over to the National Founda-

(Continued on Page 4)

Washington Bureau, RADIO DAILY  
Washington—A streamlined version of his forthcoming bill to ban broadcast use of records made for home consumption is due back from the Legislative counsel today, Rep. Carroll D. Kearns, Rep., Penn., told RADIO DAILY yesterday. The bill will go into hearing, he said, with no stipulations regarding royal-

(Continued on Page 3)

### Mrs. Lewis Resigns; Will Remain In N. Y.

Dorothy Lewis, director of listener activities for NAB and organizer of the Association of Women Broadcasters, yesterday formally tendered her resignation to Justin Miller, president of NAB. The resignation of Mrs. Lewis was motivated by the NAB decision to close the New York office and to move her departmental ac-

(Continued on Page 6)

### WMLO Negotiates Contract With Milwaukee Musicians

Milwaukee—WMLO and the Milwaukee Musicians Association, AFM Local No. 8, have signed a contract renewing the relations between the station and the Union—which were severed on October 11th—and ending

(Continued on Page 2)

## Philco Sales \$225,000,000 In '47; Preview New Models

Philco Corporation had its greatest year in the manufacture and sale of radio, television, refrigerators and other products during 1947, and recorded total sales of approximately \$225 million, it was announced yesterday at a showing of its new line in the firm's New York distributing offices.

Following this record-breaking performance, Philco has geared its plant operations, sales and advertising plan-

ning to handle an even greater increased volume of business in 1948, according to John M. Otter, general sales manager.

New Philco radio receiver line features price reductions in several categories, including portables, table models and consoles, ranging from \$29.95 to \$369.50. A new three-way portable is available at the former price, whereas the lowest priced Philco

(Continued on Page 7)

#### Award

Paul W. Litchfield, chairman of the board, Goodyear Tire and Rubber Company, will receive the 11th annual award of the National Association of Public Relations Counsel, at a dinner at the Waldor Astoria Hotel tonight. The award is going to Mr. Litchfield for his company's sponsorship of "The Greatest Story Ever Told" on the American network.

#### February Santa

Surplus funds contributed by listeners for its annual Christmas party for underprivileged children have been used by WOR to purchase 1,600 layettes which will be distributed in 17 New York hospital-maternity wards. Initial presentation will be made by Commissioner of Hospitals Edward Bernacker in Harlem Hospital to mother of first infant born there today.

RADIO DAILY



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

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FINANCIAL

(Feb. 2)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

Rathbone On CBS

Basil Rathbone, radio, stage and film star, will be heard on CBS today when he appears as guest on the network's Radie Harris program at 3:55 p.m.

10 YEARS AGO TODAY

(From the files of Radio Daily)

James C. Petrillo, chief of the Chicago AFM local, relaxed a year-long ban on recording in the Windy City. Local also signed contract with NBC calling for \$110 for sustaining week of five days and \$140 for commercial, same as WGN and WBBM pacts signed earlier. . . . "Where Were They" Dept.: Brent Guntz was continuity director of WFBR; Bert Hauser was promotion manager for NBC o. & o. outlets, and Will Baltn was radio editor of the New Brunswick Daily Home News.

COMING AND GOING

JOHN MADIGAN, the American network's news editor, is in Youngstown, Ohio, for today's broadcast of the Baukhage program over WFMJ, affiliate of ABC.

DON DUNPHY and BUDDY GREENSPAN, sportscasters heard on WHN, are in Boston to air tonight's Ivy League basketball game between Princeton and Harvard, which will be played at the Boston Garden.

SIG MICKLESON, director of news and special events for WCCO, Minneapolis-St. Paul, is in town for confabs with Bob Heller, chief of the CBS documentary unit.

ARTHUR SIMON, executive vice-president of WKBW, Buffalo, N. Y., who has been in Gotham since last Thursday, leaves today for his upstate headquarters.

MORRIS NOVIK leaves today for Chattanooga, Tenn., where he will interview prospective employees for WVUN, Unity Broadcasting Corp., FM outlet there. He'll be back in New York next Friday.

MERRITT R. SCHOENFELD, of Schoenfeld, Huber & Green, is spending three days in Columbus, Ohio, at the convention of the Ohio Wholesale Wine Dealers Assn.

CLIFFORD C. HARRIS, technical supervisor at WIP, is back in Philadelphia following a few days in Washington, D. C.

JOHN J. KAROL, sales manager of CBS, off to Boston, where tomorrow he will address the New England regional conference of the Public Utilities Advertising Assn. at the Parker House. His subject will be "Using Radio Effectively for Utilities Advertising."

LOWELL THOMAS, Columbia network news commentator, is broadcasting his daily program from Mt. Tremblant, Quebec. His newscasts will continue to emanate from the Winter resort through next Friday.

CAROL MOODY, originator and packager of the nationally-syndicated "Quizdown" series, has left for Bloomington, Ind., after having spent several weeks here in connection with the WMCA "Quizdown" sponsored by the New York Herald-Tribune.

BILL HENRY, Columbia network Washington newsmen, arrived in New York yesterday and for the rest of the week will originate his 8:55, Monday-through-Friday newscast from the Big Town.

MARTIN AGRONSKY and JESSE MASS are in Springfield, Mass., for the broadcasting of the commentator's program from WSPR, American network affiliate.

LEE LITTLE, manager of KTUC, Columbia network outlet in Tucson, has returned to Arizona following completion of a business trip to New York.

WMLO Negotiates Contract With Milwaukee Musicians

(Continued from Page 1)

The litigation between the two organizations.

Jerome Sill, general manager of WLO, stated that the station had hired a Western unit, to be known as the "Cream City Ramblers" who begin broadcasts on February 16th. He added "we have stated throughout the controversy which is now happily ended, that we had no fight with trade-unionism and no intention of employing non-union musicians. We discharged our previous house orchestra because we had no need for them. We have employed this new group because they do fill a current programming need. Throughout our litigation, we pointed out that if and when we found need for live music and at the same time, a group that met our needs and our standards, we would employ them. We have and we did."

Stirton Upped By ABC

Chicago—E. R. Borroff, vice-president in charge of the ABC central division, left for New York Saturday to confer with network executives and on the eve of his departure he announced that James L. Stirton, who has been assistant to the vice-president, has been appointed general manager of the central division, a newly created post. Stirton was program manager of ABC central division from February 1942 to June 1944 when he entered the Marine Corps. On his return in 1945 he became assistant to the vice-president.

Begin FM Duplication

Chicago—The FM stations operated by WENR, WGN and WBBM began broadcasting duplicate AM programs this week, in line with the understanding reached January 29 with the American Federation of Musicians.

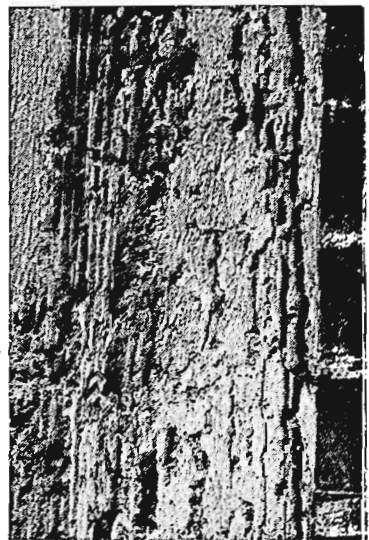
Experimental Theater Set For Series On WIP, Philly

Philadelphia—The Philadelphia Experimental Theater, a weekly series of 14 dramatic shows under sponsorship of the Philadelphia Art Alliance and the American National Theater and Academy, bows in over WIP Saturday night, 8:30 p.m.

Station Donating Time

The station is donating the time for the program and will award cups for the three best performances. Winning play of the first 13 broadcasts will be repeated the final week. WIP prexy Benedict Gimbel Jr. will serve on the board of 12 judges.

Twenty-three acting groups are co-operating in the series. Plays will include classics, contemporary works and several original manuscripts. Opening vehicle will be Ibsen's "The Wild Duck."



Ever see a termite?

Most people haven't. Termites are tiny and ant-like. They bore through wood from the inside until only a thin outer shell remains. Nothing is known of the damage they've done until it's too late to do anything about it.

Let's repeat part of that: "nothing is known until it's too late." A lot of business men could think that over.

We wouldn't compare competitors, who are outsmarting their industries, to termites . . . but a lot of people who have been coasting along in the seller's market are going to wake up with nothing but a "thin shell"!

If you've got a sales problem in Baltimore, and you plan to use radio, you'd be wise to use W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. 6th largest in the country.

Remember the call letters W-I-T-H!

WEVD 5000 WATTS 1330 K.C. 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

W-I-T-H AM and FM Baltimore 3, Maryland TOM TINSLEY, President Represented Nationally by Headley-Read

# Kearns Bill Due Today; Record Royalties 'Out'

(Continued from Page 1)

ities to be paid performing artists, and without any declaration as to how the fund should be split between artists and the AFM.

"Those will be matters for negotiation," Kearns said. What it will provide for is that records be labelled either for home use or for commercial use. Broadcasters, juke box operators and other commercial users will be liable to "a stiff fine" for unauthorized use of the home recordings, Kearns said. Asked if his bill would propose a progressively larger fine as the offense might be repeated, he said he thought the initial fines would be large enough to discourage violation. Charges of violation, he said, would go to Federal District courts.

### Is Union Member

The Pennsylvanian, himself an AFM cardholder, said it is likely he will propose a royalty figure during hearings. He said he thinks it best to hear testimony and get the whole picture surrounding the bill from all angles before attempting to set a figure for royalty payments to performing artists. But at the same time he said it is not likely that the bill will itself carry a rigid percentage figure.

Instead, he predicted that the size of the royalty will become a matter of negotiation between the AFM and the record manufacturers. It will, of course, be paid only upon records pressed for commercial use.

The split-up of these funds between recording artists and the AFM will also be a matter of negotiation, Kearns thought—but he added that he would probably have some suggestions to make on that subject as well during the hearings.

### Ralph J. Rosenthal

Ralph J. Rosenthal, account executive of Ruthrauff & Ryan, Inc., Chicago, died January 26 at the Highland Park hospital, of a heart attack. Rosenthal was one of the best known advertising executives in Chicago. He started in the business with Lord & Thomas; later was associated with Arthur Meyerhoff & Company, and joined Ruthrauff & Ryan in 1947. He is survived by his wife, Frances, and a daughter, Mrs. Hamilton Moses.

## ★ AGENCY NEWSCAST ★

**JOHN BLAIR & COMPANY**, national station representatives, has moved its New York offices to new and larger quarters at 22 East 40th Street. The new space is nearly double the size of that previously occupied. Facilities have been provided for future advancement in the field of television and other branches of the industry

**MEL MOHR** has joined the staff of the Gunn-Mears Advertising Agency as director of radio. He formerly was with S. L. Feiss, publishers' representatives.

**SAMUEL ROSS**, executive vice-president of Tarler & Skinner, Inc., Boston Advertising Agency, has announced the appointment of Frederick M. Ford to the staff, as account executive. Ford formerly was radio director of New England Town Hall and producer of the New England Town Meeting programs.

**SEABOARD & WESTERN AIRLINES, INC.**, has named Mel Adams and Associates to handle its public relations activity. Company operates airfreighters to points in western and southern Europe and the Middle East.

**HERBERT H. FOSTER & ASSOCIATES**, public relations firm of Toronto and New York, has appointed Joel M. Holt radio and television director.

**JAMES T. KELLY**, former account executive with C. Wendell Muench and Company, Chicago, has been appointed account executive of the Olian Advertising Company.

**GEORGE T. CASE**, general manager of WINK, Ft. Myers, Fla., has announced that, effective February 1, 1948, Lorenzen and Thompson, station representatives, will represent the station.

**JOHN AMBROSE** has been added to the traffic department of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency.

**BENJAMIN R. POTTS**, assistant radio director of Federal Advertising Agency, has resigned, effective February 6, to become a partner in the Fisher Hatchery, a 100,000-egg incubator and feed business in Wilson, Kansas.

**LANSEAIR TRAVEL SERVICE, INC.**, Washington, American affiliate of Lansair, Ltd., with offices in London, Paris and Milan, has appointed French & Preston, Inc., New York and Washington, to handle its advertising in the United States. Anthony Hamilton, president of Lansair, has announced. Media to be used include newspapers, radio and magazines. Victor G. Bloede, of French & Preston's Washington office is account executive.

**EUGENE J. COGAN**, media director of Geyer, Newell & Ganger, Inc., was installed as president of the Media Men's Association of New York Wednesday night Jan. 14, at a meeting at the Hotel Duane. Other new officers for 1948 who were also installed are William H. Schink, G. M. Bosford Company, 1st vice-president; Benton L. Moyer, Jr., Ruthrauff & Ryan, 2nd vice-president; David J. Wasiko, Donahue & Co, secretary; Thomas P. Reilly, Foote, Cone & Belding, treasurer; George H. Schiesser, Erwin, Wasey & Company, sergeant at arms; Newman F. McEvoy, Newell-Emmett Company, chairman of the executive board, and Robert Erath, Kenyon & Eckhardt, and Arthur F. Dermody, Kelly, Nason, Inc., members of the executive board.

**SLIM YOUTH FASHIONS**, manufacturer of knit lingerie, has appointed Norman D. Waters & Associates, New York agency, in charge of their national advertising program in fashion magazines scheduled to start with the Spring issues.

**PHILLIPS TELEVISION WEEKLY**—a magazine of television news for viewers, has appointed Birmingham, Castleman & Pierce, who will handle the advertising in television on all television stations.

# Leaders To Testify On FM Spectrum Issue

(Continued from Page 1)

struction for those bands—to remain on their assigned frequency.

The lower band would be reopened to FM, however, in order to provide increased rural coverage, according to Lemke. There is widespread industry agreement—even among Major Edwin H. Armstrong, and others who have been most bitter about the moving of FM to the higher spot in the spectrum—that it would be fatal to force the stations now operating to shift their band again. Thus the current attempt is to obtain as much space in the lower part of the spectrum as is possible, even though it will mean further alteration in receiving set specifications.

Ten witnesses are listed as proponents of such a move—broadcasters Irving Robinson of Yankee, Leonard Asch of Capitol Broadcasting, Schenectady, FMA president, Everett Dillard, J. E. Brown of Chicago, Lee McCann of Stromberg-Carlson, Dr. Harlan Steson, Needham, Mass.; engineers C. M. Jansky and Paul A. Demars of Washington, Dr. E. H. Armstrong and Commander E. F. McDonald, head of Zenith Radio.

No date has been set yet for hearing opponents of the bill, although it is probable that Commissioner George Sterling of the FCC will head off those opposed.



... want a leap all over a 14,000 square mile sales area?



PHILADELPHIA'S PIONEER VOICE  
BASIC MUTUAL

Represented nationally by EDWARD PETRY & CO.

*Now*  
**SALES DOLLARS TRAVEL FAR**  
Ben Ludy, GEN'L. MGR. .. when you use them on  
**WIBW**  
The Voice of Kansas  
TOPEKA

LOS ANGELES

By RALPH WILK

WALTER WHITE, JR., was invited to the March of Dimes program in Albuquerque over the weekend in which Joel McCrea, Frances Dee, Virginia Mayo, Michael O'Shea and Shirley Thomas participated. From Albuquerque the group went to Hot Springs, New Mexico, where they did a broadcast from the Carrie Tingley Home.

Frank K. Danzig produced and directed an audition platter of "The Lone Wolf" for Mutual this week. Series will star Gerald Mohr, star of the Columbia Pictures "Lone Wolf" films.

Miriam Lane has accepted appointment as Hollywood correspondent for Major Madras, India newspaper, doing a weekly film column, while marking time for her return to the air.

Art Linkletter flew to Hanford, Calif., Saturday, to be honored guest at dedication of town's new radio station.

Bill Anson is broadcasting his "Hollywood Bandstand" over KFVB from the Mardi Gras in Culver City, Calif., Saturdays from 1 to 4 p.m. featuring guest stars each week.

Eddie Chase, who bowed in on KFVD Monday, is readying a half hour daily transcribed version of his "Make Believe Ballroom" for release on 11 midwest stations, including Chicago.

Check For \$672,000 Given To March Of Dimes

(Continued from Page 1) tion for Infantile Paralysis. Presentation was made in Washington over the weekend by Mrs. Ralph Edwards, wife of the show's mentor and emcee.

In accepting the check, Basil O'Connor, president of the Foundation, said the money will be placed in the organization's epidemic aid fund for use in fighting possible polio epidemics this summer.

Miss Hush contest, which ended Dec. 8, made Edwards the most successful individual fund-raiser for the March of Dimes. His total to date is over \$1,500,000.

KPRC Anniversary

Houston, Tex.—Easton C. Woolley, director of NBC's stations department, will present a bronze plaque to Jack Harris, manager of KPRC, at a dinner here, Thursday, in commemoration of KPRC's 20th year of affiliation with NBC. The occasion will also mark the opening of KPRC's new studios.



Mainly About Manhattan . . . !

● ● ● Among the rumors that cross a columnist's desk this ayem is that the Crosley outfit has more than a passing interest in buying up the Du Mont video setup. It wouldn't surprise us either to learn that they'd also like to latch onto WDDC in Washington, D. C., because of its FM outlet. . . . Talk around that Fred Allen may hop down to Mexico this summer and do a pic down there. . . . Now that NBC has really plunged into television with both antennae, we hear that the web plans to set up a promotional organization patterned on the film flackeries. . . . Miami hotels (that aren't doing the biz they figure) are considering taking air time in N. Y. and other leading towns in a bid for patrons. . . . Television execs are worrying about a new rumor that Petrillo may next demand actors' scale (in addition to musikers' minimum) for all musician who are heard AND seen via video. . . . Herb (20 Questions) Polesie opines that Eisenhower oughta run—if only to keep warm. . . . Phil Baker to sign up with MCA. . . . Understand Ralph Edwards' Walking Man contest outpulling even the Miss Hush stunt. . . . Fletcher Markle paging Percy Faith to do the score for his forthcoming B'way musical.



● ● ● IMP-PRESSIONS: Walter Winchell: Up 'n atom. . . . Alan McPaige Trio: Gleesome Threesome. . . . James Caesar Petrillo: Off the Record. . . . Bruce Raeburn: Kiddin' on the Keys. . . . Cecil Roy: Voice-atile. . . . Bob Hope: Laughs, Unlimited. . . . Eddie Cantor: Eye, Eye, Sir. . . . Ted Strater: Pianotable. . . . Lowell Thomas: Lowell and Behold. . . . Fibber McGee: Molly-Pop. . . . Billy Reed: Little Club What Now? . . . Jack Benny: Wig-Wag. . . . Jay Jostyn: Mr. D. Ahhh. . . . Christine Scott: WINSome beauty.



● ● ● AROUND TOWN: "I've just had a letter from John L. Sinn, exec veepee of Frederick Ziv transcription organization who is in H'wood on company biz," writes Len Traube. "He sez he's the only guy out there without Virus X. He's got Virus T—meaning television." . . . Geo. Crandall of CBS going nutz answering questions concerning the press department's teaser campaign on "Double or Nothing." . . . A pipe-tobacco outfit interested in John Bradford's poetry reading stanza. . . . Dwight Weist has completed the narration on his latest "This Is America" film—Operation White Tower—first full film coverage of Mt. McKinley mountain climbing. . . . Add Look-alikes: Ray Bloch and Roland Young—Marlo Lewis and Gregory Peck—Herb Polesie and Ray Bolger. . . . Sid Morse, formerly of Wm. Morris, opening his own television pkg. agency in the RKO Bldg. . . . Jan Murray on "We the People" tonite. . . . Joan Edwards due for the Copley-Plaza in Boston. . . . When Zino Francescatti, France's leading violinist, solos with the Philly Symphony ork Feb. 21st on CBS, he'll play his famous Hart Strad, dated 1727. (And our old man used to kick about our using a second-hand fiddle). . . . Ann Marleau, beautiful Canadian singing socialite niece of Dominions publisher, Sen. Nicole, has quit Canada to join crooner Don Reid (he wrote "Remember Pearl Harbor") in a singing act. . . . The Walking Man can't be a married fella, sez Pete Donald. What married man ever gets a chance to put his foot down!



● ● ● At the Roosevelt Grill recently, Wm. Fox, of 20th Century-Fox fame, told Paul Whiteman and Guy Lombardo of a pit pianist who had worked for him in the silent film days. "He used to put the audience to sleep instead of keeping them on edge during the dramatic scenes," he said, "and despite all my lectures he continued to inject his own style into the Wm. Tell Overture. He was a fine pianist, but I finally had to fire him. He eventually attained a pretty good reputation as a songwriter, tho'. One of his tunes was 'Rhapsody in Blue.'"

CHICAGO

By NAT GREEN

LEONARD ELLSWORTH of Zenith Radio Corporation has been elected chairman of the Electronics Personnel Association.

Burl Ives, folk songster, will originate his weekly Mutual network program from the WGN studio theater on February 6 and February 20.

A new series of Norman Barry's novel program, "My Favorite," returned to the air over WMAQ on January 27 and will be heard Tuesdays and Thursdays, 11:15 to 11:30 a.m. Show is a combo of Barry's comments on everything of human interest plus selected add transcribed music.

Wally Holden, Mutual network account exec, and his wife back from a skiing vacation at Land-O-Lakes, Wisconsin.

Dorothy Masters, of the NBC press staff, elected to the volunteer advisory committee of the Travelers' Aid Society of Chicago.

WLS broadcast its "Dinner Bell" program from the U. of Wisconsin, Madison, on February 3 and 4, and it will emanate from the U. of Illinois, Bloomington, February 10 and 11, as coverage of Farm and Home Week in the two states.

John Harrington, WBBM sports announcer, will emcee the 10th annual All Star Ice Show at the Stadium February 12 and 13.

Out-of-town visitors at Mutual's Chicago headquarters during the past week included Wallie Russ of WJNS, Ironwood, Mich.; O. J. Kelchner, WKNX, Saginaw, Mich.; L. L. McCurnin, KAUS, Austin, Minn.; George Cremeens, WWXL, Peoria, Ill.; F. J. Evans, WPLH, Huntington, W. Va., and Louis Burnes, XVMA, Magnolia, Ark.

Jack Ryan, NBC press boss, guested on the "Critic's Corner" program on WEAW, Evanston's FM station, to discuss the Evanston Civic Concert Orchestra.

**WTA-Q SHEET**

Ever meet our Uncle Louie? He's Wisconsin's leading Showman.

**WTAQ** 5000  
GREEN BAY CBS 1360

"Uncle" WEED knows Louie too

THERE'S ONLY ONE  
**Lord Tarleton**  
MIAMI BEACH  
OCEAN FRONT • 40th to 41st Sta.  
Reservations Invited • Walter Jacobs

## Ruth Crane Re-elected President Of AWB

(Continued from Page 1)

AWB executives to the end that the AWB will increase its services to the AWB. This committee consists of the following officers: Ruth Crane, MAL, Washington, D. C., president; Gertrude Grover, WHCU, Ithaca, N. Y., newly appointed first vice-president; Eleanor Hanson, WHK, Cleveland, third vice-president; Nell Laugherty, WSTC, Stamford, Conn., secretary; Norma Richards, WSPD, Toledo, Ohio, treasurer; Violet Short, WTSB, San Antonio, Tex., 13th district chairman; Ann Holden, KGO, San Francisco, vice-president; Verence Irwin, KVI, Tacoma, Wash., 17th district chairman; Nancy Grey, WTMJ, Milwaukee, 9th district chairman; and Linnea Nelson, of J. Walter Thompson, New York, to represent associate members.

### Next Convention in Chicago

The board decided the sixth annual convention would be held in Chicago next year, but no date for the convention was set.

In electing Miss Crane to the presidency for the ensuing year the women broadcasters adopted a resolution commending her and the Washington committee associations for their convention arrangements.

Resolutions covering freedom of speech and the AFM negotiations, were also adopted at the convention. The resolution on freedom of speech follows:

"RESOLVED, That the Association of Women Broadcasters of the National Association of Broadcasters, in convention assembled, firmly expresses its belief that radio ranks in importance with freedom of speech and that it must be as free as the press, and further expresses its opposition to all government efforts leading to control or censorship of radio programming or programs; and that the Association urge the Congress of the United States to enact such legislation as may be necessary to assure freedom of radio."

The convention also named Miss Margaret Truman, daughter of President and Mrs. Truman, an honorary member of the association.

### Harmon On KMPC

Los Angeles—Under the sponsorship of Brown & Williamson Tobacco Corp., makers of Wings cigarettes, Tom Harmon is heard on KMPC each Saturday evening. Fifty-two-week contract, which began January 1, was placed by the local Russell Leeds Agency with Lou Place, account executive.

### Curtiz Award On Hope Show

There have been plenty of citations given Bob Hope on the comedian's program in the past. Tonight, however, the order will be reversed, and Bob will be just an innocent bystander as Look magazine presents its Directional Achievement Award for 1947 to Michael Curtiz for his megaphone work on "Life With Father," one of the year's top motion pictures. Program will be heard over WNBC at 10 p.m., EST.

## Hooper Report Indicates Weather Aided Listening

(Continued from Page 1)

or so has been close to an all-time high.

In his report for Jan. 15-21, Hooper's average evening sets-in-use of 35.0 is second highest in his history. Peak came in January 1942, immediately following Pearl Harbor, when the count was 36.8. The new figure is up 0.4 from the last Hooper report, and up 1.4 over last year.

Nielsen's latest report, for Dec. 21-24, revealed a total usage average of 4.9 hours per day, an increase of two per cent over his last report and six per cent over a year ago. This is the third highest average in NRI history. Highest, 4.97, occurred in February, 1944, with 4.96 recorded in January, 1944.

### Average Rating Rises

Increased listening is reflected also in increased ratings in the new Hooper report. Average evening rating is 11.4, up 0.1 from the last report and up 0.5 from a year ago.

Fred Allen picked up 3.3 points and climbed from fifth to the top of the first fifteen evening shows, replacing Bob Hope, who dropped to sixth place. Following Allen, in order, were: Fibber McGee & Molly; Jack Benny; Charlie McCarthy; Truth or Consequences; Bob Hope; Walter Winchell; Amos 'n' Andy; Radio Theater; Bandwagon; Red Skelton; Music Hall; Mr. D. A.; Godfrey's Talent Scouts, and Duffy's Tavern.

First five Sunday afternoon shows were: The Shadow; Harvest of Stars; True Detective; Eddie Howard, and the Quiz Kids.

### Berle Honored

Milton Berle has been selected as the outstanding radio personality of 1947 by the Advertising Club of Baltimore, Inc. The NBC comedian will be guest of honor at the club's annual dinner in Baltimore on Saturday, Feb. 7, which will be attended by the mayor, Congressmen, state Supreme Court judges and leading businessmen of the city and state.

## Coming Up

- A BED OF ROSES (Johnstone)
- I'M LOOKING FOR A SWEETHEART (Jay-Dee)
- I LOVE YOU, YES I DO (Lois)
- I WANT TO CRY (Excelsior)
- I WOULDN'T BE SURPRISED (Republic)
- MY PROMISE TO YOU (BMI)
- RHUMBA JUBILEE (Amigo)
- ROSALINDA (Cherio)
- THE DREAM PEDDLER (Peer)
- THE JUNGLE RHUMBA (Duchess)
- THERE I GO (BMI)
- WHO'S GOT ALL THE DOUGH (Alvin)

# BMI Pick-up Sheet

## Hit Tunes for February (On Transcriptions)

**ALL DRESSED UP WITH A BROKEN HEART** (Marks)  
NBC-THESAURUS—Novatime Trio WORLD—Russ Morgan

**AS SWEET AS YOU** (Regent)  
NBC-THESAURUS—George Wright LANG-WORTH—Airlane Trio  
MacGREGOR—Johnny White Quartet LANG-WORTH—Lenny Herman

**FOOL THAT I AM** (Hill & Range)  
NBC-THESAURUS—Novatime Trio LANG-WORTH—Airlane Trio  
STANDARD—Rudy Sooter

**LET'S BE SWEETHEARTS AGAIN** (Campbell-Purple)  
ASSOCIATED—Mindy Carson NBC-THESAURUS—Novatime Trio  
LANG-WORTH—Lenny Herman WORLD—Eddy Howard  
LANG-WORTH—Shep Fields LANG-WORTH—Airlane Trio

**LOVE IS SO TERRIFIC** (Mellin)  
NBC-THESAURUS—Jumpin' Jacks

**MADE FOR EACH OTHER** (Peer)  
LANG-WORTH—Al Trace NBC-THESAURUS—Sweetwood Serenaders  
LANG-WORTH—Lenny Herman WORLD—Russ Morgan

**MY RANCHO RIO GRANDE** (Harwall-Criterion)  
LANG-WORTH—Airlane Trio NBC-THESAURUS—Sweetwood Serenaders  
LANG-WORTH—Shep Fields CAPITOL—Jan Garber  
STANDARD—Dick Jurgens

**PASSING FANCY** (BMI)  
ASSOCIATED—George Towne WORLD—Les Brown  
LANG-WORTH—Larry Clinton

**TERESA** (Duchess)  
NBC-THESAURUS—Music of Manhattan STANDARD—Curt Massey  
WORLD—Nat Brandwynne STANDARD—Les Paul Trio  
LANG-WORTH—Lenny Herman

**WHO PUT THAT DREAM IN YOUR EYES** (Stuart)  
CAPITOL—Buddy Cole LANG-WORTH—Chuck Foster  
STANDARD—Dick Jurgens

**WHY DOES IT HAVE TO RAIN ON SUNDAY** (Johnstone)  
LANG-WORTH—Four Knights WORLD—Nat Brandwynne  
NBC-THESAURUS—Sweetwood Serenaders STANDARD—Freddy Martin

**YOU'RE GONNA GET MY LETTER IN THE MORNING** (London)  
WORLD—Charlie Spivak NBC-THESAURUS—Slim Bryant

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

## NEW STATIONS

### Penn. FM Outlet Opens

Lebanon, Pa.—Inaugural broadcast of WLBR-FM was heard last week featuring an address by this city's mayor. Station is heard on 100.1 mc. Temporary power of 500 watts soon will be boosted to 1 kw. Programs will be same as WLBR until the AM daytime signs off, at which time exclusive FM shows will be aired, with emphasis on symphonic music, public service and sports programs. WLBR-FM is under supervision of Julian F. Skinnell, operations manager of WLBR.

### New Texas Indie To Open

Houston, Tex.—Cowboy star Gene Autry headed an all-star lineup which participated in opening of KLEE, Jan. 31, at 5 p.m. Owned by W. Albert Lee, station broadcasts with 5,000 watts on 610 kc. To herald the opening, the outlet placed in operation the first Trans-Lux moving news sign in the area. Sign is operated by the KLEE news staff, headed by Tom Journey. Ray Bright is general manager, with Winthrop Sherman as program director; Phil Parker, commercial manager; Paul Huhndorf, chief engineer, and Charles Rashall, chief announcer.

### Costello Gives Viewpoint On MacArthur's Stand

(Continued from Page 1)

men obtained copies of a press policy statement cabled to the War Department in Washington by MacArthur last January. In it MacArthur says categorically that Japan is unsuitable for use as a press base for all Oriental Asia. He maintains he cannot assume responsibility for correspondents traveling in other parts of the Far East, although no reporter has ever asked for more than permission to re-enter Japan after trips elsewhere. He also argues there is a housing shortage which makes it impossible for newsmen to keep their families in Tokyo while away on trips. The fact is, as reporters discovered this afternoon, there will be 12,350 allied housing units here by Spring. And reporters occupy 19 of them.

"But the most disturbing sentence in MacArthur's entire official statement is that the U. S. should not permit correspondents to enter foreign areas without special consideration of each case," Costello continued. "Correspondents wonder what he means by 'special consideration.' Does he want the U. S. Government to screen the people hired by editors and publishers? Does he want to censor the American press by dictating hiring and firing policies? Secretary of National Defense Forrestal is now planning a conference at which he will ask editors and publishers to establish a voluntary code of censorship on matters of military security. MacArthur's policy suggests he wants a bureaucratic censorship which would be imposed rather than voluntarily assumed."

### Dorothy Lewis Resigns; Will Remain In N. Y.

(Continued from Page 1)

tivities to the Washington headquarters of the industry organization.

In resigning, Mrs. Lewis stated: "The decision of the NAB board of directors to close the N. Y. office makes it advisable, because of personal reasons, for me to terminate my long association of 9 years with NAB. I take this opportunity to express my appreciation to the NAB members for the opportunity which the position I am now leaving has afforded me to meet thousands of listeners and broadcasters, to work with hundreds of national and local leaders in the promotion of civic and educational projects. I can only wish each broadcaster could have a similar experience. To have played a part in the development of the Association of Women Broadcasters is rewarding.

"The task of educating listeners for an appreciation of the magnitude of our free system of broadcasting is only begun. Radio education, still in a pioneer stage, offers a challenge. Radio's role in the emancipation of the world's one billion illiterates staggers the imagination. Closer cooperation between public groups and broadcasters can expedite these processes.

"After the details of this AWB convention are cleared up, the office moves to Washington, and a short holiday, I shall announce my future plans which include further projects as coordinator of listener activity with listener groups throughout the country and radio consultant to a number of national organizations."

During the AWB convention in Washington last week Mrs. Lewis received a citation from the Girl Scouts of America for her service to the organization and was made a vice-president of the women's broadcasters organization for the ensuing year.

### School Athletic Pickups Becomes Texas Court Issue

Austin, Tex.—Whether a school district can give a radio station the exclusive rights to broadcast its football games is the issue submitted to the Texas Supreme Court here in the Odessa case.

In asking the top Texas court to rule on the question, the Ector County Broadcasting Co., submitted the constitutional guarantees of freedom of speech and press as the principal issues in the case.

Both the Ector county district court and the El Paso Court of Civil Appeals have held it was proper to enjoin the second station from broadcasting the home games of the Odessa Bronchos.

KRIG got the exclusive contract, and KOSA began broadcasting the games, also. KRIG got an injunction against KOSA, and the Southwestern Bell Telephone Co., restraining them from continuing the broadcasts.

The third Odessa outlet, KECK, intervened in the suit for the appeal to the El Paso court. And now KECK has asked the Supreme Court to grant a writ of error.

### Profit Sharing Plan Set By Can. Station

Toronto—Announcement of a profit sharing plan whereby all station employees of CHUM, Toronto, will receive a share of profits equivalent to 20 per cent of his or her earnings was made the past weekend by Rolly Ford, general manager. As a further incentive, employees will also share an additional 10 per cent of all station revenue exceeding the station's 1948 sales quota.

#### Statement by Ford

In a statement to the CHUM staff, Ford said: "The owners have personally invested many thousands of dollars in the organization and development of CHUM. We, the staff, are also making an investment, not in the form of dollars, but of our time, our ability and our faith in the future of the station and what the future holds for us. From today on we are working for one another. We share the rewards as well as the labor."

CHUM is reported to be the first station in Canada to set up a profit sharing plan for the staff.

### UN Commissioner On ABC

Karl Lisicky, chairman of the Palestine Commission in the United Nations organization, appeared on the American network's "Headline Edition" last night and revealed that death threats sent him from Palestine declare that his assassins have already been chosen and await the day of his arrival.

## PROMOTION

### "Friendship Train"

Radio station WJLS, Beckley, W. Va., made front-page headlines in local newspapers this week with a special "Friendship Train" food distribution report by CBS Correspondent John Secolari in Italy. WJLS special events director, William R. Barrett, made arrangements through Lee Bland, CBS special events director, for an overseas report by its correspondent in Italy on the distribution of 1200 cases of canned milk which was contributed to the "Friendship Train" last November by citizens of Beckley and Raleigh county.

CBS came through with flying colors this week, and as a result WJLS aired the recorded report by Secolari on the Tuesday, January 27, edition of the 6:00 p.m. "News of The World Today." The CBS correspondent in Rome gave a seven-minute report to WJLS listeners, and told them how their canned milk had reached two church orphanages near Rome—one a Baptist orphanage, the other a Catholic orphanage.

### Wedding Bells

Chicago—Russell Park, assistant farm program director of WLS, and Wilma Gwilliam, director of publicity, were married on January 24. Mrs. Park left her position as of January 31.

# R.E.C.

MAJOR EVENT AT THURSDAY'S LUNCHEON

"Atomic Energy: Where do We Stand Today?"

an address by

David E. Lillienthal, Chairman of the U. S. Atomic Energy Commission

Note: Those who do not now have reservations may order from

Claude Barrere, Secretary, Room 3708, 70 East 45, MU-6-0238.

Radio Executives Club

# HOTEL ROOSEVELT

THURSDAY, FEBRUARY 5—12:30

# TELEVISION DAILY

Daily section of RADIO DAILY—Tuesday, Feb. 3, 1948—TELEVISION DAILY is fully protected by register and copyright.

## YANKEE WEB OPENS TV CLINIC IN BOSTON

### TELE TOPICS

By JIM OWENS  
Associate Editor

KAISER-FRAZER will film-record its "Original Amateur Hour" for use on other stations outside New York, and as such may blaze a trail for ET's in television. . . . Farnsworth Television & Radio Corp. will open its first New York branch office this week. Firm is now ready for immediate TV delivery, has already set up warehouse facilities in the Gotham area. . . . WNBT led the Winter Olympic films on the air Sunday night—less than 40 hours after they opened in St. Moritz. . . . That \$50,000,000 "Television City," planned for the edge of Chicago's Loop (and which raised eyebrows when it was first announced) is getting nearer the dotted line. Sports toppers are said to be hopping the bandwagon because there is a dearth of decent indoor arenas.

CBS has wrapped up another major turf classic on a long-term basis. Web will try "The Preakness," one of America's premier horse features, this year for the first time in history. . . . Rudy Bretz will join Harvey Marlowe and Tom Howard at WPIX, the (N. Y.) Daily News station. . . . Milwaukee outlet WTMJ-TV, helping itself get an audience by helping tele set dealers get customers. Station is sending out a bi-monthly bulletin of local and nationwide video statistics to all dealers handling TV in that city. . . . Charlie Stark, the announcer-producer, is prepping a video show built around Art Ford, the all-night owl, and in Pan Alleyites.

WGN-TV, Chicago Trib station, building up an eight-man newsreel staff in preparation for its spring debut. Station is using Trib photographers, sending them on tour of other stations to scan rival operations. . . . Success of Dennis James' pleas for the March of Dimes may be used as another monument of tele's pulling power. Requests topped \$7,000 in two weeks. 3,000 of which poured in during a special WABD show Sunday night. . . . Irene Murphy, most-traveled lass in video (she was in the RCA-Allied Caravan in 22 cities) now coming up with a few hours of her own.

### The Free Air!

Beacon Television, radio-video shop on Third Ave. and 49th St. (N. Y. C.) is going all-out for television enthusiasts. They'll sell you a Transvision kit, provide bench space and tools with which to assemble it, and the expert assistance of one of their own technicians to watch over your shoulder while you work. And it's all without charge.

### Para. Ready With Video Film Recorder

Paramount Pictures is making its television film recording service available to advertisers and agencies for duplicating live video programs off the air at the rate of 20 cents per foot, with a minimum charge of \$100. Master negative or positive films of live programs, recorded by means of the system unveiled by Paramount at the Television Broadcasters Convention recently, will be made on 35mm, and can be reduced to 16mm.

#### Costs Estimated

Cost of recording a half-hour program at this rate would be \$540, and \$270 for a 15-minute program, etc. It's pointed out, however, that all types of video material will be handled, including spots, commercials, etc. Several New York agencies are said to be huddling with Para execs regarding the service, which would permit an advertiser to use a single program on an unlimited basis on all stations throughout the country.

### Broker Sets 26-Wk. Series On Phila's Sta. WPTZ

Philadelphia—Reynolds & Company, stock brokerage firm here with offices in New York, will become the first firm of its kind in the Quaker City to enter the commercial television field next week. Firm has signed a 26-week contract with WPTZ, the Philco station, for a weekly series. Show will feature interviews with top industry leaders on such topics as labor conditions, economy, state of the nation, etc.

## Half-Million To See Tele In Clev. Dept. Store Show

Cleveland—Approximately a half-million persons here are expected to see television in operation, many of them for the first time as a week-long demonstration of intra-store video opened here yesterday at The Higbee Company, in co-operation with RCA Victor. The television programs will run through Saturday, February 7th.

Week of demonstrations, titled "Backstage With Television," are presented in the store's 104 by 64 ft. auditorium, under direction of Joseph A. Jenkins, production director of the RCA Victor promotion department. Auditorium holds 700 persons

### Philco Reports Sales, Shows New Models

(Continued from Page 1)

portable in the '47 line was \$39.95. Typical of the lower-price policy outlined by Philco with the new line is an AM console in walnut cabinet listed at \$169.95 which sold for \$179.95 last year in mahogany, and a de luxe radio-phonograph combination, with FM, at \$299.50 as compared to \$329.50 in last year's group.

#### Four Models Shown

Four television models are featured in the new line, including the two new models announced at a recent Philco dealer convention in Florida. Prices range from \$199.50 with a seven-inch picture, to \$795 featuring a console model with 15 by 20-inch projected picture complete with AM-FM. No specific plans on future video set planning were divulged but production was described as "several hundred" per day.

### Confab On Tele Lighting Set For Clev. By G. E.

Cleveland—Conference devoted exclusively to television lighting and held for industry engineers by the General Electric Company at Nela Park was started yesterday and will continue today.

Meet, first of type, is expected to provide much vital information on a relatively unexplored field. It will include: lighting equipment, specific needs of video lighting, production techniques in television lighting, as outlined by GE engineering executives.

at a single showing, and a total of 45 hours of continuous programming has been arranged.

Twenty-four RCA receivers have been set up in various locations throughout The Higbee Company to accommodate store traffic, plus several in store windows in view of the approximately 160,000 who pass through the Terminal Concourse.

Three separate studio settings have been built for the week-long demonstrations, and total value of video equipment installed for the showing is put at \$100,000. All furnishings, properties, etc., are being supplied by the store itself.

### Over 400 Ad Execs To Attend Talks On Hub Tele

Boston—Potential growth of television in this city and its place in the economic future of The Hub will be discussed for the first time at an all-industry meeting starting here tonight when the Yankee Network Television Clinic opens the first of a five-week series of clinics in the Hotel Somerset.

Linus Travers, executive vice president and general manager of the Yankee web will open the Clinic and supervise each of the Tuesday meetings. Dates for the following conferences are February 12, 18 and 25, and March 3. Travers will also outline plans for video operation of WNAC-TV.

Approximately 400 advertising executives are expected to attend sessions in the main ballroom of the Hotel Somerset, first of which will be addressed tonight by J. R. Poppele, vice-president of WOR (N. Y.) and president of the Television Broadcasters' Association, and Jose Di Donato, television director of the Edward Petry Company, AM station representatives.

#### Enthusiasm On the Upgrade

Interest in television on the part of advertisers and agency execs here has mounted rapidly in recent months, particularly since completion of the AT&T radio relay link which makes possible two-way transmission of programs between here and New York. Furthermore, the debut earlier this month of a special show by WBZ-TV, TV Westinghouse outlet here, has contributed to increased commercial interest in video operations here.

In his opening address, Poppele will discuss the progress made in the industry during the past year and will outline plans for 1948. The TBA prexy will also cover the role of the advertiser in the medium, illustrating his talk with slides and charts.

#### "Before the Fact"

Pittsburgh—KQV, Mutual AM affiliate here, yesterday recorded its first television program sale—before it has a video license. Station Manager Jim Murray got a letter from a local wallpaper firm placing an order for TV time because "We want to be the first sponsor of a television program in this city." Order was held in abeyance to await outcome of channel hearings for this city some time next spring.

## Industry Music Comm. To Continue Operation

(Continued from Page 1)  
negotiate locally for live music, speculation immediately arose as to whether or not the all-industry music committee might fall apart.

A committee spokesman yesterday said despite what it considered "minor victories" the group has not yet "won a war" and is continuing in operation. He pointed out that although the wcbbs and AFM called a two-month truce they still have to write a contract.

Yesterday's get-together was held for the purpose of bringing all members of the executive sub-committee, each representing a different segment of the industry, up to date on all details of negotiations with AFM. A meeting of the full committee is anticipated in the near future. So far the group apparently has not gone beyond the bounds of its claimed function—to act as liaison and brain trust in co-ordinating matters dealing with AFM. In fact much of its work was apparent in various testimony rendered in AFM hearings in Washington. Sydney Kaye and Verne Burnett, special legal and public relations counsels hired by the committee, were present at yesterday's session but these two so far have acted only as consultants.

One thing the executive sub-committee learned is that Petrillo has suggested, in the way of pay scale for FM broadcasters, that 60 per cent of the AM rate might be a fair compromise. The AFM prexy made this statement when talking with Everett Dillard and representatives of the Continental Network. However, it's a matter which must be worked out with local musicians and not Petrillo. Currently, the Continental Network is paying full AM rates for carrying the Rochester Symphony Orchestra.

## RMA Members, In 1947, Sold 200,000,000 Tubes

Almost 200 million radio receiving tubes were sold by RMA member-companies in 1947, the association has reported. Receiving tube sales in December totaled 16,511,408 and brought total sales for the year to 199,533,827. This was slightly below the 205,217,174 tubes sold by manufacturers in 1946.

## Gets Singing Role

Chicago—Anne Hershey, soprano, has been signed as feminine vocalist on the new "Music From the Heart of America" program which makes its debut February 5 on a 31-station NBC midwestern and southern network for the Falstaff Brewing Corporation. The 21-year-old singer was discovered by Jack Ryan, manager of the NBC press department. She will co-star with baritone Jack Haskell. Cast will include a nine-voice choir directed by Fred Jacky and a 34-piece orchestra conducted by Joseph Gallicchio. Dancer, Fitzgerald & Sample is the agency.

# COAST-TO-COAST

## —CONNECTICUT—

HARTFORD—A "round-the-State" program of dance music, emanating from hotels and nightclubs in six Connecticut cities on Saturday nights, will be carried by stations of the newly incorporated Connecticut State Network, beginning some time in February. Present plans call for six 15-minute periods of music from 11:30 p.m., to 1:00 a.m., each period originating in a different city covered by the network. Officers of the network include C. Glover DeLaney, WHTT general manager, as president; Sam Elman of WATR, Waterbury; Terry McGough of WNAB, Bridgeport; James Milne of WNHC, New Haven; Kingsley Gillespie of WSTC, Stamford; and Gerald Morey of WNLC, New London, as directors.

## —NEW YORK—

BUFFALO—Ward Fenton, WBEN announcer, has been appointed night supervisor of the station. . . . Following a pattern of giving a number of children's programs each Saturday morning, WKBW has added "Junior Jamboree," which puts grade-school youngsters, who have been gathered together at the Midtown Theater by the Buffalo Automobile Club and the Buffalo Safety Council for free movies and talks on how to live safely, on the air in an audience-participation show, promoting the safety theme. Prizes awarded to the audience are donated by merchants from the neighborhoods from where the children live. Each week, a different group of youngsters gather to play games, give safety slogans, tell about their hobbies and compete in spell-downs.

## —NEBRASKA—

NORTH PLATTE—Charley Craig, news editor and Ed Launer, staff announcer of KODY, recently completed a series of programs, at nine elementary and junior high schools in this city, covering various phases of radio. Programs consisted of a brief discussion of radio in general, a question and answer bee and a demonstration of the wire recorder. Craig, former professional magician, gave a short magic program, at the close of which each student was given a copy of the comic book, "On the Air," recently distributed by NBC. Thirty minutes of class time was given by each school for the program and it was reported as highly satisfactory to the superintendent of the school system and to the station's general manager.

## —ILLINOIS—

GALESBURG—Kermit Raegen, staff engineer at WGIL, has been appointed chief engineer, succeeding Lee Rector who has resigned. . . . PEORIA—WMBD executive vice-president, Charles C. Caley, has just been elected president of the Peoria Community Chest and Council, an office which involves the administration of a half-million dollars. NAB director of District 9, and active in numerous community affairs, Caley, as head of the 1941 Peoria Community Fund Campaign, raised the highest quota ever attained.

## —MASSACHUSETTS—

BOSTON—Stephen Burke, in addition to his duties as WBZ production manager, will now supervise all music clearance and continuity for the Westinghouse standard band station. . . . "Editor At Home," new weekly, 15-minute WCOP show, features Edward Weeks, distinguished editor of the Atlantic Monthly magazine and noted raconteur, biographer and literary critic. Format of the program is the discussion of all facets of American culture, with emphasis on the world of books, publishing and literary criticism. . . . HAVERHILL—WHAU commercial manager, Lew Sargent, has been elevated to the post of station manager by general manager John T. Russ.

## —MICHIGAN—

DETROIT—Bob Murphy, who calls himself the tall boy in the third row, due to the fact that he's 6 feet 9 inches in height, has joined the announcing staff of WJBK and WJBK-FM. Prior to coming to Detroit, Murphy was a featured personality on WTOP, Toledo, Ohio. . . . New WJR disc jockey show is "Disc-Digger" with Fran Pettay. Show, which is aired from 12:10 a.m., to 3:00 a.m., replaces Toby David's "Night Watchman" program. . . . SAGINAW—Newest additions to the WKXN "Michigan Barn Dance" cast are the "Milkmaids," formerly with WJR, Detroit.

## FCC Hearing Mar. 15 Will Define Fax Status

(Continued from Page 1)

mission for March 15. Notice of intention to appear, along with briefs and written statements, should be filed by March 1.

The standards proposed nearly three years ago by the RTPB called for use of both 8.2 and 4.1 inch recorder operating at the rate of 105 lines per inch.

The Commission said it needs sufficient information to enable it "to determine that facsimile broadcasting on a regular basis would serve the public interest." It is hopeful that sufficient information is now available.

The March hearings are announced to explore the entire fax field, including the experimental work done planned for the 470-500 megacycle band as well as current experimental operation in the FM band.

## Will Become Co-op Show

"It Pays To Be Ignorant" does its final show for Philip Morris on CB Friday, February 6, and then return to the net as a Saturday night co-op show, February 28, 10:30-11:00 p.m. EST. Philip Morris is replacing "Ignorant" with the Dinah Shore-Hart James program, "Call For Music Friday, February 14, 10:00-10:30 p.m. EST.

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



WOV TELLS YOU THE DIFFERENCE IN PEOPLE. Sound, basic facts... known, proven, tested facts—Specific Market Information on each of 5 Audited Audiences...each a different group of purchasers; each the result of an accurate and continuing listener survey. Ask us for the facts that will help you to... "TAKE THE GUESS OUT OF BUYING?"

# WOV

## NEW YORK

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



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 24

NEW YORK, WEDNESDAY, FEBRUARY 4, 1948

TEN CENTS

## REPORT DEAL FOR WOV CONSUMMATED

### Ten Grants For FM Lead Heavy FCC Day

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday announced conditional FM grants for 10 more applicants, covering the country from coast to coast. Class B okays were issued for Riverside Broadcasters, Riverside, Calif.; the City of St. Petersburg (WSUN), Fla.; Herald Publishing Company (KFLW), Klamath Falls, Ore.; (WKNA), Charleston, W. Va., and Crosley Broadcasting, Dayton, Ohio. The Crosley okay is conditional upon Charles Sawyer.

(Continued on Page 3)

### BMI (U. S. And Canada) Hold Joint Board Meet

BMI's board of directors met yesterday in New York with the board of BMI Canada, Ltd., in the first joint meeting of both organizations. Announcement was made of the resignation of Frank K. White from the BMI board after several years of active membership. White, who was recently made president of the Columbia Record Corp., a subsidiary of CBS of which he is a board member, leaves the BMI directorship be-

(Continued on Page 6)

### Asks Radio-Time Recap On Marshall Plan Talks

Washington Bureau, RADIO DAILY  
Washington—The FCC will be asked this week by Rep. Max Schwabe (R., Mo.) to determine whether the major networks have made any effort, and if so how great an effort, to "balance their presentation of the pros and cons of the Marshall Plan." Schwabe reports information fur-

(Continued on Page 2)

### Clean Bill of Health

Washington—FBI Chief J. Edgar Hoover said yesterday that radio cannot be blamed for juvenile delinquency even though some crime programs "may be harmful." Juvenile delinquency existed long before radio, Hoover said, and it is "fallacious to attribute one to the other merely because they now are co-existent." He said that broadcasting should not be discounted as a potent preventive weapon against crime.

### Facsimile Being Used By New York Times

Facsimile for New Yorkers seems assured within a short time following the installation by the New York Times and WQXQ, FM outlet for WQXR, of the first fax transmitter (technically called a scanner) delivered in this area by General Electric as part of a huge order being filled for a number of newspapers and stations over the country. The double scanner is installed on the tenth floor

(Continued on Page 2)

### WINS Staffers Promoted In Announcement By Park

Several staff promotions involving key personnel at WINS were announced yesterday by Eldon Park, vice-president of Crosley Broadcasting Corp. and manager of the New York outlet.

Charles Oppenheim, formerly publicity director, was given newly-created

(Continued on Page 3)

## Armstrong Scores FCC Action On Allocating FM Bands

Washington Bureau, RADIO DAILY  
Washington—Interference in the 44-50 megacycle band predicted for FM by Engineer K. A. Norton "would not be felt in the United States." Major Edwin H. Armstrong told the House Interstate Commerce Committee yesterday. Testifying on behalf of the Lemke bill to retain the low band for FM, Armstrong said the FCC had concealed this fact and reported instead that there had been no error by Nor-

### Bulova-Owned N. Y. Station Being Sold To Syndicate Headed By O'Dea And Bess For \$300,000

### Documentary Series Announced By ABC

Plans to produce five major documentary programs during 1948 dealing with phases of psychiatry, domestic, social conditions and world problems were announced yesterday by Robert Saudek, vice-president of American Broadcasting Company in charge of public affairs.

Two of the documentaries titled, "Communism in America" and "The Modern Pace" are now in preparation.

(Continued on Page 2)

### Iowa Theater Chain Closes Deal For KSO

Des Moines—Tri-States Theater Corp. of Des Moines and the Meredith Publishing Company in a joint transaction, purchased radio station KSO, a Columbia affiliate, pending FCC approval. The station will be operated

(Continued on Page 3)

### Monroe, Sinatra, Whiting Tops In WNEW Contest

Vaughn Monroe, Frank Sinatra and Margaret Whiting took first place honors in the 22nd semi-annual popularity poll conducted by Martin Block

(Continued on Page 3)

Deal has been completed for sale of New York indie WOV from Arde Bulova to a syndicate headed by Herman Bess and Richard O'Dea for a sum in the neighborhood of \$300,000, it was learned yesterday.

O'Dea is a minority stockholder in the Wodaam Corp., licensee of WOV, and also owns

(Continued on Page 5)

### Recording Backlog Made By Movie Co.

West Coast Bureau, RADIO DAILY  
Los Angeles—Evidence that Paramount Pictures was among the organizations that beat the Dec. 31 deadline for AFM musical recordings came to light the past week-end with the announcement that Paramount has a heavy backlog of recordings of songs from pictures to be released in 1948.

All songs from new pictures were recorded 100 per cent with two music

(Continued on Page 5)

### Lawyers In WBAL Case To Query Hearst In Calif.

Washington Bureau, RADIO DAILY  
Washington—Commissioner Rosel H. Hyde yesterday indicated to counsel in the WBAL case that testimony of William Randolph Hearst may be obtained via depositions. Attorneys Marcus Cohn and Leonard Marks will

(Continued on Page 5)

### Sun Valley Bound

The second annual NBC convention for its affiliates will be held in Sun Valley, Idaho, Sept. 22 to 25, inclusive, it was announced Friday by Easton C. Woolley, director of NBC Stations Departments. Decision for the time and place was made at recent conferences between members of the Stations Planning and Advisory Committee and NBC officials.

### Talent Scouts

Talent scouts for the Horace Heidt show on NBC are in New York to audition contestants for the programs which will originate here on four successive Sunday nights starting Feb. 8. Audition seekers should contact Horace Heidt Talent Scouts at NBC headquarters in New York. The program of last Saturday night originated in Cleveland.

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

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 Nat Green  
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★ **COMING AND GOING** ★

**FRANK MARX**, vice-president of the American network in charge of engineering, left last Friday for a two-week cruise in the Mediterranean.

**KATHRYN M. HARDIG**, time buyer for the Ralph H. Jones Co., Cincinnati and New York advertising agency, is in town to attend cuttings of the Kroger ET programs.

**TED CHURCH**, director of news broadcasts for CBS, leaves tomorrow for Philadelphia, where he'll make arrangements for Columbia's coverage of the coming national conventions. Then he'll go on to Washington to confer with officials of WTOP.

**BOB HOPE** will leave Hollywood by plane today for a 10-day stay in New York and Washington. Then he'll begin preparations for his starring role in "Sorrowful Jones," shortly to start shooting at the Paramount studios on the Coast.

**PHIL LALOND**, managing director of CKAC, Columbia network affiliate in Montreal, was welcomed yesterday at the CBS station relations department in New York.

**BOB ALLISON**, of the CBS education department, leaves tomorrow for Rochester, N. Y., where he'll act as moderator and producer on the network's "Opinion Please," which will emanate from WHEC. He'll be back in New York next Sunday.

**JOE WERSHBA**, news editor at WCBS, has been chosen to accompany the Army Air Forces' coming expedition to the North Pole, which embarks from Alaska Feb. 17 aboard a specially-equipped B-29. Wershba will leave New York next Saturday for Alaska. He'll air on-the-spot broadcasts during the course of the expedition.

**C. P. EDWARDS, JR.**, owner of WKPT, affiliate of NBC in Kingsport, Tenn., is visiting in New York.

**LEONARD KAPNER**, president of WCAE, American network outlet in Pittsburgh, paid a call yesterday at the New York headquarters of the web.

**MARGOT GAYLE**, writer and publicist, returned yesterday from Washington, where she attended the convention of the AWP.

**EDMUND CHESTER**, Columbia's director of shortwave broadcasts, and **TONY KRABER**, his executive assistant, leave tomorrow on a short business trip to Washington.

**WILLIAM C. GROVE**, manager of KFBC, Cheyenne, Wyo., was in conference yesterday at the local offices of ABC, with which the station is affiliated.

**JULIAN SCHWARTZ**, manager of WSTC, Stamford, Conn., an outlet of ABC, is in Gotham on station and network business.



**Blowing its top**

That's the 4,764-foot Mt. Hekla volcano, some 90 miles northeast of Reykjavik up in Iceland, erupting thousands of tons of lava, rock and ashes high into the air.

It seems it started in March and was believed would continue to pop off for some months to come. It's a vicious looking thing. And that picture was shot four miles away and at 6,000 feet!

If you think that's ugly . . . wait until you see the face of your favorite client's sales manager . . . when the going gets tough. Sales! Believe it! That's what he'll want! Sales at a low cost, too.

To do the proper radio job for him in Baltimore is a cinch. Simply put down the radio station that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. That's W-I-T-H, of course, the successful independent. And don't forget, Baltimore is the 6th largest city in the country!



**W-I-T-H**

AM and FM

**Baltimore 3, Maryland**

**Tom Tinsley, President**

Represented Nationally By Headlay-Reed

**Asks Radio-Time Recap On Marshall Plan Talks**

(Continued from Page 1)

nished him by CBS, MBS and ABC indicates that time has gone about 6 to 1 to proponents of the plan. In his own district, Schwabe reports, he has found the people 3 to 1 against it.

NBC has not filed a detailed reply to his request for information pleading that it is a tremendous task, but instead two men whom Schwabe believes were vice-presidents, Frank M. Russell and news director William McAndrew, visited him and told him about how NBC time on the issue has been utilized. They also offered him time on the net for February 26, and Schwabe said yesterday he may elect to accept the proffered quarter hour.

The detailed information received, Schabe said yesterday, reveals that of 145 speakers on the Marshall Plan in the six-month period from early July to early January, 120 were definitely for the plan. Among those listed as opposed were Socialist Norman Thomas—who is currently a proponent of the plan.

**Patterson On WAAT**

Newark, N. J.—Former Secretary of War Robert P. Patterson, national campaign chairman of American Brotherhood Movement, will officially open national observance of American Brotherhood Month when he addresses second annual Human Rights dinner today at Hotel Essex House, Newark. WAAT and WAAT-FM will carry the broadcast from 9 to 10 p.m.

**Buys FM Station Time**

A. Lewis King, vice-president and general manager of WFMO, Jersey City's FM station, announces the inauguration of new commercial programs for Packard-Bamberger Department Store in Hackensack. Programs consist of AP news-musical shows twice a day and seven days a week.

**Facsimile Exhibited By New York Times**

(Continued from Page 1)

of the Times in the newly-created fax news department.

Times is making daily dry runs with its new baby on a closed circuit. WQXQ's lower band was cut into the circuit a few days ago, however, for about 30 minutes, during a special six-page facsimile edition of the Times aired to a seminar of the American Press Institute at Columbia University.

RADIO DAILY revealed last November that pressure had been brought on GE to expedite the orders, handled through Radio Inventions, Inc., for facsimile equipment and that the New York Times hoped to get 24 recorders early in January. These have not yet arrived but are expected shortly. Next on GE's delivery list is WOR, New York, down for one transmitter and six recorders as an initial order.

Robert Simpson, a New York Times staffer for 20 years, has been named to direct the facsimile editions. Three persons from the staff of Radio Inventions have also been loaned to the Times temporarily.

**Documentary Series Announced By ABC**

(Continued from Page 1)

Saudek revealed. Another scheduled to be produced in satirical style will encompass world affairs and a fourth will deal with the economic aid to Europe. The fifth will cover domestic issues with an inquiry into the social implications of the birth rate, population trends and infertility, and a follow-up broadcast on ABC's 1947 documentary survey of the slums.

Research has already begun on two of the programs and the broadcast dates for each documentary will be disclosed as the programs approach final production.

**FINANCIAL**

(Feb. 3)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	151 3/8	151 1/4	151 3/8	+ 1/4
CBS A	24 5/8	24 5/8	24 5/8	—
CBS B	24	24	24	+ 1/4
Farnsworth T. & R.	6 7/8	6 5/8	6 7/8	— 3/8
Gen. Electric	34 3/8	34	34 1/4	—
Philco	31	30 3/8	30 3/8	— 3/8
Philco pfd.	84	84	84	—
RCA Common	9	8 3/4	8 3/4	—
RCA First pfd.	68 1/2	68	68	— 1/2
Westinghouse	28 1/8	27 5/8	27 7/8	— 1/8
Westinghouse pfd.	96	95 3/4	96	—
Zenith Radio	23 1/4	22 5/8	22 5/8	— 1/2

**NEW YORK CURB EXCHANGE**

	Bid	Asked
DuMont Lab.	8 7/8	9 5/8
Stromberg-Carlson	12	13 1/4
U. S. Television	1 1/2	1 7/8
WCAO (Baltimore)	29	32
WJR (Detroit)	12 1/4	12 3/4

**10 YEARS AGO TODAY**

(From the files of Radio Daily)

CBS net earnings for 1937 were \$4,297,600 or \$2.52 a share, compared with \$3,755,000 or \$2.20 a share the previous year. . . Rapid strides by AFRA placed the AFL union ahead of CIO and unaffiliated groups in negotiations with networks and agencies. . . KGW applied to FCC for experimental facsimile license, while WIRE sought power boost to 5 kw. unlimited.

**TIME IN RHYME**

Musical time signal package featuring THE DEBONAIREs. Includes announcements for every quarter hour. Send \$2.50 check for audition. Refundable.

**BLOCH-JOSEPH & ASSOCIATES**  
 529 CITIZENS BUILDING  
 CLEVELAND, OHIO

# Ten Grants For FM Lead Heavy FCC Day

(Continued from Page 1)

A stockholder, divesting himself of either his interest in Crosley or his interest in the Great Trails Broadcasting Corp., applicant for stations in Dayton and Springfield, O. A. J. Vicor, account executive for KVLA, Pasadena, is one of the stockholders in Riverside Broadcasters.

Class A grants were announced for the People's Broadcasting Company, Santa Rosa, Calif.; Lee Broadcasting Co., Leesburg, Fla.; (WLYN) Lynn, Mass., and WNON, Woonsocket, R. I.

The FCC warned that issuance of conditional FM grants is not an assurance that final permits will be issued regardless of the degree to which the engineering conditions are met. At the same time, the FCC recognizes, it said, in a public statement, that the necessary equipment for compliance with the conditions, may not be available readily.

### Will Consider Incomplete Requests

Accordingly, the Commission said, consideration will be given to applications for licenses which do not supply complete measurements to indicate compliance with the engineering standards. As much of this data should be supplied as possible, however, and applications must include reasons therefor when complete measurements are not made.

"In some instances, licensees have reported difficulty in meeting fully all of the engineering requirements at this time due to equipment and measurement problems; applications indicating such conditions will be considered on their individual merits—FM engineering standards are not being changed, but additional time is being provided where necessary to meet these standards. This procedure will also permit more expeditious licensing of FM stations."

At the same time a number of actions regarding AM stations were taken at an extraordinary meeting, including okays for several station transfers. Sale of WFEA and WVMA, the latter an FM station controlled by the same licensee, both in Manchester, N. H., by H. M. Bitner to New Hampshire Broadcasting, Inc., for \$170,000 was approved. Also okayed was the sale of KUSN, San Diego, Calif., by J. Frank Burke to the Copley Press for \$68,164. The Copley Press, publisher of the San Diego Union Tribune, holds a CP for KSDO, an FM station in San Diego and the two stations will be jointly managed.

### Indiana Stations Exchanged

O. E. Richardson and Robert C. Adair, in Lafayette and Hammond, Ind., respectively, swapped their stations. Adair paid in addition to turning over the stock in WASK the sum of \$52,500, for which he receives control of WJOB and WJOB-FM, in Hammond.

The Klamath Falls, Ore., Herald, which received a conditional FM grant as noted above, was also granted a construction permit to shift the signal of KFLW, its AM outlet, from the 1450 to the 1240 band, contingent

### Documentary

Los Angeles—"The Last Water Hole," a special 75-minute documentary broadcast reporting both sides of the California-Arizona dispute over the Colorado River water rights, will be heard on CBS stations in Southern California and Arizona on Sunday, Feb. 15. Chet Huntley, director of public affairs for the Columbia Pacific network, will act as moderator.

### WINS Staffers Promoted In Announcement By Park

(Continued from Page 1)

ated position of director of promotional activities, and will be in charge of publicity and sales and audience promotion. Before he joined WINS a year ago, Oppenheim spent six years at WOR, three of them as flack chief.

John Neal, production manager of the outlet for the past three years, was named program director succeeding Jerry Lanzig, who resigned last week to join CBS tele. Neal began his career at WNYC and later became a free-lance web announcer and actor.

New promotion department will be staffed by three members at present, Park said. Dick Sisson, who joined WINS in Oct., 1946, as art director, was named promotion manager. Arthur Gnaedinger was promoted to research and sales service manager, and Madeline White, formerly program director, was named publicity assistant.

### Named Sales Mgr. Of KECA

Los Angeles—Leo O. Ricketts, manager of Station KFBK, ABC affiliate in Sacramento, Calif., has been appointed sales manager of Station KECA, ABC owned and operated station in Los Angeles, according to an announcement made by Don Searle, vice-president in charge of ABC's Western Division.

upon the assignment of a different channel to KFJI, seeking to shift from the 1240 band.

A frequency change was granted also for WKJB, Mayaguez, P. R., from the 1340 to the 710 band, boosting power from 250 watts to ten kilowatts. WPPA, in Pottsville, Pa., was granted the right to boost its power on the 1360 band from 500 watts to one kilowatt and extend its time on the air from daytime only to unlimited.

### CP's to Denver, El Reno

New construction permits were issued Gifford Phillips for the 1430 band with one kilowatt daytime in Denver, Colo., and the El Reno Broadcasting Company, El Reno, Okla., for the 1590 band with 500 watts daytime.

Consolidated hearings were ordered for two applicants for the 1230 band in New Bedford, Mass., both the Southeastern (Mass.) Broadcasting Corp. and the Bay State Broadcasting Corp. seeking the 1230 band with 100 watts unlimited.

Consolidated hearing was ordered also for two applications from Delano, Cal., from George F. Haddigan for 1340 band with 250 watts unlimited, and from Radio Delano for the 1350 band with one kilowatt daytime.

### Iowa Theater Chain Closes Deal For KSO

(Continued from Page 1)

by the Tri-States-Meredith Broadcasting Company.

G. Ralph Branton, general manager of the theater circuit, will become managing director of the radio station. A. H. Blank, head of Tri-States, becomes the president of the new company with L. M. McKeckneay and Myron N. Blank, treasurer and assistant treasurer, respectively.

The theater circuit operates 52 houses in Iowa, Illinois and Nebraska while the publishing company publishes Better Homes and Gardens and Successful Farming.

The station is also expected to enter the television field and has already made a preliminary study.

Branton said that acquisition of the radio station will expand the theater circuit's entertainment facilities and that resources of the motion picture industry, both in entertainment and education, will be made available to the new company.

Purchase price of the station was not announced but it was reported the asking price originally was around \$500,000.

### Monroe, Sinatra, Whiting Tops In WNEW Contest

(Continued from Page 1)

over WNEW. Results were announced by the disc-jockey on his show last night.

Stan Kenton and Harry James were second and third, respectively, among bands. Bing Crosby and Perry Como were runners-up to The Voice, while Peggy Lee and Jo Stafford finished behind Whiting.

### Lown Predicts ET Ban Will End By March 19

Bert Lown, director of station relations for Associated Program Service, is sticking to his prediction, made at the AWB convention in Washington last week, that transcription companies will get out from under the recording ban by next March 19. His statement is confined to transcription companies only and he makes no prediction about the length on the ban for records.

Lown is closely guarding the source of information on which he makes his prediction, plus a few other developments which he claims point to an early settlement between AFM and ET firms. Lown points out that transcription companies were caught right in the middle of the ban and that Petrillo's real blow was aimed at phonograph records used on the air. Lown said that the ET business pays AFM a scale about three and one-half times more than do record companies.

### WSTC-FM On Full Time

Stamford, Conn.—WSTC-FM begins full time operation today at 96.7 mc. duplicating local and ABC web programs of its AM affiliate. FM outlet has been on the air since Oct. 18 from 2 to 10 p.m. daily.

## WILMINGTON, DEL.



*Sells...*

- Consistently
- Profitably

Represented by

**ROBERT  
MEEKER**

ASSOCIATES

NEW YORK  
CHICAGO  
SAN FRANCISCO  
LOS ANGELES

**5,000 WATTS**

**DAY &  
NIGHT**



**A STEINMAN STATION**

LOS ANGELES

By RALPH WILK

WITH a backlog of 24 Jimmy Wakely Western records, Capitol Records plans to release the recordings at the rate of six a year over four years. First Wakely release is his own composition, "Oklahoma Blues," released on Jan. 19th.

Andre Paul and Joe Agnello, who have been with the "What's Doin' Ladies" program, have formed Pride & Joy, Inc., to produce radio shows. First program already transcribed is "Pride and Joy," and the others are "Happy Birthday," "The Penny" and a fourth as yet untitled.

David Street, severing all business tie-ups with Sam Kerner, has signed with the Edward Sherman Agency as sole rep.

Miss Vicki Zaser, vice-president and general manager of KPUG, which joins Mutual Don Lee this month as Bellingham, Washington affiliate, and Miss Ella Poindexter, program manager of the station, were in Hollywood recently as guests of Pat Campbell, Don Lee network director of Station Relations.

Mrs. Martin Block, while enroute to New York on business, found herself snowbound in Chicago with nary a hotel room in sight due to the furniture convention. Upon calling her husband to tell him of the predicament, this is the cheerful reply she received: "Find a comfortable park bench—and wait for the thaw!"

Ira Cook's transcribed program, "Meet Your Music Makers," has been renewed for the third consecutive year over KDYL, Salt Lake City, and an NBC mountain area network.

George Palé has been elected president of Hollywood Star Records, which has been organized to sell personality interviews on platters to fans. Others named as officers are: Howard Helmick, vice-president; Robert D. Kirstein, treasurer; B. C. Prigge, secretary. Eugene O'Brien, director of radio for Universal Studios for three years, has been named director of artists' activities.

Jack Edwards, Jr., acted as "agent" recently when he introduced his brother, Sam, to director William Keighley on the Lux Theatre show. As a consequence, Sam gets a part in Keighley's "Street With No Name," in which he will play the part of Whitey.

Plan Indian Documentary Program On CBS Web

Sig Mickelson, director of news and special events for WCCO, Columbia-owned station in Minneapolis-St. Paul, has arrived in New York for conferences with Robert Heller, Chief of CBS' Documentary Unit, regarding a special network documentary unit program to be prepared by WCCO in the near future. The WCCO documentary, dealing with the Indian in the United States, will be the first documentary offering presented outside the unit New York headquarters.



Notes From An Aisle Seat. . . . !

● ● ● In a move to further strengthen and expand CBS production plans, Hub Robinson brings Lester Gottlieb, one of Young & Rubicam's top producers (We the People) over to that web effective March 1st. Since joining the agency a few years ago, Gottlieb had rapidly risen from publicity director to talent head and was considered one of Y & R's most brilliant young execs. He joins CBS as producer under his old chief, Harry Akerman, now executive producer at the network.



● ● ● We've been watching the amazing progress of Carol Moody, ex-Powers model and mother of two kids, and her highly successful, nationally syndicated Quizdown package (aired locally over WMCA by the public service minded Herald-Trib). Mrs. Moody, whose newspaper-station-school system parlay is successfully operating in 25 cities at the latest count, is affording radio a chance to prove that education, entertainment and circulation building can be combined with benefit to all concerned.



● ● ● George Carson Putnam, ABC commentator, joining Fox Movie-tone's staff of newsmen and will do the new television show Camel just bought for WNBT, as well as the regular newsreels. . . . Hear that Madman Muntz, the used-car lad out on the Coast, is bowing out of radio advertising. (He'd been spending from 10 to 13 G's a month on spots). . . . The film boys in Jersey getting set to pressure legislature into passing a law restricting video in bars. . . . Crosby will top Hope come April. The singer and comic will wax a platter for the Treasury Bond Drive for AFRA scale. Father Bing, however, being a chirper, will rate 60 clams for the stint as against Hope's 30. . . . Scripters of the opinion that mystery cycle is about played out. . . . No truth to the report that Frank Sinatra has offered Lee Mortimer a job as disc jock on his radio station when it gets under way.



● ● ● SID-BITS: To our mind, no one in radio looks more like a "man of distinction" than Frank Gallop—(unless it's Artie Hersh-kowitz, the trade's favorite counsellor). . . . Jack Lescolie, WOR's popular all-nite jockey, will play the role of a jock on "Boston Blackie" next week. . . . Edith Atwater has just waxed a dramatic series for CBS. . . . Recommended; Les Tremayne's earworthy commentating on ABC's "Hollywood Headlines."



● ● ● AROUND TOWN: Al Jolson will hit N'Yawk in April, providing he can dig up a baby-sitter. (Whatsamatter with Larry Parks?) . . . Norman Blackburn, who just resigned as veepee of J. Walter Thompson, en route to the Coast where he may become NBC's Mr. Big in television out there. . . . Altho' Dave Burns is best known as a clown (he's currently hypo'ing Make Mine Manhattan), radio directors oughta remember him as one of the best heavlest in the biz here, both in films and on the air. . . . Card from Mildred Fenton sunning herself in Havana. She's due back here next week. . . . Diane Courtney and Hayes Gordon held over at Spivy's Roof. . . . Dave Lewis now with television dep't of Wynn Wright Associates. . . . Despite pleas by West Coast songwriters that he be a candidate for the ASCAP Writers Board, L. Wolfe Gilbert tells the col'm he has no intention of running. . . . Harry Balogh, Madison Sq. Garden fite spleler, to emcee a sports show of his own. . . . Look for rash of comedy shows to be tried on video this Spring. . . . Overheard at the King of Sea restaurant: Don't tell me your troubles. I don't write soap operas. . . . New pot word among the ad agency boys is "hook." It's fast replacing angle, twist, peg, etc. And talking about the ad agencies, if Allen Funt took his Candid Mike into a session between sponsor and account exec, listeners would really be in for a treat.

AGENCIES

JOHN D. HYMES, radio and television director of the Biow Agency, New York, has resigned effective March 1. Hymes joined the Biow organization in 1945. Prior to then he was associated with CBS, WNEW, Lord & Thomas and Foote, Cone & Belding. During the war he was deputy chief of the domestic OWI in charge of radio. Hymes was one of the organizers of the Radio Executive Club of New York.

EMIL VELAZCO, INC., has taken over space at 723 Seventh Avenue formerly occupied by MGM-International. Velazo, well known as a composer and musician before World War II, was wartime director of music at Navy's Photographic Science Laboratory. He began a music scoring and library service in New York in 1945 opening a branch office in Kansas City in 1947. The music service will be continued by Velazo's organization in the new, larger quarters.

GLORIA ALEXANDRA BROWN has joined the staff of Greene-Brodie. She was formerly with the Pan-American Publishing Company, New York.

JUDSON IRISH, recently with Kenyon & Eckhardt, has joined the copy staff of Doherty, Clifford & Shenfield. He was formerly with Benton & Bowles.

FIATELLE, INC., textile manufacturers, and their subsidiary, Color Helm, have engaged William Vor Zehle & Company, Inc., to handle the account.

HOMER GRIFFITH COMPANY announces their appointment as exclusive national representative for KXXL, Reno, Nev.

BALTIMORE SUN has appointed The Katz Agency, Inc., exclusive national representatives of its television station, WMAR-TV. Katz will also represent the Sun's AM and FM stations when they go on the air.

ESQUIRE, INC., publisher of Esquire and Coronet and the trade magazine, Apparel Arts, has appointed Doherty, Clifford & Shenfield to handle advertising for all three publications, effective at once.

1906 1948

Henri CONFISEUR

FRENCH RESTAURANT

LUNCHEON DINNER

COCKTAIL BAR

Famous French Candies

15 East 52nd St.

AIR CONDITIONED

# Armstrong Discusses 14-50 mc. Interference

(Continued from Page 1)  
 its present frequencies "because one or two of the larger broadcasting companies were looking for a monopoly on radio broadcasting." He pointedly added that former FCC Chairman Charles R. Denny "although he denied it up to the moment that he resigned took a position with one of these companies."

Lemke said too that "Anything I may say here has no bearing upon the present FCC. Any reference I make to that Commission is the old Commission—the departed Commission."

**Reads 35-Page Message**  
 Armstrong consumed nearly two hours slowly reading his 35-page statement, which was as detailed history of the development of FM as has been presented before any Congressional committee. In outline, however, it followed Armstrong's earlier presentation before the House education and Labor Committee last month—except for the omission of discussion of his difficulties with the AFM. Concluding his tale, Armstrong said slowly that the role of the inventor is a thankless one so long as administrative agencies can nullify the inventive genius or keep it from the people for indefinite periods. He would not "invent again," he said, "so long as the Commission has its present power—the power to be wrong as long as it has any evidence to support its wrong position."

**Questioned by Ellsworth**  
 Under questioning by Rep. Harris Ellsworth late yesterday Major Armstrong retreated somewhat from his earlier presentation and declared himself in support of proposals that the FM channels in the 44-50 mc. area be used for relay purposes only.

He answered affirmatively Ellsworth's phrasing of his position as in favor of assignment of the low-band frequencies for relay only and not for direct broadcast.

Rep. Clarence Lea of California, former committee chairman, drew from Armstrong—who was on the witness stand all day—an admission that the present Commission has given a sympathetic ear to the problems of the low-band advocates. Armstrong predicted that a decision on the matter might come down within two or three weeks, and agreed to Lea's proposal that it might be well to wait for the Commission to act before resorting to legislation.

# Recording Backlog Made By Movie Firm

(Continued from Page 1)  
 companies, Famous Music and Burke-Van Heusen involved in the production. The latter company publishes songs from the Bing Crosby starring pictures.

Plans are being made to blanket the country with the new recordings in the campaigns for pre-selling the new pictures.

# 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 January 23-29, 1948

TITLE	PUBLISHER
A Few More Kisses.....	Patmar
An Old Sombrero.....	Shapiro-Bernstein
Ballerina.....	Jefferson
Best Things In Life Are Free.....	Crawford
But Beautiful.....	Burke and Van Heusen
Civilization.....	E. H. Morris
The Dickey-Bird Song.....	Robbins
Golden Earrings.....	Paramount
How Lucky You Are.....	Peter Maurice
How Soon.....	Supreme
I Wouldn't Be Surprised.....	Republic
I'll Dance At Your Wedding.....	George Simon
I'm Looking Over A Four Leaf Clover.....	Remick
I'm My Own Grandpaw.....	General
Lone Star Moon.....	Advanced
Love Is So Terrific.....	Mellin
Near You.....	Supreme
Now Is The Hour.....	Leeds
Papa Won't You Dance With Me.....	E. H. Morris
Pass The Peace Pipe.....	Crawford
Pianissimo.....	Sanly-Joy
Serenade of the Bells.....	Melrose
So Far.....	Williamson
The Stars Will Remember.....	Harms
Too Fat Polka.....	Shapiro-Bernstein
Treasure of Sierra Madre.....	Remick
Whiffenpoof Song.....	Miller
Who Put That Dream In Your Eyes?.....	Stuart
Why Does It Have to Rain on Sunday?.....	Johnstone
With A Hey And A Hi And A Ho Ho Ho.....	Bourne

# Second Group

All Dressed Up With A Broken Heart.....	E. B. Marks
Beg Your Pardon.....	Robbins
Don't Call It Love.....	Famous
The First Time I Kissed You.....	Harry Warren
I'm A Comin' A Courtin' Corabelle.....	Dreyer
Kate.....	Berlin
Let's Be Sweethearts Again.....	Campbell-Porgie
Made For Each Other.....	Southern
My How The Time Goes By.....	Chappell
Oooh Look-a There, Ain't She Pretty.....	Leeds
Passing Fancy.....	Broadcast Music
Shauny O'Shay.....	Chappell
Teresa.....	Duchess
That's All I Want To Know.....	Beverly
Thoughtless.....	Feist
Two Loves Have I.....	Miller
What'll I Do.....	Berlin
You Do.....	Bregman-Vocco-Conn
You Don't Have To Know The Language.....	Burke and Van Heusen
You've Changed.....	Melody Lane

Copyright, 1948, by Office of Research, Inc.

# Deal For WOV Sale Reported Completed

(Continued from Page 1)  
 a portion of another Bulova-owned station, WNEW. Latter stock will be turned over to Bulova as part of the deal, it was reported. Bess formerly was sales manager of WNEW and currently holds the same post at WMCA.

Should the FCC approve the transfer, it will close the books on a long and complicated history dating back to adoption of the FCC's duopoly ruling, terms of which forced Bulova to unload his holdings in either of the two outlets. The watch king sold WOV to Murray and Meyer Mester, Brooklyn food dealers, for \$300,000. Transfer, however, was kayoed on March 8, 1945, by the Commission which ruled that the brothers were unfit to run the station. Decision was appealed by the Mesters and the case stayed alive until October 1947 when the Supreme Court upheld the FCC.

## Considered Big Earner

Regarded by the trade as a heavy money-maker, WOV, which is managed by Ralph Weil, maintains a program schedule split between Italian and English programs. Foreign language shows are aired during most of the day, with English stanzas occupying evening and early morning hours. During the year 1947 the station showed a business increase of 30 per cent over the previous year's gross. January biz, according to reports, will be the greatest in station's history.

Outlet's English sked has been cited on numerous occasions for its public service shows. In 1945 a dramatic show by program director Arnold Hartley received a special Peabody award, and a current series by Virginia Momand, "The American Family," was recommended by the New York Peabody committee for a 1947 award.

Final sale of WOV by Bulova would receive a strong welcome at WNEW headquarters. Latter outlet applied for power boost to 50 kw. almost two years ago and it is understood that FCC action on the request has been held up pending sale of WOV. It was reported also that WNEW will apply for FM and tele if the Commission approves the WOV transfer.

# Lawyers In WBAL Case To Query Hearst In Calif.

(Continued from Page 1)  
 go to the San Simeon, Cal., estate of the 85-year-old publisher to question him regarding the station—of which he is ultimately the major stockholder. Cohn and Marks represent the Drew Pearson - Bob Allen combine which seeks the station in a test of the "Blue Book."

Counsel for WBAL had wanted to avoid any questioning of Hearst, but Hyde said yesterday he could subpoena Hearst were it not for the publisher's age. In the event the questioning does not develop the needed information—and Hyde will apparently judge that—a subpoena may yet be issued.

## CONST-TO-COAST

### —CONNECTICUT—

**HARTFORD**—The Guy Hedlund Players will begin a series of weekly plays over WONS February 10, from 8:00-8:30 pm. The group will be heard each week in a different offering, under the direction of the veteran dramatic coach, Guy Hedlund. . . . **DANBURY**—Paul Baker has taken over as emcee on WLAD's "Disc Date" show. Filling in for Paul on the 800 Club is Stu Leland. . . . **NEW HAVEN**—WNLC program director, Leslie Morson, was elected station manager at a recent meeting of the board of directors. He will continue to supervise the program department in addition to his new managerial duties.

### —DISTRICT OF COLUMBIA—

**WASHINGTON, D. C.**—In an effort to foster greater understanding and a further appreciation of democratic ideas, WWDC, starting February 8, will present "Let Us Forget—the American Dream," under the sponsorship of the Institute for Democratic Education. Featured in the 13 shows that comprise the series will be Helen Hayes, Fredric March, Paul Lukas, Ralph Bellamy, Elissa Landi, Canada Lee, Sam Levene, Victor Jory, Wendy Barrie, Everett Sloane, Jackson Beck, Berry Kroeger and other radio favorites. . . . Carl Green, producer and central figure of "The Children's Hour" on WQQW, recently presented a special broadcast at the Staller Hotel for the benefit of the National Infantile Paralysis Fund. Admission was one dollar for adults and a dime for tykes. The show, Green's first appearance before the general public, pulled an unexpected audience of 800, with 200 turned away.

### —INDIANA—

**FORT WAYNE**—Glenn R. Thayer, secretary-treasurer of Radio Fort Wayne, Inc., has been appointed general manager of the company's new station in this city, WANE, which will begin broadcasting as soon as a 175-foot tower is erected atop the Fort Wayne Bank Building. John A. Livingston has been appointed station sales manager. . . . **COLUMBUS**—Dick Jewell, former part-time announcer for WCSI-FM, has joined the staff on a full-time basis and has been put on the night shift. New station addition is Harry Duffinger who has been added to the announcing department.

### —MASSACHUSETTS—

**BOSTON**—New WCOP show is "The Family Scrapbook," emceed by Nelson Bragg who takes the role of a raconteur of human interest yarns and unusual anecdotes. Each day, a "friendly neighbor" is highlighted for his public spirit, in a day when this facet of activities is all too often neglected.

### Marjorie Lawrence On WCBS

Marjorie Lawrence, operatic soprano now making a comeback after having been stricken with infantile paralysis in 1941, will discuss her problem tomorrow on WCBS when she appears as guest on Bill Leonard's "This Is New York," 9:15-10 a.m.

## SOUTHWEST SIDELIGHTS

**W. A. DEALEY**, assistant secretary and treasurer of WFAA, Dallas, has been elected treasurer of the Dallas Junior Chamber of Commerce.

A series of broadcasts originating from the new Sommers Drug Store opening Saturday in San Antonio will be aired over KABC and KITE, San Antonio. Del Dunbar, "The Drug Store Cowboy" and Jim Wiggins with his "For Ladies Only" program will be heard over KABC while Alec Chesser and "The Tommy Dorsey Show" and "Radio Telephone News" will be heard over KITE.

Gov. Beauford Jester was heard in a special broadcast over the Texas Quality Network last Wednesday. The activities of the State Government during last year was discussed by the Governor from the executive mansion in Austin.

KTSA, San Antonio has received a letter from Dr. William B. Brendel, Jersey City, New Jersey telling the station of picking up the broadcast of the Midnight Mass from St. Peters Church here. Dr. Brendel stated in his letter that the reception was clear as a bell.

The new FM transmitter being installed in KONO, San Antonio was so large that the engineers were unable to get it in the regular doors. Station officials stood guard on the outside of the building for several nights until the equipment was moved in the transmitter house.

Among those in attendance at the National Convention of the Association of Women Broadcasters from Texas are Violet Short of KTSA, San Antonio who is National District Chairman of the AWB; Era Lewis

of KGNC, Amarillo; Helen Fryer, KROD, El Paso; Monette Shaw, KABC, San Antonio and Faye Stowe of San Antonio.

Hugh Waddill, staff organist of WFAA, Dallas has rounded out six years as a staff member of the station. He was the first person to play the Novachord following its invention, being a member of the staff of the Hammond Organ Co. He has been known to carry a schedule of 21 programs a week over WFAA.

S. Robert Shultz has joined the program department of KIXL, Dallas. Shultz was formerly a salesman with KFRO, Longview.

A plaque has been received by WOAI, San Antonio which acknowledges the 20 years of service of WOAI as an NBC network affiliate in San Antonio.

A new series of programs titled "Spotlight on the Ladies" is being heard for a quarter hour each Tuesday over KYFM, San Antonio. Each week Monette Shaw is heard interviewing members of various women's groups of the city on their activities. Airings are sponsored by Zimmerman's Shoe Store.

Phil W. Parker has been named commercial manager for KLEE, new outlet at Houston. He was former district and sales manager for Chicago and Southern Airlines, Inc., in Texas. Tom Journeay, formerly with KPRC, Houston and KRBC, Abilene has been named news director of KLEE.

Ray Monday has resigned his post at WACO, Waco to assume the position of news director of WRUN and WRUN-FM, Utica-Rome New York.

### BMI (U. S. and Canada) Hold Joint Board Meet

(Continued from Page 1)  
cause of the press of additional duties in his new post.

A resolution passed by the board expressed its appreciation for the years of White's efforts on behalf of BMI and his many services to the radio industry.

Herbert V. Akerberg, vice-president in charge of station relations at CBS, was elected to the vacancy created by the resignation of White.

In meeting with the Board of BMI Canada, Ltd., BMI's Canadian counterpart, which was greatly expanded last summer, reports from both organizations were exchanged. Harry Sedgewick, vice-president of BMI Canada, Ltd., outlined the activities of BMI in Canada over the past eight months, when expansion of the organization was launched.

With all of the Canadian broadcasters licensed by BMI and 10 Canadian music publishers now affiliated with BMI Canada, Ltd., Sedgewick pointed to the increased publication of Canadian music and to the popular reception accorded the attempts to win recognition for Canadian composers both at home and abroad.

**BMI's activities in America were**

### New Soap Opera Series Announced By Columbia

Continuing its efforts to find another daytime serial suitable for luring sponsorship, CBS will come up with a new soap opera Feb. 9 under the title "Marriage For Two." It'll be directed by Ace Ochs of the Columbia staff with Staats, Cotsworth and Fran Lafferty handling lead roles. CBS remains mum as to actual origin of ownership of the show but Elaine Carrington and her daughter reportedly are part of the deal.

In 2:30-2:45 P. M. Slot Series will be aired from 2:30-2:45 p.m., EST, Monday through Friday, thus giving CBS a solid block of serials from noon to 3 p.m. Web tried out four different new soap operas last year, all sustaining house-built shows, but all were dropped after a few months run for each.

summed up by Robert J. Burton, vice-president in charge of publisher relations, when he reported that from August 1 to December 31, 1947, more than 1,600 BMI-licensed titles were released on phonograph records, with more than half on major labels. "In addition," said Mr. Burton, "several thousand titles have been recorded and will be released in 1948."

W N B T

scope



### ON THE AIR AT CHANNEL 4 . . .

WEDNESDAY, FEBRUARY 4

- 5:00 Playtime—From Washington
- 7:40 UP & Acme News
- 7:45 Television Press Release (Holt-Deland)
- 8:00 Americana
- 8:29 Weather Report (Vick's)
- 8:30 Alma Kitchell (Kelvinator)
- 8:45 Richard Harkness—Story of the Week. Guest: Clinton P. Anderson—From Washington Kraft Television Theatre — "Outward Bound"

THURSDAY, FEBRUARY 5

- 1:30 Radio Executives' Club Luncheon — David E. Lillienthal, speaker
- 5:00 Puppet Playhouse—Bob Smith
- 8:00 Eye Witness
- 8:30 NBC Television News
- 9:00 You Are an Artist—John Gnagy (Gulf)
- 9:15 NBC Newsroom—Bob Trout, W. W. Chaplin, John MacVane

### TODAY'S STORY . . .

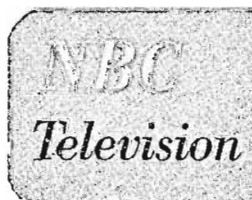
Those staccato noises and sparkling lights around Radio City last week were television firsts popping into the news. The R. J. Reynolds Company became television's first across-the-board network sponsor with the first daily television newsreel . . . the first that a major motion picture company has produced especially for television. And with the Oldsmobile-NBC "Review of the News" on Sundays, WNBT viewers will see 6 day a week newsreel coverage for the first time.

### GRAPHIC SCANNING . . .

"Television also promises to interest advertisers who were unable to take advantage of radio since the sight element was so necessary to sell their products. The demand for video time may be so great that the medium may not be able to handle all comers."

—PRINTERS' INK

**NBC has just moved its television sales offices. Second floor, RCA Building, turn to your left.**



A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY—Wednesday, Feb. 4, 1948—TELEVISION DAILY is fully protected by register and copyright.

## FCC GRANTS 8 MORE TV CP'S; FOUR APPLY

### TELE TOPICS

By JIM OWENS  
Associate Editor

MAJOR auto advertiser, now using tele in a big way, will add WABD's "Chamagne and Orchids" to its sked this week. How is a WABD package featuring a lascivious lovely named Adrienne. She's also got a voice. . . . Bergdorf-Goodman, one of the more fashionable 5th Ave. shoppes, will sponsor the first four-week sked of "Television Fashions On Parade." Show, premiered last week, was considered socko enough to convince store execs tele can do selling job. . . . Speaking of retailers in style, John P. Murphy, prexy of The Higbee department Store in Cleveland (which is running an intra-store demo this week) predicts his city will become the center of television in the mid-west. . . . Moppet shows hitting all cylinders in tele, NBC's "Puppet Playhouse," will go daily (except Sunday) starting next month. Bob Smith is mce.

NEW type of discussion show, dealing with hot political and social issues—ins kid gloves—will kick off on Du Mont next Monday night. Jim Caddigan, net's program chief, has snagged Maj. Gen. Lewis Hershey (ex-Selective Service boss) as guest on the opener. . . . NBC prominently mentioned in RKO-Pathe's latest "Sport-cope" to be released this week. Film describes video as the "latest medium of sports coverage." And best, it might be added.

NBC video cameras will invade the Fordham Univ. gym Saturday night to air the Fordham-Columbia basketball game. . . . Johnny Olsen, who's emceeing "Doorway To Fame," will be inked to spiel another show before the week-end arrivals. . . . Du Mont's "Amateur Hour" has placed x tyros in nite club or theater jobs. Last Sunday's show snagged a booking for Christine Scoville, Viennese glamour gal, in a Baltimore nitery less than two hours after she showed her face (and voice). Gal's background is a honey for the slick mags—she's a "graduate" of Dachau, etc.

### Great Expectations

Springfield, Mass.—Anticipating extra heavy demand for precision electronics products with the growth of television in all sections of the U. S.—particularly in the northeastern area — the F. W. Sickles Co., has earmarked \$100,000 for expansion of its engineering and development department this year. Company, which now has 2,000 employes, expects the increase in video equipment manufacture will increase its payroll unit by 50 per cent before the summer of 1948.

### Tribute To Lincoln Sel By ANTA On NBC

American National Theater and Academy has chosen for its sixth dramatic production on NBC Television a one-act play titled "Nor Long Remember," by ex-Governor of New Jersey Harold J. Hoffman. Program will be aired next Sunday, Feb. 8 (8:40 p.m., EST) as a Lincoln's birthday tribute.

Hoffman, who has written several books, deals with the background of Lincoln's "Gettysburg Address," in his vehicle, which will star Stephen Courtleigh, veteran stage performer who played the role of the Great Emancipator several seasons back in "Prologue To Glory." Fred Coe will direct the production, which is produced by Richard Harrity and Owen Davis, Jr.

### Chi. Dealer Sponsors Full-Hr. Show on WBKB

Chicago—"Junior Jamboree," full-hour five-a-week video show for youngsters on WBKB here, will be sponsored by Hudson-Ross, local radio and television dealer, starting this week, it was announced yesterday. Program, which is aired from 4 to 5 p.m. daily, is the first video production sponsored by Hudson-Ross and marks the first time a retailer has purchased a full-hour television program.

"Jamboree" is a variety show designed to appeal to children of all ages, and features puppets, animal and film cartoons as well as live interviews with school youngsters.

### Milwaukee Survey Shows Tele Aids Sports Gate Receipts

Milwaukee—Wrestling on television is reaping benefits for both promoters and sponsors of the broadcasts on WTMJ-TV, Journal station here, according to the results of a survey conducted recently. Attendance at wrestling shows at Milwaukee's South Side Armory have been up more than 50 per cent since the station began carrying the matches two months ago, it was pointed out. Top crowd of the winter was reached on a recent Thursday night when police officials called a halt to the sale of standing-room-only tickets after a capacity crowd was on hand to observe the grunt-and-groan exhibitions. According to a survey by the Cram-

### Report 20th-Fox Films Seek 5 Tele Stations

20th-Century Fox Film Corp., which last week signed a pact with Camel Cigarettes to produce a daily newsreel film for network tele, is preparing an application for a video station in Boston and is seeking four additional outlets in other major cities, it was reported yesterday. Firm originally filed for a station in Boston in 1945 but withdrew following the rejection of CBS' color video proposal last year.

No statement confirming or denying the report was available at 20th-Fox headquarters yesterday, although a reliable source said that briefs for formal application for the stations are being outlined by company execs. Plans are also said to include the possibility of buying stations in cities where all video channels have been currently assigned. It's further reported that 20th-Fox is exploring a method of making its film properties available to television stations.

### Brown, Williamson Buys Film Spot On NBC Tele

Brown & Williamson Tobacco Company has bought a weekly five-minute period preceding the Friday night Madison Square Garden boxing bouts on the full NBC television network. It was announced yesterday by Reynolds R. Kraft, sales manager. Kool cigarettes are the product to be advertised, starting Friday, February 6.

The five-minute period will present a weekly sports report on film. Devoted to the various seasonal sports, it will begin with skiing news.

### Commission Sets Comm. Hearing On Feb. 16

Washington Bureau, RADIO DAILY

Washington—FCC announced yesterday the approval of eight applications for new commercial television stations, with consolidated hearings set in three competitive cases. Commission also received four new applications for video outlets, three in Ohio and one in Dallas, Tex. Recipients of the new construction permits are WBRC, Birmingham, Ala., (channel 4); WHIO, Dayton, O., (channel 13); WFWM, Indianapolis, (channel 6); WBT, Charlotte, N. C., (channel 6); WDAF, Kansas City, Mo., (channel 4); WOW, Omaha, Nebr., (channel 3); KLEE, Houston, Texas, channel 2; and WTPS, New Orleans, (channel 7). (WPTS is still under construction—the licensee being the New Orleans Times-Picayune).

Hearings to get under way February 16 in Hartford, Conn., were announced, with WTHT added to other applicants seeking commercial video channels in the Hartford-New Britain area.

Application of WKAT, Miami Beach, Fla., for a commercial video station was added to those of WIOD, WGBS and WQAM for consideration during consolidated hearings, with a consolidated session set also for the Vindicator Printing Company and WKBN, Youngstown, O.

Meanwhile three applications were received for stations in Ohio: WKBN Broadcasting Corp., Youngstown, has applied for a license, asking the same frequency earlier requested by WFMI, that city. Community Broadcasting Co., Toledo, operator of WTOL, that city, has asked for the same frequency sought earlier by the Toledo Blade Co. In Columbus, the Columbus Dispatch has asked for a video license, and plans to build a station costing \$324,226, if granted.

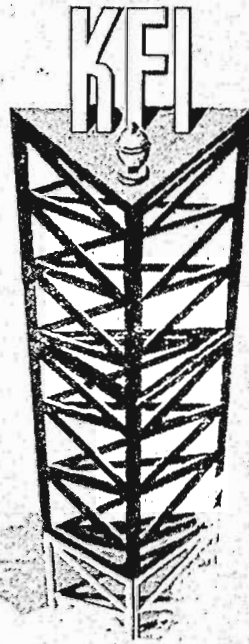
### Big Break

Vickee Richards, young radio and television songstress, will get her "big break" on a video show next Friday night when she handles the vocal assignment on "Playroom" on WABD-Du Mont (7-7:30 p.m., EST). Miss Richards, who has appeared on several TV variety shows, is up front for a permanent spot on the show.

# HEAD IN THE CLOUDS

## 750 FEET!

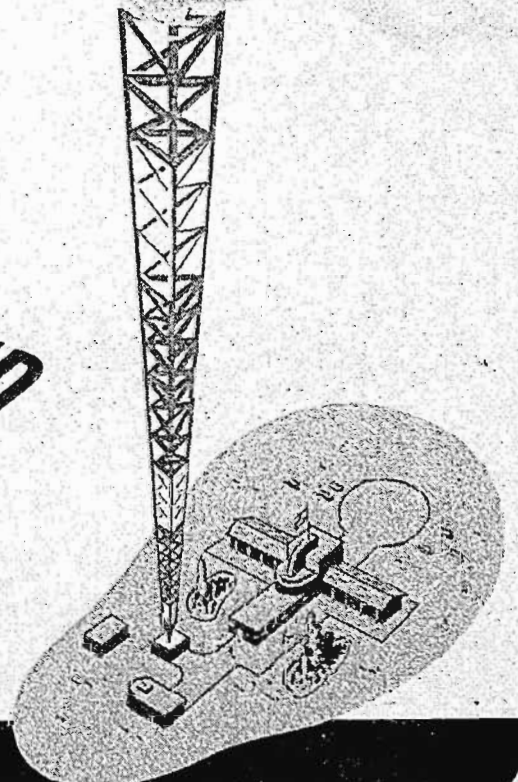
In Buena Park, California, our new 750-foot vertical antenna just completed literally puts us "way up in the clouds" for a better signal . . . even greater coverage of the Pacific Southwest. It's keeping abreast of the latest electronic advancements and developments in AM, FM and TV that enables us to bring . . . the finest facilities . . . the best all-around broadcasting . . . to the Pacific Southwest. Keep your eye on KFI . . . we keep our ear to the ground.



# EAR TO THE GROUND

## KFI

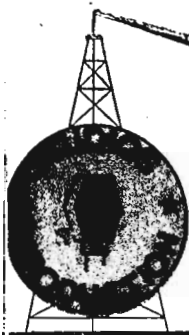
**NBC FOR LOS ANGELES**  
640 KC CLEAR CHANNEL  
50,000 WATTS



*Carle C. Anthony, Inc.*

REPRESENTED NATIONALLY BY  
EDWARD PETRY & CO., INC.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 25

NEW YORK, THURSDAY, FEBRUARY 5, 1948

TEN CENTS

## RADIO'S AID VITAL IN TOLERANCE DRIVE

### Zenith Co. Official For 50 Mc. FM Band

Washington Bureau, RADIO DAILY  
Washington—Charging that the FCC erred in changing FM broadcasting from the 50 to 100 mc. band, J. E. Brown of the Zenith Radio Corp., Chicago, yesterday urged the Interstate Commerce committee to aid in restoring some of the frequencies in the vicinity of 50 mc., "so that a real FM service may be given the public."  
Brown charged the change from 50 to 100 mc., resulted in an established industry being uprooted and thrown into confusion with resultant delay in

(Continued on Page 8)

### New Hooper System Makes Debut Apr. 30

C. E. Hooper, a fellow who used to have a simple technique of calling up people in 36 cities and figuring out network program ratings, has borrowed from the international trend and now aims to complicate his business. Hoop's still got his original 36 cities—they get a ring twice a month as usual—but as a thrice-annually service he's got a plan in the works involving coincidentals in 94 cities plus diaries in 4,800 homes stretching

(Continued on Page 8)

### CBS Web's Gross Income For 1947 Was \$9,520,100

Preliminary unofficial check shows gross income for CBS in 1947 was \$9,520,100, slightly above the official 1946 figure of \$9,355,900. Unofficial net income last year was \$5,920,100 compared with \$5,795,900 in 1946. Unofficial earnings per share in 1947 were \$3.45 compared with \$3.37 the previous year.

### Coy To Speak

Wayne Coy, now chairman of the FCC, will make his first public address as a member of the Commission in Rochester, N. Y., on Friday evening, Feb. 13, when he will attend a dinner celebrating the opening of Stromberg-Carlson's new "Radio City." A delegation of NBC executives will also attend the opening as guests of William Fay, general manager of WHAM.

### "All Out Of Step"!

Washington — Chairman John Taber of the House Appropriations Committee yesterday attacked former FCC Chairmen James L. Fly, Paul Porter and Charles R. Denny for leaving their posts to go into legal work which brings them before the FCC. He also attacked the present Commission head, Wayne Coy, and indicated that Coy might "follow the lead of the men who formerly filled the post he now holds."

[Ed. note: To do so would take Coy a number of years of study, since he is not now a lawyer.]

### Institutional Usage Of Radio Stressed

Boston—Stressing the value of radio in the creation of good will through institutional messages, John J. Karol, sales manager of CBS, addressed a meeting of the New England Regional Conference of the Public Utilities Advertising Association, here yesterday.

Karol cited as one of the outstanding successes in the field of institutional advertising, the Electric Hour

(Continued on Page 4)

### New Storm Emergency Finds Radio Prepared

Taking a cue from experiences gained during the "Big Snow" of last December, New York web and indie outlets yesterday beamed to listeners a steady stream of information on the heavy snowfall that blanketed

(Continued on Page 2)

## Awards Problem Growing; Control By Industry Needed

By IRWIN ROSTEN  
Staff Writer, RADIO DAILY

"Well, I think there are far too many awards and polls in radio, but don't quote me on it. There are so many, in fact, that the value of all of them, including the big, established awards like Peabody and Ohio State, is lessened and in some cases is lost altogether. But be sure you don't quote me, now."

The foregoing, offered in response

### Ad. Council 'United America' Campaign Received All-Out Industry Support; 1948 Plans Being Stepped Up

### Plan Wide Coverage For Boy Scout Week

Radio coverage of National Boy Scout Week 1948 will surpass anything done by the industry during its history, according to Leslie C. Stratton, BSA public relations director. Observance of the week gets under way this weekend.

Bulk of the programming will be handled by the 545 local Boy Scout councils, Stratton said, although many

(Continued on Page 6)

### Gaines Upped At NBC; Now Assistant To Kopf

The appointment of James M. Gaines, director of NBC's owned and operated stations, to the post of assistant to Harry C. Kopf, NBC administrative vice-president in charge of sales and station relations, was announced yesterday by Kopf. Gaines

(Continued on Page 8)

### CBC Official Evaluates Requirements For Writer

Montreal—Ira Dilworth, general supervisor of Canadian Broadcasting Corporation's International Service, in an address to the Canadian Author's Association here, warned that

(Continued on Page 8)

Far over three-quarters of a billion listener-impressions were circulated by radio in 1947 in strong support of the Advertising Council's "United America" campaign, aimed at fighting racial and religious intolerance. Exact figure was 811,120,000 listener-impressions aired during 10 weekly periods stretched out over the year under the Council's network radio allocation plan. A listener-impression is one message heard once by one

(Continued on Page 6)

### Newspapers Protest Action of Commission

Two Ohio newspapers—the Mansfield Journal and the Lorain Journal—yesterday charged the FCC with usurping power which should properly belong to the agencies of the Government. Their complaint was based on recent decisions by the Commission denying their applications for AM and FM stations in those towns.

The Commission said at the time

(Continued on Page 2)

### Disputed Issues Involved In Two FCC Renewals

Washington Bureau, RADIO DAILY  
Washington—The FCC has proposed to renew the license of WHLS, Port Huron, Mich., in a case which has been followed with great interest by broadcasters because of its bearing on the Commission's attitude regard-

(Continued on Page 2)

### Celebrating Renewal

Swift and Company will begin its eighth consecutive year as a sponsor of Don McNeill "Breakfast Club" program on ABC on next Monday. Celebrating the event the Chicago packers will be host at a breakfast in the Merchants and Manufacturers Club at which members of the "Breakfast Club", cast, ABC executives and agency representatives will be guests.

# RADIO DAILY



## ★ COMING AND GOING ★

Vol. 42, No. 25 Thurs., Feb. 5, 1948 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 6417 Bahlonega Rd.  
Phone: Wlsoncin 3271  
**CHICAGO BUREAU**  
Nat Green  
1417 Ashland Bldg., 185 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

(Feb. 4)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 7/8	7 7/8	7 7/8	— 1/8
Am. Tel. & Tel.	151 1/2	150 3/8	150 3/8	— 1
CBS A	23 1/2	23 1/8	23 1/8	— 1/2
CBS B	23	23	23	— 1
Farnsworth T. & R.	6 1/2	6	6 1/4	— 3/8
Gen. Electric	34 1/4	33 3/8	34 1/8	— 1/8
Philco	30	28 5/8	29	— 1 1/8
Philco pfd.	85 1/2	85 1/2	85 1/2	+ 1 1/2
RCA Common	8 3/4	8 1/2	8 1/2	— 1/4
RCA First pfd.	67 1/4	67	67	— 1
Stewart-Warner	13 3/4	13 1/2	13 1/2	— 3/8
Westinghouse	27 3/4	27	27 1/4	— 3/8
Westinghouse pfd.	88 1/4	88 1/4	88 1/4	— 3/4
Zenith Radio	22 3/4	21 1/2	21 3/4	— 7/8
<b>NEW YORK CURB EXCHANGE</b>				
Hazeltine Corp.	16	16	16	—
Net. Union Radio	2 3/4	2 3/4	2 3/4	— 7/8
<b>OVER THE COUNTER</b>				
DuMont Lab.			Bid 8 7/8	Asked 9 5/8
Stromberg-Carlson			Bid 12	Asked 13 1/4

### WKBW Renews With ABC

Arthur Simon, v. p. and gen. mgr. of WKBW, Buffalo, yesterday announced that he has signed a two-year renewal contract with ABC. This renewal takes effect as of June first. Simon left for Buffalo yesterday.

## 10 YEARS AGO TODAY

(From the files of Radio Daily)

Eddie Cantor signed with R. J. Reynolds Co., for new Camels show over CBS. Wm. Esty is the agency. . . . Number of educational and cultural shows on the air is sufficient, according to 71 per cent of Critics' Forum participants. . . . WHAS, Louisville, dedicated new studios and transmitter. . . . New comedy team, Abbott and Costello, made its radio debut on the Kate Smith show. . . . New program titled "Paths to Prosperity" set for NBC.

**CARL HAVERLIN**, president of BMI; **ROBERT J. BURTON**, vice-president in charge of publisher relations, and **JULIE STERN**, professional manager, have left for the West Coast on a 10-day business trip. A stopover is scheduled for Chicago.

**BEN LUDY**, general manager of WIBW, Columbia network affiliate in Topeka, Kans., is in Gotham for conferences at the headquarters of the web.

**I. R. LOUNSBERRY** has returned to WGR, Buffalo, N. Y., after having visited briefly at the New York offices of CBS, with which the station is affiliated.

**MILTON CARLSON**, vice-president and radio director of Western Advertising Agency, Inc., Los Angeles, is back at his offices following a business trip to Mexico.

**SIG MICKELSON**, director of news and special events for WCCO, Columbia-owned station in Minneapolis-St. Paul, leaves New York tomorrow for Washington, D. C., where he'll confer with executives of the Office of Indian Affairs regarding a documentary on that subject which will be broadcast over the network from WCCO. From Washington he'll return to Twin Cities.

**EDGAR KOBAK**, president of the Mutual network, left last night for Washington to set the stage for the MBS board meeting there. He'll be followed today by **BOB SWEZEY**, vice-president; **JAMES WALLEN**, comptroller, and **TED STREIBERT**, vice-chairman of the board and president of WOR.

**JAMES COEN**, president of WTOB, Winston-Salem, N. C., and **JOHN JOHNSON**, secretary of the station, are in town for confabs with their national representatives.

**VIC WEST**, public relations director of Pillsbury Mills, Inc., is in town for Saturday's broadcast of "Grand Central Station."

**RICHARD H. ROFFMAN**, public relations counselor for Frank Schuman orchestras, left yesterday for Washington, D. C., to talk musical engagements with several political officials.

**JACK LACY**, disc jockey on WINS, has returned to New York after having appeared as guest platter-spinner on several out-of-town radio programs.

**BILL HENRY**, Washington newsman for CBS, is back in the Nation's Capital following a few days in New York.

### Newspapers Protest Action of Commission

(Continued from Page 1)

that "If the Mansfield Journal Company and the Lorain Journal Company, under their present ownership, were to acquire control of broadcast facilities in addition to the only newspapers in the respective communities, competition in the dissemination of news and information would be suppressed and—pressure would be exerted on advertisers who require the use of the only daily newspaper in the city for their businesses to enter into exclusive advertising contracts."

In a petition for rehearing, Attorney George Sutton said it is "apparent that the Commission has not weighed the evidence objectively and thoroughly in coming to an alleged conclusion that the Mansfield Journal Company's owners have operated their newspaper with a consistent objective of suppressing competition and establishing monopolies in the field of local advertising."

"Moreover, the determination of monopolistic practices and unfair methods of competition by law is invested in the judiciary and other administrative agencies, so that this Commission in considering such subjects is guilty of a gross and unconstitutional usurpation of authority."

### Disputed Issues Involved In Two FCC Renewals

(Continued from Page 1) ing alleged censorship by broadcasters. The station, during a local election race in 1945, cut off all political broadcasts because of a broadcast on one candidate for local office which bordered on the libelous.

At the same time, the Commission refused to give a clear ruling on the legitimacy of broadcasting racing information as it renewed the license of WWDC, here in Washington. The station's petition for a declaratory judgment on the legality of airing detailed racing information was turned down.

### New Storm Emergency Finds Radio Prepared

(Continued from Page 1)

the Metropolitan area, also the suburbs.

Although city officials gave no warning of possible emergencies, radio station news staffs were alerted and kept in constant contact with the Weather Bureau, local officials and transportation companies. Bulletins for commuters were aired at regular intervals throughout the afternoon and evening.

As the dimensions of the storm became apparent, network and station employes were released for the day, with most offices practically deserted by 4 p. m.

### CBS Dividend Declared

Columbia Broadcasting System yesterday declared a dividend of 50 cents per share on all Class A and B stock of \$2.50 par value. The dividend is payable March 5, 1948, to stockholders of record on Feb. 20.

**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



## He's taking movies

The usual mode of shooting an escape on foot by the Hollywood studios is from a high scaffolding mounted on a dolly and run along tracks. But one studio (RKO) discovered that by using a helicopter, it could accomplish the same result at lower cost.

Even out in the land of million dollar movies, they try to cut down costs!

What are you, as a time buyer, doing to cut down your client's cost of doing business?

You must have heard this somewhere before, but we're going to say it again. If you use radio in Baltimore, there's one sure way to cut down your cost of doing business: Put W-I-T-H on that list.

For it's a fact that it's the successful independent that delivers more listeners - per - dollar - spent than any other station in this 5-station town.

To make a sales manager happy, and to prove you DO know how to buy time . . . use W-I-T-H!

**W-I-T-H**  
AM and FM  
Baltimore 3, Maryland  
TOM TINSLEY, President  
Represented Nationally By Headley-Read

# WNEW HASN'T STOPPED MAKING RECORDS

MORE advertisers bought  
MORE time and reached  
MORE listeners on WNEW  
in 1947 than ever before!

*more than ever...* NEW YORK'S No. 1 BUY!

# WNEW

ON THE AIR 24 HOURS A DAY

1130

ON YOUR  
DIAL

Represented by John Blair & Co.

LOS ANGELES

By RALPH WILK

EARL T. Irwin, sales manager of KVI, Seattle, Wash., is in town after a three-week trip to New York. While here he will confer with Mutual Don Lee executives and will return to Seattle as soon as conferences are over.

Alan L. Torbet, formerly general manager of Coos Bay Times and Vancouver Sun, has been appointed commercial manager of KALE, Don Lee affiliate, it was announced here by Sydney Gaynor, general sales manager for Don Lee Network.

Edgar Bergen and Charlie McCarthy entertained patients at the U. S. Leprosarium at Carville, La., Monday.

Art Gilmore, announcer on the "Dr. Christian" radio show, has been signed by Warner Bros. to narrate a special version of "Power Behind the Nation" for release by the U. S. Treasury Department. The picture will be distributed by the Motion Picture Association with all proceeds going to the Damon Runyon Cancer Fund.

John Wayne and Scotty Beckett recorded personality interviews for Hollywood Star Records this week at International Recording Studios.

Fortunio Bonanova is starring in a new Jack Rourke production transcribed series titled "Latin American Nights," in which he will sing. First show, based upon the romances of a Spanish concert artist, will be recorded this week.

MBS Olympics Review

U. S. Rubber Co. is sponsoring a quarter-hour review of the 1948 winter Olympics over MBS tonight, Thursday, at 8:15 p.m., EST. Sports-cast will be handled by Ted Husing, using last-minute reports filed from St. Moritz.

Campbell-Ewald is agency for U. S. Rubber Co.



Windy City Wordage. . . !

● ● ● Aragon and Trianon, Chicago's leading ballrooms, are mulling a television tie-up. . . . Thirty-five of Jerry Walker's adaptations of Bible stories which he uses on his WGN program "Youth Looks Up" have been collected into a book, "Five Minute Stories From the Bible,"

Chicago which will be published February 15 by the Abingdon-Cokesbury Press. . . . Howard Lutgens, chief engineer of the NBC central division, has an unusual hobby. He doesn't smoke cigars, but collects them, and to date has some 80 brands. . . . Ray "Pappy" Grant, Jr., an original member of the Four Vagabonds, is doing a new recorded musical program, "Revival in Rhythm," which started last Saturday on WENR, featuring little heard blues, jazz and swing records and Grant's unique Shakespearean style of chatter. Bill Packham writes the scripts, and Jim Billings produces. . . . Winter edition of Leonard Dubkin's Chicago Talent Directory, just issued, has grown to 160 pages and is a handy reference list of Chicago actors, actresses, singers, announcers, etc.



● ● ● Back in '29 when the NBC studios were under construction in the Merchandise Mart, network technicians sensed the approach of television and called for the installation of heavy duty wire cable and outlets for plugging in video lights at some future date. Now with plans rolling full speed for tele station WNBX, to be in operation by September, the engineers are expecting an early payoff on that 1929 hunch.



● ● ● Sophia Vembo, noted Greek songstress, appeared on the "Grecian Melodies" program on WSBC January 29 with Michael Hatsos, station's director of Greek programs, and in addition to giving a half-hour of Greek folk songs she gave an interesting account of her activities with the Allied forces in Egypt, Sicily and Palestine. . . . Television Advertising Productions is offering to loan a "package" crew to tele stations to help them organize and train complete staffs in all phases of television programming. . . . Don E. Kelley, WBBM director of public relations, has been named a member of the board of the Chicago Headline Club, professional chapter of Sigma Delta Chi journalism fraternity.



● ● ● Joan Davis, CBS comedienne, in town last week to confer with sponsors and WBBM execs, was honor guest at a cocktail party staged for her by Canadian Ace Brewing Co. Her network show, "Joan Davis Time," will originate from Chicago for two weeks in April, she announced. Broadcasts will be made from Hines and Vaughn veterans' hospitals.



● ● ● The Tont Company is adding 12 stations, five West Coast and seven Arizona Network, for its NBC program "This Is Nora Drake," daytime serial, starting with the February 9 broadcast. . . . Shirley Decker, former member of the WBBM scheduling department and who is now living in Peoria, Ill., is the leader of a radio workshop for girls which started Tuesday under sponsorship of the Y. W. C. A. . . . George F. Kaney, 79, father of A. W. Kaney, NBC station relations manager, died recently in Cincinnati. . . . Ade Hult, Mutual v.-p., announces that the Revere Camera Co., has renewed its 9-9:15 p.m., CST, time period for 52 weeks starting February 12, and with the March 11 broadcast the "Jan August Show" will be replaced with a variety show headed by Andy Russell and Marion Hutton, pop singers, supported by the Pled Pipers vocal group and a well known musical combo. Program will originate in Hollywood.

AGENCIES

McCANN-ERICKSON office in San Juan, Puerto Rico, has been appointed by Carlos Rossi, Inc., distributor in that market for Johns-Manville products, to handle the advertising of their household and construction goods in Puerto Rico.

ADVERTISING FEDERATION OF AMERICA has elected to membership: Weyenberg Shoe Mfg. Company, Milwaukee; Bowman Dairy Company and Magill-Weinsheimer Company, both of Chicago; The Kalamazoo Gazette, Kalamazoo, Mich.; Slayton & Co., Battle Creek, Mich., and WMPS, Inc., Memphis, Tenn.

FOOTE, CONE & BELDING, London office, has been appointed advertising and public relations counsel for Harry Ferguson, Ltd., Coventry, England. The agency will place advertising and handle public relations throughout Great Britain and the entire Eastern Hemisphere for the Ferguson System of mechanized farm equipment.

WILLIAM K. DORMAN, general manager of John H. Perry Associates, has announced the appointment of John F. Cole as manager of the Detroit office. Cole recently was employed by CKLW, Detroit, where he sold time.

OREGON ADVERTISING CLUB has chosen James A. Mount, sales manager of KXL, Portland, as its president for 1948. In his acceptance talk to the club, Mount gave as one of his principal aims the development of a code or standard of practice for all advertising to increase its value and bring additional respect for the profession.

Institutional Utilization Of Radio Is Stressed

(Continued from Page 1)

program sponsored jointly by a group of some 165 electric light and power companies and heard on the Columbia network.

"The commercial announcements, definitely institutional in character, are aimed to win friends for the industry—to show that business-managed companies have done and will continue to do a good job," Karol said. "Stress is laid on such factors as the low price of power, increased service, ownership diversion, tax contributions and general consumer benefits of private management," he explained.

Declaring that the history of the growth of advertising is an unmatched phenomenon, Karol cited figures. He pointed out that in 1928 total network time sales were \$10,424,697. In 1946 they were \$193,009,599 and if all local time be added the figure is \$489,000,000. In the last ten years, Karol said, the 100 largest advertisers increased their use of network radio by 243 per cent and their radio budget from 18 to 44 per cent of their total advertising expense.

**WTA-g SHEET**

Promotion? We use . . . and we do mean use . . . three tape recorders.

**WTAQ CBS**  
GREENBAY 1360

NO RED TAPE...see WEED

**NEW STATIONS**

**New FM Station For Ohio**  
 Canton, O.—Ohio Broadcasting Co., licensee of WHBC, began operation of WHBC-FM last week with 7,200 watts on 94.1 mc. Granted operating power of 25,000 watts, the station will increase output with arrival of additional equipment. Interim program sked runs six hours daily. FM antenna is a 27-foot pylon mounted on one of the 330-foot towers now owned by WHBC at its transmitter site near Richville. Robert C. Fehlman is manager of the outlets.

**Philly Outlet Adds FM**  
 Philadelphia—Owned and operated by Seaboard Radio Broadcasting Corp., WIBG-FM went on the air Feb. 1 with a 3-to-9 p.m., sked at 94.1 mc. Stations will duplicate several WIBG shows and will originate a special series of musical programs. WIBG program staff will handle programming on the new outlet, under overall supervision of Edward D. Clery, who is general manager of both stations.

**WCOG Joins ABC May 23**  
 WCOG, Greensboro, N. C., will affiliate with the American Broadcasting Company's southeastern group effective May 23, 1948, replacing WGBG.

**Awards Problem Growing; Control By Industry Needed**

(Continued from Page 1)

stations or personalities, with many having 15 or 20 recipients. Total number of awards, therefore, may be conservatively estimated at 500. These figures are based on information available at network headquarters in New York and do not include those awards made on a strictly local basis.

Awards originate with widely-divergent sources, in addition to the "standards" such as DuPont, Peabody, IER and press polls. Most of the others are not directly connected with radio, and in some cases awards are given only for their promotional value to the donors.

One of the most flagrant abuses of awards was reported by one network exec who, like all others questioned, did not permit use of his name. A representative of a children's magazine, he said, approached his web with an offer of a citation for its kiddie shows. Duly honored, the net exec accepted. The publication then asked that it be allowed to present a scroll on the air to one of the winning programs. When the web refused the request, the magazine's rep left hurriedly and the award was given to a rival network.

Although the motives and methods of the majority of award-givers are

beyond reproach their value to the industry is considered doubtful. "While awards are flattering," a broadcaster said, "they don't do us any good and probably have a negative effect on listeners."

Among the 1947 donors were religious organizations, educational groups, trade organizations, publications, inter-faith councils and women's groups. Some of the eye-catchers on the list were the National Garden Institute (for outstanding network service on behalf of the gardening movement); the Perfect Housewife Institute (to the "Ten Most Perfect Housewives in Radio"); the Queens County (N. Y.) Grand Jurors Association, and the Society of American Florists.

**Hazy on Solution**

When asked for a solution to the problem, most of the broadcasters replied dejectedly, "I don't know." All of them, however, expressed a desire for fewer awards. One possible solution, which has been kicking around in the trade for some time, was revived. This calls for the establishment of one set of awards, comparable in stature to the Motion Picture Academy "Oscars." Although there are many obstacles in the way, one exec

**PROMOTION**

**Three-Way Tieup**

A three-way promotional tie-up has been undertaken by WNBC in cooperation with Decca Records and the Stedlom Theater chain in Manhattan on behalf of Frank Luther. The singer will make several personal appearances at one of the chain's theaters, which will be plugged on the outlet's Saturday morning children's shows. Theater will reciprocate with lobby display and trailers. Decca, which records Luther's songs, will plug both with window displays in record shops in the area.

**Audition Dramatic ETs**

Los Angeles—Three audition records for an unnamed sponsor will be cut by N. W. Ayer & Son, Inc., starting next Sunday. The new show will be a half-hour dramatic series titled "The Townspeople," written by Jean Holloway and starring a host of top Hollywood picture and radio stars. Joseph Stauffer, program director for N. W. Ayer, arrives in Hollywood late this week to assist with the auditions.

said, the industry has overcome bigger hurdles in the past. "The NAB should get to work on this one," he added.

**12 of the 16 most popular local new york shows (other than news or commentators) are on WOR\***

*\*according to the Nov.-Dec. 47, Hooper Report*

**of the 10 new york women's service shows which reach the most people at the least cost, the top three are WOR shows**

At a time when agency men and their clients are feeling pennies fitfully, there's a station in this land which is doing an extraordinary job of keeping selling costs basement-style. It's WOR. And the method's *not* magic.

WOR's amazing ability to reach more people and make more people reach for what you have to sell, is a skilled dovetailing of planned programming and probably the greatest coverage of any station in the United States.

For, you see, WOR shows are, first of all, shows that WOR is proud to carry. But they must pay through the cash register, or else.

Secondly, WOR is heard regularly by 34,057,161 people, 1/4 of the nation, in 430 counties in 18 states.

It's an unbeatable combination and priced so low that our treasurer—ever on the lookout for a loose nickel—says no good can come of it. We just laugh gaily and toot our party horn, and keep trying to make the low cost lower.

**WOR** -- heard by the most people where the most people are

mutual

## PLUG TUNES

ON RECORDS and TRANSCRIPTIONS  
**"I'M A LONELY LITTLE PETUNIA"**  
 (IN AN ONION PATCH)

Rytvoc, Inc.  
 1585 Broadway New York 19, N. Y.

**I'VE ONLY MYSELF  
 TO BLAME**

by  
**DAVE MANN & REDD EVANS**  
**JEFFERSON MUSIC CO., INC.**  
 1619 Broadway New York 19, N. Y.

The World Wants PEACE  
 You'll Want for your Programs  
**"PEACE OF MIND"**  
**DUBONNET MUSIC PUBLISHING**  
 1619 Broadway, New York 19, N. Y.

The New Top Tune  
**"YOU TURNED THE  
 TABLES ON ME"**  
**SAM FOX PUBLISHING COMPANY**  
 RCA Building - Radio City - New York, N. Y.

A GREAT NEW BALLAD  
**CONGRATULATIONS**  
 by  
 James Marchant and Johnny Tucker  
**MARCHANT MUSIC PUBLISHERS**  
 1619 Broadway New York 19, N. Y.  
 Bob Lee, Gen. Prof. Manager

**BUT BEAUTIFUL**  
 By  
**JOHNNY BURKE**  
 and  
**JIMMY VAN HEUSEN**

## WORDS AND MUSIC

By **PINKY HERMAN**

● ● ● **TIN PAN ALLEY OOPS:**—Fashion experts, whose lengthening of Milady's dresses have started the 'New Look' vogue, are also responsible for the 'New Look' in music. . . . Fashion Music Co., publishers of "Lonely," has printed a musical brochure of the number, combining vocal orchestration, and piano copies in several keys. . . . a wonderful idea which saves time and money. . . . ● Ex-Maestro Emil Velazco has organized his own music scoring service for Motion Pictures and Television. . . . ● Walter Bishop has placed a really great novelty, "My Baby Likes To Be-Bop" with Jefferson Music. . . . the Capitol Recording, featuring Johnny Mercer and the King Cole Trio, a cinch to cop a recording honor in 1948. . . . ● New record and music publication, The Collectors' Guide, will make its debut this week. . . . published by Bob Saffer and edited by former disk jockey Al Andersen. . . . ● Composer-Conductor Emery Deutsch, whose orchestra is responsible for nifty capacity business at the Ritz-Carlton's Oval Room, should be signed for the nets. . . . his string music caresses the ear. . . . ● Lanny Ross leaves for a p. a. tour of the mid-west and will return to Gotham end of March for a new air program.

★ ★ ★

● ● ● Harry Hoch is the new Professional manager at Stasny Music Co., reviving the hit of the early twenties, "Am I Wasting My Time On You?" . . . ● Nightingale Joan Brooks has been signed for a series of programs at WRVA, Richmond. . . . her Musicraft platter of the ballad, "Seven Days A Week" is responsible for the ditty's current climb to the top. . . . ● BMI boasts 10 of the nation's top-ranking tunes. . . . "A Few More Kisses" (Patmar); "I Wouldn't Be Surprised" (Republic); "Love Is So Terrific" (Mellin); "Who Put That Dream In Your Eye?" (Stuart); "Why Does It Have To Rain on Sunday?" (Johnstone); "All Dressed Up With A Broken Heart" (E. B. Marks); "Let's Be Sweethearts Again" (Campbell-Jorgie); "Passing Fancy" (BMI) and "Theresa" (Duchess. . . . ● Execs there rate ABC congratulations on re-signing Johnny Olsen's "Rumpus Room." . . . this midnite series is TOPS for all-round entertainment. . . . ● Horace Heidt's Philip Morris NBCiggy program will originate in Gotham for the next six weeks. . . . ● Chalk up a surefire click for Concert Music's latest ballad, "Come Back To Me, My Love," which Bill Harrington introduced this week on Mutual.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:** Decca execs will present a golden platter of the one-millionth pressing of his rendition of "The Whiffenpoof Song," to Bing Crosby. . . . ● Capitol should do well with Nellie Litcher's waxing of "Fine Brown Frame," flipped with "The Pig-Latin Song." . . . perfect for Jukes and Jocks. . . . ● Banner Records moves into the folk music field with the release of a pairing of "Never Trust A Man" and "Mother Pin A Rose On Me," hill-billy novelties featuring the clever Nevada Sisters. . . . ● Eight ditties, recorded for Decca by the Jesters, will be released in an Irish Album next month. . . . ● Patti Clayton has waxed eight sides for Bullet Records, the first release set for end of Feb. . . . we said the gal belongs on Wax and the discoverer of "Near You," took our advice.

★ ★ ★

● ● ● **SHARPS AND FLATS:**—Ray Perkins, Disc-iple at KFEL sends us a swell novelty he wrote, title "The Little Girl Who Never Went Back On Me." . . . ● Chockful of WB Talent is the new Jefferson Standard Life-sponsored commercial which bowed in Tuesday. . . . features Larry Walker and his wife (and vaudeville partner) Patsy, Arthur (Guitar Boogie) Smith, Betty Johnson, The Johnson Family, Clarence Etter's organ wizardry, Buddy Fields and announcer Joe Given. . . . ● Volcalovely Alice Brent, who gave up a career to join the WACs during the war, is currently in Hollywood and will resume her singing. . . . rates network. . . . ● The newly-formed Music Industry Committee, co-sponsored by NAB, Radio Manufacturer's Ass'n., recording and transcription firms and FM Ass'n., with Sydney Kaye as counsel, will fight Petrillo via a public enlightening campaign.

## Radio's Aid Heavy In Tolerance Drive

(Continued from Page 1)  
 listener and the total figure is based on Hooperatings.

Theoretically, the 811,120,000 listener-impressions are equal to every person in the U. S. receiving nearly six messages urging anti-discrimination throughout 1947.

Ad Council placed "United America" announcements on network shows which had a combined total of nearly 1600 Hooper points, more than 55 times the radio coverage chalked up by "Fibber McGee & Molly" over NBC last Dec. 16, highest rated show for that week. In many cases "United America" messages were not straight announcements but were worked into regular scripts and voiced by stars of the programs.

Ad Council works mainly through the network radio allocation plan but it also relays information through the weekly "NAB Reports" which carries a brief resume of the Council's fact sheet for stations.

"United America" campaign is being stepped up in 1948 to include all forms of advertising media including newspapers, magazines, outdoor display and subway car cards. Copy was prepared by the following volunteer agencies: Joseph Katz Co.; J. Walter Thompson, Kenyon & Eckhardt; McCann-Erickson, Franklin Bruch Advertising Corp., Cecil & Presbrey H. W. Fairfax Advertising Agency, Grey Advertising Agency, Kelly Nelson, Peck Advertising Agency and J. D. Tarcher & Co.

## Plan Wide Coverage For Boy Scout Week

(Continued from Page 1)  
 commercial network shows also will plug the drive.

NBC will kick-off the observance Saturday with a special program featuring Jack Benny and Harold Peary 5:15-5:45 p.m., EST. Originating from the Shrine Auditorium in Los Angeles, show will feature also Randolph Scott, Mitchell Boys Choir and Bob Mitchell's ork. J. Edgar Hoover will be cut in from Washington, and Emery Houghton, national Boy Scout president, will interview a Hawaiian scout from Honolulu.

Locally, stations will use a series of 13 quarter-hour dramatic shows produced and transcribed by Stratton's office. Programs deal with the various phases of scouting and the history of the movement. Shows were scripted by Stephen Manookian, June Woolsey, H. F. Newcomb and Irving H. Millgate. Herbert W. Lunn, Millgate and Manookian directed.

## Sternberger Milestone

Commentator Estelle Sternberger celebrates her 13th anniversary of the air and her third with WLIE today, with a special broadcast from 5 to 5:30 p. m. William L. Shirer, Walter White, Dorothy Thackrey and Freda Kirchway will participate.

From 20th Century-Fox's  
**"YOU WERE MEANT FOR ME"**

**YOU WERE  
 MEANT  
 FOR ME**

**MILLER MUSIC CORPORATION**  
 1619 BROADWAY NEW YORK 19

# TELEVISION DAILY

Daily section of RADIO DAILY—Thursday, Feb. 5, 1948—TELEVISION DAILY is fully protected by register and copyright.

## SURVEY BY NYU SHOWS TELE'S SALES PULL

### TELE TOPICS

By JIM OWENS  
Associate Editor

SWIFT & CO. will switch its "Home Service Club" to a nite-time spot on the NBC web in the Spring, although they'll hold the franchise on the current Friday (11-1:30 p.m.) slot. Contention is the daytime video audience is still on the undeveloped side. . . . General Foods definitely will not re-join Ford in bankrolling the Rodgers over WCBS-TV next Summer. But a new bankroller will be announced any day. CBS, incidentally, will resume studio shows in April, about the time it sets up its hot weather sked.

EE COOLEY, McCann-Erickson video top- per, will make a swing around the agency's branch offices next week to brief the boys on what's what with tele. . . . Ed Atashoff, N. Y. Board of Ed radio-tele chief, joins the staff of the ATS News next week. . . . Don Roper, who's narrating the Chevrolet Olympic films over Du Mont, is also helping to edit and script the films for the sponsor on other stations. Films are expected to be seen by a million persons in the Eastern web region, according to Jim Caddigan. . . . John Loveton, producer of CBS' "Mr. and Mrs. North," and Bud Haldis, former scripter of "The Shadow" and "First Nighter," are getting their heads together to adapt the man-wife detective duo to television. . . . Joel Peterson new editor of Irwin Shane's trade mag. Shane's case against his landlord for removing tele antenna set for Feb. 11 in Special Sessions.

FEDERAL RADIO & TELEPHONE CO. getting set to enter the tele transmitter biz in a big way. Company engineers are quietly working on new developments of micro-wave video transmitting equipment. . . . Scott Young, ex-movie juve and owner of a couple dozen degrees in theatrics, joins WTMJ-TV as a producer next week. . . . Mrs. Sherman Hoyt, of the veddy smart set will describe events at the dog show in Madison Square Garden next Thursday for the WCBS-TV video fans. . . . Bob Smery's "Rainbow House" to get a picture spread in a forthcoming issue of a TOP weekly.

### —And No Mistakes

Films of science's new mechanical brain, the giant electronic calculator recently unveiled which can do in days what once took years, will be shown on the Doug Edwards news program over WCBS-TV, CBS outlet, tonight at 8 p.m. Brain, known as the IBM "Selective Sequence Electronics Calculator," combines "the speed of electronic circuits" with "a memory capacity."

### Video's Visual Version

Warron Wado, executive producer for NBC's television department, is a firm believer of the adage "seeing is believing. . . ." Wado, scheduled to make an address on the fast-growing medium to students of the Polham Memorial High School on Feb. 10th, will illustrate his talk with two actors.—Stephen Courtlough and Vaughn Taylor. Both thespians will do parts of their scenes in "Nor Long Romomber," play about Abo Lincoln set for the network next Sunday.

### Smith Named Mgr. Of NBC Tele In N. Y.

Carleton D. Smith, general manager of NBC's Washington stations, WRC and WNBW, has been appointed manager of the NBC television department in New York, it was announced yesterday by Noran E. Kersta, director of the web's video operations.



SMITH

Smith's appointment is in line with NBC's video network expansion, and his duties will be largely involved with administration, policy, budgets, etc. He supervised early developments of NBC's tele activities in Washington and in the opening and operation of WNBW, which went on the air last June.

### New Westinghouse Model

Philadelphia — Westinghouse television receivers reached the retail market for the first time this week following a meeting of company representatives and Westinghouse Electric Supply Company, its distributing organization. New receiver is a console model with a 52-square-inch screen.

### Eight More File Apps. With FCC For Tele

Washington Bureau, RADIO DAILY  
Washington — Seven new commercial television applications were announced yesterday by the FCC—all but one from broadcasters already functioning with other services.

Seeking Channel 8 in Indianapolis is Crosley Broadcasting. Channel 11 is asked for Atlanta by Georgia Tech, licensee of WGST, Atlanta, and for Wilkes-Barre, Pa., by Louis Baltimore, licensee of WBRE in that city.

Yankee Network asked Channel 10 for Bridgeport, Conn., and WTOL, Toledo, asked the same channel for that city.

Channel 5 was asked for by the Independent Broadcasting Company in Des Moines, Iowa—which holds a construction permit for AM station KIOA. Picture Waves, Inc., Columbus, O., has asked for Channel 6 in that city. Also, application has been made to the FCC by the Variety Broadcasting Co., owners and operators of KIXL and KIXL-FM for a television outlet to operate in Dallas on Channel 2, 54-60 mc. with a power of 16.53 kw. visual and 8.27 kw. aural.

### Garrison Joins WFIL

Harvin G. Garrison has been appointed an assistant in the production department of WFIL-TV, it was announced Friday by Ken Stowman, director of video for the station.

## Press-Time Paragraphs

### GE To Build ABC Equip.

Syracuse—Television transmitters for ABC video stations in Los Angeles and San Francisco will be built at the General Electric plant here, it was announced yesterday. Both units, five-kilowatt transmitters, will be similar to those being made here for the Chicago Tribune, WOR and the Daily News station in New York, and the Yankee Network in Boston, it was said.

### To Air Lincoln Ceremony

Washington—Ceremony at the Lincoln Memorial here on Lincoln's Birthday will be covered by television station WNBW and carried on the NBC video network Thursday, Feb. 12 (12:00 Noon, EST). The annual tribute to the Great Emancipator will be highlighted by the laying of a wreath by President Truman at the statue of Lincoln.

### Study Of 'Caravan' Shows Sales Up To 200 P. C.

Advertising display and promotion of retail products on television makes possible the increase of sales of "suitable" items up to 200 per cent, according to a survey completed this week of the recently-conducted RCA-Allied Stores Television Caravan which visited major cities throughout the U. S. in a five-month period. Study, made to appraise the sales promotional influence of intra-store television, was made by the Bureau of Retail Research of the New York University School of Retailing, and covered video activities in 13 stores.

#### Store Traffic Up 30 Per Cent

Approximately 5,000 consumers contributed their points of view to the conclusions high-lighted in the report, which disclosed that video increased store traffic an average of 30 per cent. Four out of every 10 store visitors said they would make purchases while in the stores—and one-fourth of the purchasing was "unplanned or impulse buying," the report showed.

Survey found that intra-store video has two functions: (a) more widespread showing of merchandise; (b) dissemination throughout the store of merchandise demonstration. Sixty-two per cent of customers polled said they thought tele within the store would make their shopping easier.

#### Individual Firms Report

Typical of intra-store tele's pull is the increase in product sales noted by six advertisers who participated in the Caravan. Kemtone noted an average increase of 11 per cent in the 13 stores; Koroseal items 17 per cent; Westinghouse products, 34 per cent; U. S. Rubber products (footwear) 47 per cent; Presto cookers, 88 per cent, and Hickok (men's jewelry, etc.) 237 per cent.

Survey also showed that 84 per cent of shoppers interviewed said they wanted tele in their homes, and 45 per cent admitted willingness to pay between \$100 and \$300 for a set.

### In The Flesh

Washington—Jim Gibbon's half-hour Tuesday night program on WMAL-TV, ABC outlet here, now features a "cartoon quiz" with Bill Williamson, famous sports cartoonist. Show, titled "Tele Whiz Kids" had a cartoon of George Marshall, owner-coach of the Washington Redskins, on the show this week—plus an in-person appearance by the grid magnate.

## Zenith Co. Official For 50 Mc. FM Band

(Continued from Page 1)

its progress. He said that the service now rendered to the public on 100 mc. is now known to be inferior to that which could be provided on the 50 mc. band.

"It is only logical that additional frequencies should be in the vicinity of 50 mc. so that a real FM service can be given the public," Brown said. "The addition of frequencies for FM in the vicinity of 50 mc. would merely mean an added band for FM broadcasting. This added band would not in any way disturb or change the present FM band on 100 mc."

In conclusion, Brown stated that he believed the House Joint Resolution 78 is technically sound and in the best interest of the public.

Witnesses, in addition to Brown, included John R. Howland of Zenith, Lee McCanne of Stromberg-Carlson, engineers C. M. Jansky and Paul A. Demars, Dr. Harlan Stetson and FMA officials Everett Dillard and Bill Bailey.

Presentation by the FCC of its defense against the charges leveled at it has not been definitely scheduled, but may be looked for this month, according to one committee member.

### Agreed With Major Armstrong

The witnesses were in general agreement with Maj. Edwin H. Armstrong, who told the committee Tuesday that he feels the low band should be given FM broadcasters for rebroadcast purposes. None of them wanted to move the service back down from its present position.

Bailey pointed out also that FMA very definitely opposed any return to "two-band" receivers. A poll of FMA members 10 days ago found only three of 35 members replying in favor of the proposed legislation as it now stands (in effect, providing for two-band receivers.) Bailey said the three were two manufacturers and a manufacturer's agent.

Both Howland and Stetson urged that commercial operation on the low band be permitted as well as relay.

Dillard and other witnesses expressed concern that FM network operations, if confined to telephone lines, will mean less fidelity than local broadcasts.

As president of the Continental Network, Dillard told the committee that "without the proper program distribution circuits, FM networks will be hamstrung to a little better than AM standards. It will be as the uncut diamond, inherently capable of providing brilliance, beauty, and joy to the public—but only after the stone has been processed to bring forth its full brilliance and beauty," he said, and added, "So long as its full capabilities are not utilized, it remains only a drab stone by comparison. If FM networking is to succeed, it must be provided with the means whereby intercity transmission of programs among stations can be effected that will provide those self-same superior qualities of the FM system which inherently make FM a better system of

## COAST-TO-COAST

### —MICHIGAN—

**DETROIT**—Simultaneous broadcasting of all local and network programs of WWJ over WWJ-FM will start Monday, February 9. . . . Frank Hayes, formerly connected with Headley-Reed, radio representatives, has joined the staff of WJBK as sales representative. . . . **SAGINAW**—Bill Kelchner, WKNX commercial representative, who served five years with naval forces in the Atlantic, has been named publicity director of the local Naval Reserve unit.

### —NEW YORK—

**BUFFALO**—WBEN-TV, which is scheduled to start commercial programming early this spring, has added two production men. They are John L. Hutchinson, Jr., and Roy T. Black, Jr. . . . **UTICA**—Nick Stemmler, who has earned the title, "Dean of Central New York Sportscasters," during 18 years work in that field, has joined the staff of WRUN and WRUN-FM. Nick will handle two daily sports roundups and play-by-play descriptions of numerous sporting events.

### —CALIFORNIA—

**RED BLUFF**—Four community-service special events, from four different spots, all within two hours time, were recently covered by KBLF. A live broadcast of the Business and Professional Women's Centennial-of-the-California-Gold-Rush ceremonies from the banquet room of a hotel was emceed by Manager Bill Murphy. Following thereafter was a coverage of a league basketball game from the school gym by Eddie Saxe. Meanwhile, commercial manager, Wayne Thornton, Jr., was wire-recording, for later broadcast, the presentation of World War II Victory Medals to the city's veterans at the Memorial Hall; and 20 miles away, announcer Sherman Guile, borrowing the high school's tape recorder, covered the March of Dimes skating party, sponsored jointly by KBLF, Idyllwild Roller Rink and the Corning Daily Observer. . . . **OAKLAND**—Dale Shears Piano Course is running a half-hour daily schedule on KROW, Sunday thru Friday.

### —FLORIDA—

**DAYTONA BEACH**—Russ Brown, 367-pound, erstwhile star of the screen and night clubs, has joined the WNDV-FM staff with a full-hour, sponsored program. Brown is the original of the song "Mr. Five By Five," having collaborated on the lyrics.

sound broadcasting. These principal factors which contribute to this 'realism' in broadcast reception are:

"(A) A full fidelity range is covered (upper limit of 15,000 cycles). This is three times greater than the frequency range of AM networking standards for ordinary AM stations.

"(B) Virtually 'noise-free' reception that permits a greater dynamic range of music than heretofore transmitted. For the first time, permits the transmission of musical renditions in their loudest and softest volume passages without artificially compressing the volume range because of the volume range limitations of ordinary AM broadcasting."

### —OHIO—

**CINCINNATI**—WLW's "Generation on Trial," a series of programs striking at the staggering depletion of America's natural resources, recently bowed over the station, after more than four months of preparation. Brenton Grant, former business executive and radio commentator, has been assigned the task of co-ordinating the series, which takes a "trial format," asking the listener, "Are you guilty?" of helping destroy our natural resources. . . . **DAYTON**—Dual honors have come to John Pattison Williams, executive vice-president and general manager of WING, Dayton, and WIZE, Springfield. Williams was declared "Dayton's outstanding young man of 1947" by the Dayton Junior Association of Commerce and was named one of five "outstanding young men of Ohio" by Ohio's Junior Chamber of Commerce in Columbus.

### —NEW JERSEY—

**JERSEY CITY**—WFMO has announced a new schedule of operations: from 7:00 a.m.-1:00 a.m., weekdays and from 9:00 a.m.-1:00 a.m., Sundays. This puts the FM station in the lead for a total of 124 scheduled hours each week. . . . **TRENTON**—Mary Wilson has added a United Nations Classroom as part of her WITM "Meet Mary" program for housewives. As an added incentive, she has added a contest for her listeners on the subject, "What I have learned about the United Nations." The writers of the three best letters on this theme, will be rewarded with a personally conducted tour of the United Nations headquarters at Lake Success, N. Y.

### —PENNSYLVANIA—

**PHILADELPHIA**—A new series of broadcasts by the world-famous choirs of the Westminster Choir College, was recently inaugurated by WFIL. The programs, which feature inspirational religious music, are broadcast each Sunday afternoon direct from the chapel of the Westminster Choir College in Princeton, N. J., and are sponsored by the George Washington Memorial Park, member of the National Cemetery Association. . . . The Rev. Alfred E. Creager of Collegeville, Pa, recently won first prize, a week's fishing trip to Maine, all expenses paid, in the annual KYW Hunting and Fishing Club contest for interesting stories about fishing experiences.

### —WISCONSIN—

**APPLETON**—Yvonne LeBrock, women's editor and member of WHBY's copy service department, has been awarded a national citation for excellence in writing department-store advertising copy. The announcement of this award was made in Chicago by F. P. Kendall, executive vice-president of the National Research Bureau, sponsor of the competition. . . . **MILWAUKEE**—A special citation for meritorious service during the past two years has been awarded to WTMJ-FM and WTMJ-TV by the United States Army. The citation was given for the station's co-operation and outstanding achievement in behalf of the U. S. Army Recruiting Service.

## New Hooper System Makes Debut Apr. 3

(Continued from Page 1)

from coast-to-coast and border-to-border. Diary homes will be the 94 cities in which coincidentals are made. Heretofore, Hoop has been strictly an AT&T backer but to compile this mass of new statistics, which he says will give full measurements of the whole U. S. A., he's pressed the mailman into service.

Hoop's new dope sheet, which claims is aimed primarily at building up advertising clients on his subscription list—not networks—will premiere April 30 with 48 different pieces of information. The new measure rating, called a U. S. Hooperating, will be determined by a ratio of the 94 city coincidental to the 94 city diary study to a U. S. cross-section diary study.

For the new plan, Hoop has added another question for persons called on phone coincidentals which asks, "Will you please see if someone else is listening, possibly to a second set. Also, into the 4,800 diary homes, have gone three sets of diaries, one theoretically for the husband, wife a child, or at least to get new type information on multiple home listening. First batch of weekly diary went in the mail Jan. 2 and return to date are running about 65 per cent.

The man responsible for the simple term Hooperating will need a big board to hold the name of his new venture. It's called "Complete National Network Program Popularity and Audience Size Reporting Service." Plan has been shown to three networks—ABC, MBS and NBC—as well as previewed for the trade press yesterday.

Meantime, the Hooper office announced that FM audiences listening to a duplication of network programs will be credited to reflect combined listenership to both. Unless notified by station subscribers, Hooper field reporters will assume that complete program schedules are being duplicated.

## CBC Official Evaluates Requirements For Writing

(Continued from Page 1)

authors who aspired to write for radio first must learn the technique of writing for radio "and learn it soundly. Before he joined the corporation in 1938, Mr. Dilworth was professor of English at the University of British Columbia.

## Gaines Upped At NBC; Now Assistant To Kopf

(Continued from Page 1)

will continue as director of owned and operated stations and will assist Kopf in various operating activities. Gaines has been with NBC since 1942, when he joined the network stations department. In January, 1941, he was made assistant director of advertising and promotion.



# ATOMIC SPOKESMAN ASKS RADIO'S AID

## Miller Criticizes FCC For WHLS Renewal

Washington Bureau, **RADIO DAILY**  
Washington — Justin Miller, president of NAB, yesterday declared himself "one hundred per cent in accord with the separate opinion of Commissioner Jones," in the controversial political libel case involving WHLS, Port Huron, Mich., upon which the FCC ruled within the past week. The commission held that the prohibition against a licensee's censoring of political broadcasts in Section 315 of the

(Continued on Page 8)

## BMB Signed Up Fifteen In Jan. For Study No. 2

Fifteen more stations were added to BMB's subscriber list for Study No. 2 in the month of January, bringing the total to 590 subscriptions as of Feb. 1. BMB's month-by-month subscription list shows that 25 clients were added in the previous month and 46 in November.

Second nationwide survey by BMB is still more than a year away and according to Hugh Felts "many stations who have every intention of subscribing are in the midst of making

(Continued on Page 2)

## Pellegrin Is Leaving NAB To Head Radio St. Louis

Washington Bureau, **RADIO DAILY**  
Washington—NAB yesterday announced the resignation of Frank E. Pellegrin as director of the broadcast advertising department, a post he has held since 1941 except for three years with the armed services. Pellegrin will head Radio St. Louis, Inc., which holds construction permits for a 1,000-

(Continued on Page 5)

## Educational

Boston — Ralph Lowell, trustee of Lowell Institute, announced last night that the Co-operative Broadcasting Council, which includes Boston College, Boston University, Harvard, M. I. T., Northeastern and Tufts, presented 412 programs for nearly 115 hours of education in the first year of the Council's broadcasting on Boston's six full-time commercial stations.

## Legion Citation

The CBS Pacific Network will receive the Annual Citizenship Award presented by the American Legion, Hollywood Post 591, in recognition of the network's collecting over 1,000,000 stamps for the AL's "Stamps For The Wounded" campaign, on a special broadcast to be aired over the Pacific Network on Sunday, February 8. Presentation of the award will be made on the program by Jack Denton, Post Commander, to Chet Huntley, CPN's Director of Public Affairs.

## Way Clear For Pacts By ET Firms, AFM

Indication that AFM and transcription companies may find little difficulty in making a deal in the near future stems from the fact that the networks, under the 60-day truce made with the union, have the right to continue transcribing during this period all musical shows which were plattered previously. In other words,

(Continued on Page 5)

## UE Buying Spot Time For Transcribed Labor Talks

Increased use of commercial radio by the United Electrical, Radio and Machine Workers of America, one of two current union sponsors on major networks, is indicated throughout the coming year. Latest development is a series of one-minute transcribed announcements which the UE national

(Continued on Page 2)

## Three-Day NBC Conference To Attract Many Broadcasters

Nearly 200 representatives of eastern NBC stations will gather in New York on Monday for a three-day conference with network executives at the Waldorf-Astoria which will cover programming, advertising and promotion, engineering, television and publicity.

Tom McCray will address the opening session on Monday at 10 a.m. His talk will cover overall programming with emphasis on sustaining programs

## David E. Lilienthal Tells REC Luncheon Group That Radio Can Play Vital Role In Atomic Education

Radio, the medium which spread the first news of the existence and effect of man's most revolutionary discovery—atomic energy—can play a decisive role in rapidly stimulating interest and communicating facts about a subject so vital to a world struggling for peace, David E. Lilienthal, chairman, United States Atomic Energy Commission, declared yesterday in an address before The Radio Executives Club at the Hotel Roosevelt. "The radio is a medium so new, so persuasive, so potentially helpful in this crisis that it is nothing less than providential that it should be ready at this hour when the world needs desperately to shorten the time necessary for the dissemination of knowledge and understanding," he said.

In a talk which attracted an overflow attendance, including top executives from all phases of the industry as well as the press, and which was telecast over the NBC network and broadcast

## Brand Names Survey Will Be Extended

White Plains, New York, has become the first community to schedule an intensive brand-names promotion patterned on the widely-publicized Greenfield project, it was announced yesterday by Henry E. Abt, president of the Brand Names Foundation.

At the same time it was announced that the second annual Brand Names Day will be held at the Waldorf-Astoria March 30, under guidance of a program committee headed by H. Ford Perine, of Time, Inc. General theme of the all-day conference will

(Continued on Page 8)

over WNBC and WNYC. Lilienthal asserted that the subject of atomic energy has often been misunderstood and "fictionized," and that many of its aspects have been emphasized to a "fearsome" extreme. These notions represent difficulties to be overcome if the subject is to be properly understood.

(Continued on Page 5)

## NAB 'Code' Decision Likely At May Confab

Final decision on the new NAB standards of practice probably will be reached at the NAB convention in Los Angeles next May, it now appears. Tentative decisions will very likely be achieved at the board meeting in Hot Springs, Va., later this month, with the board not scheduled to sit

(Continued on Page 6)

## Listeners Fined

Fort Erie, Ont. — "There are some things I do not like to do, but in this case there is no alternative," was the comment of Magistrate John B. Hopkins in Fort Erie court today when he fined 17 persons \$5 each for having failed to procure radio licenses for 1947. The charges were laid by the Department of Transport, following a recent house-to-house canvass.

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

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 Andrew H. Older, Chief 6417 Dahlgren Rd.  
 Phone: Wisconsin 3271  
**CHICAGO BUREAU**  
 Nat Green  
 1417 Ashland Bldg., Rm. 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**  
 (Feb. 5)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Admiral Corp.	7 7/8	7 1/2	7 1/2	- 3/8
Am. Tel. & Tel.	151 1/4	150 5/8	150 3/4	- 1/8
CBS A	23 3/4	23	23 1/2	+ 1/4
CBS B	23 1/2	23	23	.....
Farnsworth T. & R.	6	6	6	- 1/4
Gen. Electric	33 3/4	33 1/2	33 3/4	- 1/2
Philco	29	28 1/2	28 3/4	- 1/4
RCA Common	8 5/8	8 3/8	8 3/4	+ 1/8
Stewart-Warner	13 1/2	13 1/2	13 1/2	.....
Westinghouse	27 3/4	26 1/2	26 3/4	- 1/8
Westinghouse pfd.	88	88	88	- 1/4
Zenith Radio	21 1/4	21 1/8	21 1/4	- 1/2

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	8 1/2	9 1/4
Stramberg-Carlson	11 1/2	12 3/4
U. S. Television	1 1/2	2
WCAO (Baltimore)	30	.....
WJR (Detroit)	12 1/4	12 3/4

**10 YEARS AGO TODAY**

(From the files of Radio Daily)  
 NBC and CBS execs decided to discontinue monthly release of gross billing figures. . . Pat Ballard was named swing editor of College Humor mag. . . ASCAP filed suit in Jacksonville Federal Court to test constitutionality of Florida law banning organization. . . Alan Courtney resigned from WNEW. . . High on the list of songs plugged most by network bands was "You Took The Words Right Out of My Heart," (Paramount Music Corp.)

**YOUR RADIO DAILY DELIVERED TO YOU IN LOS ANGELES AND VICINITY BY MANNING'S DELIVERY SERVICE A SPECIALIZED MESSENGER AND DELIVERY SERVICE HO-3129**

**★ COMING AND GOING ★**

**FRANK STANTON**, president of CBS, also **JOE REAM**, **HOWARD MEIGHAN**, **DAVIDSON TAYLOR** and **HUBBELL ROBINSON**, vice-presidents, leaving for Washington, D. C., where tomorrow they'll attend the Radio Correspondents Dinner.

**BENEDICT GIMBEL, JR.**, president and general manager of WIP, Philadelphia, is in Washington for the meeting of the Mutual network's board of directors.

**JACK POPPEL**, vice-president of WOR, left yesterday for Washington, D. C., where he'll attend the MBS board meeting and the Radio Correspondents Dinner.

**WILLIAM E. WALKER**, owner of WMAM, Marinette, Wisc., and **JOSEPH MACKIN**, general manager of the station, are spending several days in Gotham for conferences at NBC, of which WMAM is an affiliate.

**CARL DOZER**, commercial manager of WCAE, American network outlet in Pittsburgh, is spending a few days in New York on station business. Sat in for a while yesterday at the headquarters of the web.

**GEORGE THOMAS FOLSTER**, correspondent for NBC in Tokyo, Japan, is visiting San Francisco on his first trip to the United States since the Summer of 1945.

**DON DUNPHY**, who announces the "Gillette Cavalcade of Sports" on ABC Friday evenings, on Sunday goes up to West Warwick, R. I., where he'll be the chief speaker at a Veterans Assn. dinner.

**EDMUND CHESTER**, Columbia network director of shortwave broadcasting, and **TONY KRABER**, his executive assistant, are back from a short business trip to Washington.

**ARTHUR SIMON**, executive vice-president of WKBW, Buffalo, N. Y., will spend next week in Chicago on business.

**HARRY SEDGWICK**, president of CFRB, affiliate of CBS in Toronto, Ont., paid a call yesterday at the New York offices of the web.

**FRANKIE SCOTT** and **CHARLIE BASCH** today take their entertainment troupe to South Jersey to do a show for the boys in the station hospital at Fort Dix.

**UE Buying Spot Time For Transcribed Labor Talks**

(Continued from Page 1)  
 office will make available to over 400 locals for placing in commercial time periods with their local stations. Most of the ETs, some with a dramatic format, will campaign for higher wages to meet the rising cost of living. After a tryout on this campaign, UE may continue the use of ETs to play up other issues.

The union is gradually increasing the coverage of its Mutual show—Arthur Gaeth commentary—heard Wednesday nights at 7:30 p. m., EST. Show began last April with 50 stations in the hookup and now has increased to between 65 and 70. More outlets will be added in the next few months.

**Local Unions Featured**  
 Another phase of UE's use of radio is through regularly scheduled programs conducted by local unions in their own areas. Over a dozen UE locals are committed for one or two commercial time periods a week and the local in Lynn, Mass., sponsors a program every night.

Meantime, UE representatives met with WOR this week in an attempt to get the outlet to carry the Arthur Gaeth MBS show which is aired in New York by delayed rebroadcast over independent WMCA. WOR has never carried the show since it went on nearly a year ago and still maintains that its policy is to refuse any program, no matter whether it's paid for by labor or management, which does not specifically offer goods or services to the listener. This has not always been WOR policy but was set up about a year ago after the station had to cope with several controversial issues.

**Paul T. Sheridan**  
 Paul T. Sheridan, 46, an employee of the Western Electric Company, Inc., for nearly 30 years, died Feb. 3 at his home, 305 Riverside Drive, New York, following an extended illness. He was in charge of engineering and field service for the hearing aid department, radio division.

**BMB Signed Up Fifteen In Jan. For Study No. 2**

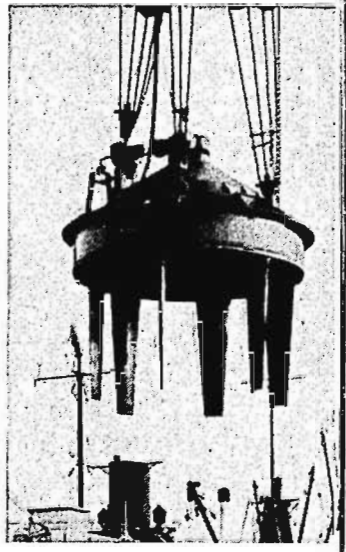
(Continued from Page 1)  
 ing long deferred facility improvements requiring considerable financial outlays." Feltis said "these immediate expenses naturally take precedent" and have delayed some stations in signing with BMB. Contracts are retroactive and require fees to be paid from last July 1.

**New Subscribers Listed**  
 New subscribers not previously announced are: WMMJ, Peoria, Ill.; WGAY, Silver Spring, Md.; KMHL, Marshall, Minn.; KWLM, Willmar, Minn.; WRRZ, Clinton, N. C.; WCBT, Roanoke Rapids, N. C.; WRRF, Washington, N. C.; KVOO, Tulsa, Okla.; WCRO, Johnstown, Pa.; KBKI, Alice, Tex.; KTSM, El Paso, Tex.; KGBS, Harlingen, Tex.; KTRH, Houston, Tex.; KVAN, Vancouver, Wash.; and KODI, Cody, Wyo.

In addition, recent subscribers to Study No. 1, not previously announced, are: WJJD, Chicago, Ill.; WOI, Ames, Iowa; WRDO, Augusta, Me.; WADC, Akron, O.; WAIM, Anderson, S. C.; WDSM, Superior, Wis. Their BMB audience figures are available in the form of Station Audience Reprints direct from the stations or from BMB.

**Candy Company Renews Mystery Series On MBS**  
 Williamson Candy Co. has renewed sponsorship for the third year of "True Detective Mysteries" on 450 MBS outlets every Sunday from 4:30-5 p.m., EST, according to Jess Barnes, network sales veepee. Wallace Advertising Agency handles the account. Show is written, directed and produced by Murray Burnett.

**CECILLE MUSIC CO., Inc.**  
 OFFERS  
 a complete hit show musical score or the needed musical "dynamite" for your score.  
**CECILLE MUSIC CO., INC.**  
 1674 BROADWAY Circle 5-5773



**It's called cycloidal**

That big 6-bladed, circular gimmick hanging from the cables is what the Navy calls a cycloidal propeller. It is thought it will replace, on some ships, the conventional drive. Equipped with six blades, each of which revolves on its own axis as the rotor revolves, tests prove it produces greater maneuverability.

There's always something new around . . . except down here in Baltimore radio.

Year after year after year, W-I-T-H continues to come up with more listeners-per-dollar-spent than any other station in this big 5-station town!

W-I-T-H is the successful independent in this, the country's 6th largest city.

The smart lists carry our call letters year after year after year.

How about you?

**W-I-T-H**  
 AM and FM  
**Baltimore 3, Maryland**  
 TOM TINSLEY, President  
 Represented Nationally By Headley-Rood

*"The Sweetest Music this side of Heaven"*

# The **GUY** **LOMBARDO** **SHOW**

NARRATED BY DAVID ROSS

AMERICA'S #1 BAND ON AMERICA'S #1 SHOW

*CHOCK-FULL OF  
MUSICAL SHOWMANSHIP!*

**THE ROYAL CANADIANS**  
with Guy, Carmen, Lebert Lombardo.

**DAVID ROSS, NARRATOR**  
Poet-Laureate of the air.

**THE TWIN PIANOS**  
with Fred Kreitzer, Paul Rickenback.

**LOMBARDO VOCAL TRIO**  
Three voices blended in harmony.

**THE LOMBARDO MEDLEY**  
A sure-fire audience builder.

**LOMBARDO VOCALISTS**  
Don Rodney and Kenny Gardner.

**THE FAMOUS LOMBARDO  
PICTURE STORY**  
A tapestry in story and song.

More than a band, here's a star-studded half-hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship.

TRANSCRIBED BY ZIV MEANS THE  
GREATEST IN RADIO SHOWS

FREDERIC W. **ZIV** COMPANY

*Radio Productions*

1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK CHICAGO • HOLLYWOOD



# CHICAGO

By NAT GREEN

**E**DYTHE FALK, formerly with Encyclopedia, and Barbara Mason, new to the Chicago publicity picture, have joined Maralieta Dutton Associates, publicity firm.

Bob Atcher, WBBM vocalist heard on "The Country Hour," is a patient at a Chicago hospital.

During 1947 station WENR entertained studio audiences totaling more than 299,000 people, according to the new program schedule for February, just issued.

Mrs. Winifred Senning of New Lenox, Ill., was winner of first prize in a national contest sponsored by La France division of General Foods on its WBBM-CBS daytime program "The Second Mrs. Burton," and was awarded a \$2,500 diamond ring.

Television station WBKB on Monday of this week telecast the parade of athletes at St. Moritz, Switzerland, last Friday at the opening of the Olympic games. Film was flown from St. Moritz to New York, where it was processed and sent by air to WBKB.

Singers Louise King, Billy Leach, Bob Atcher, and the King's Jesters Trio, and announcer George Watson, all of WBBM, will take part in a benefit program for the Cancer Control Fund at Arlington Heights high school auditorium on March 12.

Quaker Oats Company has renewed "Those Websters" for the third consecutive year, over Mutual.

Quiz Kid Ruthie Duskin, author of "Chemie, the Magician," has been awarded an honorary membership in the International Mark Twain Society for her "outstanding contribution to literature."

Television station WBKB is launching a concentrated advertising campaign to build audiences for all sports shows that are being broadcast by the station. Capt. Bill Eddy will appeal direct to the tele audience to attend their favorite sports events in person as well as view them on their home receivers.

Quaker Oats Company has renewed "Those Websters" for the third consecutive year, over Mutual.

## Owen P. Nangle

Owen P. Nangle, district sales manager for Zenith Radio Corp., died Saturday, January 31, at Grand hospital in Chicago at the age of 42. Nangle started in radio sales in 1935, and served during the war with the Army-Navy Expediting Production Agency. He joined Zenith Radio Distributing Corporation in 1944 as key account salesman in Chicago, and in September, 1947, was appointed district sales manager of Zenith Radio Corporation, serving Lower Michigan and most of Indiana.

## Stork News

An eight-pound boy, Anthony, was born to Mrs. Ed Herlihy yesterday at the Woman's Hospital in New York. The two other Herlihy children are Jeanne, 7, and Donnie, 4.



## Mainly About Manhattan . . . !

• • • Understand a soup outfit would gladly shelve their current daily ailer if a certain ski-nosed comic would enter their fold. Latter's price would force company to eliminate its current heavy-budgeted show. . . . Video and radio competition of Philco's getting a break. Latter is opening over 500 of its patents to them—on royalty setup, natch. . . . NBC planning to have its Chicago television setup percolating by Labor Day. (About four months ahead of schedule). . . . Sponsor of "Original Amateur Hour" will film-record the show for use on television stations outside of N. Y. . . . CBS planning to slant future sports ailers for the femme trade, as well. (In sum, they want glammer with their yammer). . . . Considerable interest being shown in Irene Beasley's new package, "Junior Partner"—a companion piece to her amazingly successful "Grand Slam," but geared for the kiddie trade. (Kids at home will get a crack at the loot as well as studio audience). . . . Jean Sablon sailing on the Queen Elizabeth next week for a four-week booking at London's Palladium following Danny Kaye. (Sablon's platters were named on Princess Elizabeth's personal hit parade). Manager Marty Goodman may fly over later to join him. . . . Look for Ford to go even more heavily into radio (if that's possible) when their new model comes off the production line in the Spring. . . . Cutting down terrific guest fees on radio is a case of bringing dollars and sense together, opines Tim Marks.



• • • TELE (RE) VIEWS: Television Fashions on Parade seems to have hit the secret of making a fashion show a good television show by running their displays through a story theme, surrounded by showmanlike production. Premiere could've used more polish but series undoubtedly will learn as it goes on. . . . Television apparently is at its best in the special events dept, latest coverage being that of the 52 Club dinner-dance benefit at the Waldorf.



• • • LUFF 'n KIXXXXX: The way Morton Downey toys around with the fast-climbing ballad, "Seven Days A Week." . . . Stan Kenton's new Capitol disc—tagged "Soothe Me." . . . Nellie Lucher's novelty on the same label, "Fine, Brown, Frame." . . . Walter Kiernan's shot-in-the-arm early ayem stuff on ABC. (The guy could be another Henry Morgan if they gave him nite-time spotting). . . . Bruce Raeburn's inuendo-re-mis at the Monkey Bar. . . . Herb Sheldon's Sat. afternoon shows at the Latin Quarter for children only—tot stuff! . . . Louis Prima's Victorrific record of "The Thousand Islands Song."



• • • This past Friday Don Pallini phoned Rudy, the famous 49th St. barber (who has Sinatra, Berle and other stars among his tonsorial patrons) for a 7:30 appointment. "Sorry," replied Rudy, "but I'm appearing on Perry Como's program tonight at 7. No lines or anything, I'm just gonna lather Arthur Godfrey's face and Perry's gonna give him a shave." "Well," replied Pallini, "the show's over at 7:15. How's about taking me on at 8?" "Lissen," screamed the barber. "Don't you know anything about radio? I have a repeat broadcast at 11 o'clock!"



• • • SID-BITS: Raleigh Cigaret acc't (Williamson Tobacco Co.) reported moving from the Russel Seeds agency, Chi., to BBD&O. Seeds agency will retain Red Skelton show because of personal contract with the comic. . . . Bret Morrison doing another villain turn on Mutual's "Falcon" Monday. . . . Dwight Weist, who narrates Pathe newsreel, will appear in the strip himself shortly. A "We the People" stunt. . . . Paul Arnold's great bit with Paul Whiteman's show drew bids from Burl Ives the following ayem. . . . Louis Titterton, veepee of Compton, wonders why television mfrs. haven't solved the antennae installation problem. Titterton has been trying for 3 days to get a picture on his set at Pleasantville, N. Y.

# The Mailbag

## Reminiscent

**T**N reading some of the old issue of RADIO DAILY today I came across the story on page 6 of the December 26 issue in which is reported the network's lists of the 10 most important events covered by radio in 1947.

"Probably no one cares anymore, but so many 'firsts' were made by broadcasters in the Nation's Capital in the highly promotional era of the 30's that some were overlooked in the records and others were just passed over as the work or the fun of the day. What calls this to my mind is item in NBC's list reading: 'First broadcast ever made direct from Congressional committee room during discussion of pending legislation—Greek Turkish Aid bill.'

"This broadcast indicated commendable enterprise by NBC and probably the current crop of special eventer in Washington did not know that this type of broadcast was done by the CBS gang in the early 30's. The event was a meeting of the Senate Committee for the District of Columbia under the chairmanship of Senator Kin of Utah and the legislation, if I remember rightly, concerned the sale of liquor in the District after the Prohibition Amendment was voted out of the Constitution. The meeting was in the District of Columbia committee room on the same floor as the Senate in the Capitol building. Bo Trout was the CBS announcer.

"I couldn't get permission from Senator King to do the broadcast unless I promised that the announcer's voice would not be heard. To accomplish this we resurrected from storage one of the wooden announcer's booths used for the broadcasting of the inaugurations. When it was all put together it seemed to take up half of the space in the committee room. Chi Sale would have been envious. This broadcast and others from that room were carried by the old WJSV.

"Involved, also in the arrangement were Ted Church, now news director for CBS, and Anne Gillis Slocum, now with NBC.

"I wish someone had the interest and enterprise to write a proper history of the fun days of broadcasting as we knew them in Washington in the Throbbing Thirties."

HARRY C. BUTCHER,  
Owner, KIST,  
Santa Barbara, Calif.

## To Observe 'Music Month'

NBC, in observance of Jewish Music Month being celebrated nationally this month, will present Sholem Secunda's "String Quartet in C Minor" based upon traditional Jewish chant hymns, and prayers, on Sunday, Feb. 8, at 8:30-9:00 a.m. The composition will be performed by the NBC String Quartet. Composition was published by BMI in 1946. It was recorded by the NBC String Quartet for Disc Records on Dec. 30, 1947, one day before the ban went into effect.

## Lilienthal Discusses Radio In Atomic Age

(Continued from Page 1)

stood—difficulties which the radio industry (with the press, the periodicals and the films) could help mightily to overcome," he said.

Lilienthal pointed out that "the important thing about atomic energy is people . . . and people are the business of the radio industry," whose function it is "not only to entertain . . . but to inform, to stimulate and to inspire." Solution of problems that have arisen with the discovery of atomic energy, therefore, will require understanding, comprehension and

### Suggestion

*Radio executives attending the REC luncheon yesterday were greatly impressed by David E. Lilienthal's address on "Atomic Energy—Where Do We Stand Today?", a RADIO DAILY survey at the conclusion of the luncheon revealed. Besides being impressed, network, station and agency executives almost in chorus asked, "What can we do now to help implement the Lilienthal message?" One suggestion advanced calls for the United States Atomic Energy Commission preparing a special radio packet which may be used by stations, networks, transcription companies and television in spreading the true message of atomic energy and its applications.*

knowledge, he said, and it is these qualities which radio has the ability to provide. "You are the people by and large who decide just what it is your fellow countrymen will have a chance to learn over the air," Lilienthal told the REC. "The tens of millions of homes of this country can receive broadcasts about atomic energy only if you choose to transmit them." While it is a grave responsibility, the atom official pointed out that radio gave a "magnificent performance during the war in promoting public understanding and individual action essential to the winning of that war and shows clearly that the radio industry can do a heroic job in the public interest." He also warned that public knowledge and understanding of atomic energy involves "your own security, your own profits, and your own future."

Lilienthal was introduced by Edward R. Murrow, CBS commentator, who was among the following industry execs and guests on the dais.

William S. Hedges, president of the REC and vice-president of NBC; Brig. Gen. David Sarnoff, president and chairman of the board of RCA; Harry C. Butcher, wartime aide to General Eisenhower and owner of KIST, Santa Barbara; Robert E. Swezey, vice-president and general manager of Mutual; Very Rev. Msgr. John S. Middleton, secretary for Education to His Eminence Cardinal Spellman; Joseph A. Ream, executive vice-president, CBS; Charles R. Denny, vice-president and general counsel, NBC.

Also, Maj. Gen. Julius Ochs Adler,

## ★ AGENCY NEWSCAST ★

**A**MERICAN TOBACCO COMPANY has appointed the M. H. Hackett Company for its brand of Herbert Tareyton Cigarettes, effective immediately.

**MARTIN COLBY** has joined Alfred Paul Berger Co., as an account executive.

**G. O. BRITTON**, vice-president and sales director of Power Farming, Inc., Eau Claire, Mich., manufacturers of the Love line of tractor tillage tools, announces the placement of their advertising account with Senoefeld, Huber & Green in Chicago.

**REACTION MOTORS, INC.**, of Dover, N. J., builder of the motor which powered the plane that broke the supersonic barrier, to William Von Zehle and Company, Inc.

**KIWI POLISH CO.**, has appointed Duane Jones Company, Inc., to handle advertising for Kiwi Shoe Polish.

**ROY S. DURSTINE, INC.**, announces its appointment as agency by Marta Cigar Company of New York City and McSherrystown, Penna.

**BROWN CONDITIONING COMPANY, INC.**, New York, distributors of KoolShade Sunscreen and of combination storm windows, have appointed Charles W. Hoyt Company, Inc., to handle their advertising.

**H. GRAHAM CONAR**, president of the Dog Record Bureau, Santa Monica, Calif., announces the appointment of Bass-Luckoff of Hollywood as advertising counsel to promote the "Identicode Protection Plan"—a permanent method of dog identification. Plans are being prepared to include national publications, radio, trade papers, and direct mail.

### Pellegrin Is Leaving NAB To Head Radio St. Louis

(Continued from Page 1)

watt daytime station on the 690 band and an FM permit, both in St. Louis.

Pellegrin will be a principal stockholder as well as president and general manager.

Franklin Salisbury, Washington radio attorney, will be vice-president and E. W. Grove of Grove Laboratories will also be a vice-president.

vice-president and general manager, New York Times; Lloyd Stratton, assistant general manager, Associated Press; Malcolm Muir, president, Newsweek Magazine; Mrs. Mary Bass, managing editor, Ladies Home Journal; Edward Noble, chairman of the board, ABC; Mark Woods, president, ABC; Robert Bacher, member of the Atomic Energy Commission, and Hugh Baille, president, United Press Associations.

Lilienthal's talk was fed via television to WFIL-TV, in Philadelphia; WMAR and WMAL-TV, Washington.

**HIXSON-O'DONNELL ADVERTISING, INC.**, of New York, announces that Muriel Jonnstone, well-known fashion advertising and merchandising specialist, has joined the agency as vice-president. She will head a fashion division. Miss Jonnstone's staff includes Rosamond Gilmartin, Dorothy Marlatt, Margaret Randall, and other style experts.

**PAUL F. BEICH COMPANY**, makers of Whiz and Pecan Pete candy bars, has appointed the Olian Advertising Agency, Chicago office, to handle its advertising. Radio spot announcements, on a nation-wide coverage basis, will be continued, with the addition of visual media.

**THEODORE W. GOLDING** has joined the staff of Norman D. Waters & Associates where he will serve as an account executive. Golding formerly was an officer of Funt-Golding, Inc., after serving as vice-president of Oldin Dennis, manufacturers of outdoor sportswear.

**JACK DORAN** has been appointed advertising manager of Orange-Crush Company, bottling and fountain divisions and Old Colony beverages, a complete line of soft drinks. In addition, he has been made advertising manager of Inter-American Orange-Crush Company. In his new capacity he will co-ordinate and plan advertising, merchandising and sales promotion for both organizations. Robert E. Brown has been appointed assistant advertising manager.

**E. F. TIMME & SON**, manufacturer of Timme Tuft, pure Alpaca Pile for outerwear and sportswear also upholstery fabrics for the furniture industry, has appointed Norman D. Waters & Associates, New York agency, to place their advertising.

### NAB Mailing To Stations 'Disaster Guide' Of R. C.

Washington Bureau, RADIO DAILY

Washington—The NAB yesterday announced it is sending all broadcasters, members and non-members, a special Red Cross "disaster guide" designed to co-ordinate radio and Red Cross activities in emergencies. The guide is in wall-poster form and calls for co-ordination of broadcast casualty lists with coroner and Red Cross information and the checking of appeals for medical personnel and supplies with local health and Red Cross officials.

Three copies will go to each station.

### Reece On CBS

Chairman B. Carroll Reece, of the Republican National Committee, will broadcast a pre-Lincoln Day address over the Columbia network on Tuesday, February 10, 6:15-6:30 p.m., EST. Mr. Reece's speech will be made at a dinner in observance of Lincoln's Birthday at the Hotel Sivier, Johnson City, Tenn.

## Way Clear For Pacls By ET Firms, AFM

(Continued from Page 1)

when James Petrillo and the webs agreed to a two-month extension of contract, the AFM automatically agreed to a modification of its ban on new transcriptions.

This was a technical point almost overlooked in the rush of events last week and later a network representative got Petrillo on the phone. When he asked if webs could continue to transcribe additional programs in normally plattered series, Petrillo said yes, of course, and added that he had meant that in the extension agreement. Such a ruling affects such shows as Bing Crosby and Abbott and Costello on ABC and Morton Downey on Mutual.

It's also learned that in future negotiations the networks are going to bat for transcription companies since in many cases their operations are dependent on such services. Naturally, the webs can't negotiate contracts between AFM and ET firms but the former intend to give Petrillo some polite nudging for settlement with the transcription business.

Interesting technical point comes up in the case of networks having permission to continue transcribing musical shows until April 1—that is, so far as AFM is concerned, they carry on business as usual. ABC's "Network Advertisers" list of last Jan. 1 mentions the Guy Lombardo show, sponsored by First National Stores on 19 New England stations. Lombardo series is plattered by Ziv and the question arises as to whether or not Ziv, turning out a series listed by ABC as a network show, can continue to transcribe Lombardo for the next 60 days. Point may not make too much difference, however, since Ziv's backlog on Lombardo is good for a year or more.

### NAB Educational Group Meets College Radio Men

Washington Bureau, RADIO DAILY

Washington—Educational broadcasting authorities and the educational standards committee of NAB last night concluded a two-day meeting devoted to discussion of methods of raising the training standards for persons entering the broadcast field. Educators present were Professor Ben Hennecke, University of Tulsa; Russell Porter, co-ordinator of radio, University of Denver; Thomas D. Rishworth, director of Radio House, University of Texas, and Dr. Kenneth Bartlett, University of Syracuse.

Committee members were Ralph Hardy, KSL, Salt Lake City, chairman; Judith C. Waller, NBC, Chicago; Dr. Willis Dunbar, WKZO, Kalamazoo; F. C. Sowell, WLAC, Nashville; Armand Hunter, WFIL, Philadelphia, and Hazel Kenyon Markel, WTOP.

Plans considered, which will be presented to the NAB board of directors for approval, contemplate courses of advanced study for "in service" personnel in addition to regular undergraduate training.

RADIO DAILY

NAB 'Code' Decision Likely At May Confab

(Continued from Page 1) again until the Los Angeles convention of the association.

Points of greatest controversy include the time limitations on commercials, prohibition of double spot announcements, prohibition of controversial questions and solicitation of funds in religious programs, the section on unacceptable advertising, the ban on middle commercials in less-than-quarter hour broadcasts, and the ban on dramatization of political issues.

Armstrong Article

Detailed history of Maj. Edwin H. Armstrong and his radio inventions are carried in the current February issue of Fortune magazine. Piece terms Armstrong "an enviable rarity, an inventor who has made a fortune," and then goes on to highlight his stormy career and the legal complications he's encountered over the last 30 years.

Three-Day NBC Conference To Attract Many Broadcasters

(Continued from Page 1)

to appear at 3 p. m., to talk on program research as demonstrated by the Schwerin and Gilbert Systems.

Charles Hammond, vice-president of NBC, will open the "Advertising and Promotion Workshop" on Tuesday and will turn the meeting over to James Nelson, director of advertising and promotion, who will act as chairman. Speakers will include Allen Hurlburt, art director, who will discuss "Which Types of Newspaper Ads Draw Most Readership" and Carl Cannon, promotion manager of public affairs and education, talking on "Public Affairs Promotion—A New Approach." Jacob Evans, manager of audience promotion, is scheduled to talk on "The Parade of Stars for 1948."

Summer listening and the Gilbert Youth research system will be discussed by George Wallace, manager of network sales promotion.

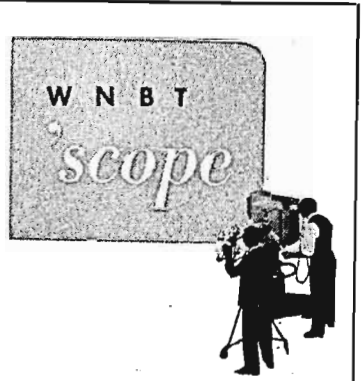
The Wednesday session will be devoted to the "Engineering Workshop" with the speakers covering microphone techniques, sound broadcast developments, recording, frequency allocations and the technical services of television and radio receivers. In the afternoon television experts will cover different phases of operational activities.

Sydney Eiges, vice-president in charge of the press department, will preside at a "Publicity Workshop" which also will be held on Wednesday morning. Speakers will include Thomas E. Knode, director of the press department; Jack Gould, of the New York Times, and George Rosen, of Variety.

Station representatives who have registered for the three-day session include:

- WTIC (Hartford, Conn.)—Bernard Mullins, director of public relations and special programs.
WBZ (Boston, Mass.)—Gordon Swan, program director; Dallas Wyant, promotion; Wendall Davis, publicity manager, and W. H. Hauser, chief engineer.
WOPR (Portland, Maine)—Arthur Owens, program director, and G. Fred Crandon, chief engineer.
WGY (Schenectady, N. Y.)—Caleb Paine, programs; E. J. Pudney; A. G. MacDonald, sales promotion; C. D. Wagoner, B. W. Cruger and A. C. Knapp.
WSYR (Syracuse, N. Y.)—Bill Rothrum, program director; John Hurlburt, promotion and press, and G. A. Belle Isle, chief engineer.
KDKA (Pittsburgh, Pa.)—Frank Tooker, program manager; Ed Young, production manager; Dave Lewis, promotion, and Joseph Baudio, manager.
WBAL (Baltimore, Maryland)—Harold C. Burke, manager, and David E. Weglein, public service counselor.
KYW (Philadelphia, Pa.)—James P. Begley, program manager; Gordon Davis, producer; John Still, Jr., producer; Arthur C. Schofield, promotion manager; Paul Woodland, assistant promotion manager; John P. Meagher, publicity manager; C. M. Meehan, Westinghouse radio stations; George Hagerty, technical manager; W. R. S., or Arthur Goodnow representing Mr. Hagerty.
WSOC (Charlotte, N. C.)—Paul Marion, program manager, and Clyde Clem, publicity-promotion director.
WFBC (Greenville, S. C.)—Roger C. Peace; B. H. Peace, president, and B. T. Whitmire, manager.
WBEW (Buffalo, N. Y.)—Joseph Haefner, promotion, and George Torge, program.
WIS (Columbia, S. C.)—Frank Harde, program director, and Steve Libby, promotion

- and publicity director.
WSAV (Savannah, Ga.)—James L. Woods, program director, and L. H. Thesmar, commercial manager.
WJAX (Jacksonville, Fla.)—Mrs. Evelyn Boote, program director.
WSB (Atlanta, Ga.)—Marcus Bartlett, program director, and Jean Hendrix, publicity director.
WAML (Laurel, Miss.)—Granville Walters, general manager.
WFOR (Hattiesburg, Miss.)—C. J. Wright, Sr., commercial manager, and C. J. Wright, Jr., program director.
WRC (Washington, D. C.)—Lorin Myers, promotion manager; Jay Royen, press manager; Donald Cooper, chief engineer; Robert Terrell, operations supervisor; Howard Gronberg, tele operations supervisor, and George Wheeler.
CBC (Canada)—Marcel Quimet.
WFBG (Altoona, Pa.)—George P. Gable, president.
WRDO (Augusta, Maine)—Don Powers, program manager.
WLBZ (Bangor, Maine)—Irving S. Hunter, program director, and John H. Wibby, chief engineer (tentative).
WJAC (Johnstown, Pa.)—John P. Foster, assistant general manager, and Campbell E. Paloy, program director.
WMRF (Lewistown, Pa.)—Ralph Parker, program manager; Jim Cox, production manager, and William Sager, publicity manager.
WTIM (Trenton, N. J.)—Dean Andrews, program director; Ed Brown, promotion; Frank Wellman, sales manager; Paul Alger, manager, and Theodor Kilmer, chief engineer.
WAZL (Hazelton, Pa.)—Don Murray, program manager; Dave Davies, assistant program manager, and Elwood Tito, chief engineer.
WBRE (Wilkes-barre, Pa.)—Louis G. Baltimore, general manager; David M. Baltimore, assistant manager; Franklin D. Coslett, program director, and Charles Sakoski, chief engineer.
WRIZ (Zanesville, Ohio)—Robert Maley, program manager.
CBC (Canada)—W. R. Johnston, supervisor of commercial acceptance and production.
WPTF (Raleigh, N. C.)—Graham Poyner, assistant manager; Henry Hulick, Jr., chief engineer; Lacy Dawkins, assistant chief engineer; R. W. Youngsteadt, promotion manager, and Ed Kirk, news editor.
WSVA (Harrisonburg, Va.)—Dick Johnson, program director, and Warren Braun, engineer.
WEM (Nashville, Tenn.)—Willis Graham, promotion and publicity.
WERC (Eric, Pa.)—Mr. Young, Mr. Bennett, Mr. O'Connor and Charles Denny.
WDEL (Wilmington, Del.)—Gorman Walsh, manager.
WINR (Binghamton, N. Y.)—C. A. Bengston, manager.
WHIS (Bluefield, W. Va.)—P. T. Flanagan, manager, and H. T. Shott, Jr., vice-president.
WGAL (Lancaster, Pa.)—J. E. Mathiot, technical director.
WGY (Schenectady, N. Y.)—E. J. Pudney, production supervisor; C. Paine, program supervisor; A. A. MacDonald, supervisor of sales promotion; C. D. Wagoner, news; A. C. Knapp, assistant to engineer, and B. W. Cruger, assistant to engineer.



ON THE AIR AT CHANNEL 4 . . .

- FRIDAY, FEBRUARY 6
1:00 Home Service Club with Tex and Jinx (Swift)
1:30 NBC Television Newsreel
7:30 UP & Acme News
7:45 Musical Merry-Go-Round
8:00 U. S. Royal Sports Time (U. S. Rubber)
8:15 Travel Film of Nations
8:25 Ski News (Kools)
8:34 Cavalcade of Sports—St. Nicholas Arena—Boxing
10:00 Feature Bout—Eddie Giosa vs. Rocco Rossini (Gillette)

WEEKEND HIGHLIGHTS

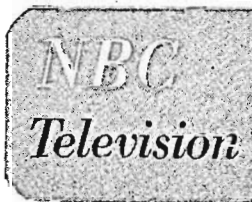
- SATURDAY, FEBRUARY 7
5:00 Puppet Playhouse
8:30 UP & Acme News
8:45 Basketball—Fordham vs. Columbia
SUNDAY, FEBRUARY 8
7:50 Review of the News (Oldsmobile)
8:00 Author Meets the Critics—"Will Dollars Save the World?" by Henry Hazlitt
8:40 ANTA Play—Stephen Courtleigh in "Nor Long Remember"
9:10 Hedgerow Players—"She Stoops To Conquer"

TODAY'S STORY . . .

. . . is yesterday's prediction, voiced by Paul Hahn of American Tobacco to the TBA in December: "We are in it (television) now and we expect to stay in it and to expand our stake in it." Mr. Hahn and Lucky Strike have reasons. Their sponsorship of collegiate football on NBC Television last fall showed: sponsor identification of 80 to 88% all season; an audience of 42 1/2% of all set owners; 6 1/2 viewers per set, excluding bars and taverns. "That," said Mr. Hahn, "looked good to us."

19 YEAR OLD SCANNING . . .

Historically minded members of Broadcasting recall 1929, when NBC Chicago technicians played a hunch, wired that network's brand new Merchandise Mart studios with heavy duty cable and plugged special outlets for television—come the time. With NBC's WBNY-TV in Chicago set for operations in September, seems the boys plugged early and well.



A Service of Radio Corporation of America

Send Birthday Greetings To—
February 6
Dan Whitehead Kay Reed
Steve Ellis Joseph Rogers
Thurl Ravenscroft Dorothy De Rosa
Louis Nizer Haven Gillespie
February 7
Bill Johnstone Jerome Sill
Alexander McQueen
Frank Weltmer
Dorothy M. Smith
February 8
Ed Fitzgerald Truman Bradley
Jack Rourke Henry King
Frank E. Mason Irving Kaufman
Don Ball Roscoe Black
Charles Sears Robert Bendick
February 9
Herb Sheldon Charlotte Holland
Maurice Mitchell Charles Marshall
James Rich
February 10
Edward P. Shurick, Sr. Joy Scott
James Monks G. Stanley McAllister
Jack Leonard George Hessberger
Milton Robertson Philip Doelker
Edwin S. Reynolds Joseph Spadea
February 11
Josh White Billy Hallop
Barry Drew Helen J. Sloussat
Sam Rothstein Harry Swan
Leo Steinbach Nancy M. Halsar
February 12
Tex Beneke Raymond Knight
Tom Waring Pat Hurley
Ruth Hamlin Bob Cotton
George Griffin Barry Wood
Kathryn Royle Leeds Curt Peterson
Philip G. Lasky Bill Grey
Don Kelley Joe Kearns
Newton E. Meltzer W. A. Myers
Lee Grant

# TELEVISION DAILY

Daily section of RADIO DAILY—Friday, February 6, 1948—TELEVISION DAILY is fully protected by register and copyright.

## SEE BATTLE LOOMING RE THEATER TELE

### TELE TOPICS

By JIM OWENS  
Associate Editor

**M**ADISON Square Garden will not offer "exclusives" to any video broadcaster when current agreements expire. With an eye to the mushrooming tele audience—and skyrocketing rates—Garden chiefs will offer top events individually and to the highest bidder. . . . And although it's not officially pacted, Gillette & NBC will do the Louis-Walcott brawl next June. Deal is about set under a four-way agreement with sponsor, network, Mike Jacobs and Yankee Stadium. . . . RKO made a quick bow into video advertising last nite via a spot sked on WNBT to plug new film "Tycoon." Incidentally, RKO's teaser ad ("T-Day Feb. 11 at RKO Theaters") had the trade wondering if they planned a sneak video showing.

**G**ENERAL Mills mulling several formats preparatory to making the tele plunge. . . . WPIX, Daily News station, may use Du Mont studios to train its own video staff in order to save months of time. Management wants to be over the hurdle of experience when the station officially takes the air. . . . Paramount, which quietly transcribed Kaiser-Frazer's "Amateur Hour" last Sunday via its new film process, showed the finished job to agency toppers yesterday who simply swooned over it. . . . NBC's Frank Mullen planned to the Coast yesterday to huddle with a major movie outfit.

**W**TMJ-TV, Milwaukee, wrapped up its first major sports event. Outlet will air all 77 home games of the Milwaukee Brewers, farm club of the Boston Braves. (Will a beer company sponsor 'em?). . . . Don Searle, ABC's western division veepee, is making sure his boys get cozy with tele in a hurry. He's getting the web to stand initial cost of a set for all dept. heads, who repay the tab in monthly payments. . . . Noel Wesley is cooking up a series with a vaudeville format titled "Two a Day." Gimmick is to laud hoofers and the vaude houses where they first clicked. . . . WFIL-TV will televise "America's Town Meeting of the Air" when the show visits the Quaker City next Tuesday.

#### No Filibuster!

Washington—Possibility of on-acting new laws in Congress via television is the latest prediction to be included in the ultimate potential of the new medium. Senator Alexander Wiley, (R., Wis.) said in an article in "The Reserve Officer," Army publication, that in the event of a crippling attack on this country, Congressmen in at least 40 points throughout U. S., could legislate thru web video.

### Tele's Convention Primer

Philadelphia—Members of the television audience in the Philadelphia area will be given a taste of what's in store for them next summer when the Republican and Democratic National Conventions are called to order in this city's Convention Hall when WFIL-TV televises a mock "Republican Convention," to be staged by Philadelphia secondary school students on Thursday, February 26. Plans for WFIL-TV to televise both the morning and afternoon sessions of the model convention, which is sponsored by the Civic Forum League, were announced yesterday by Kenneth W. Stowman, director of television for WFIL.

### Tele Rush Continues; FCC Gets 9 New Apps.

Washington Bureau, RADIO DAILY  
Washington—Continuing the rush of new commercial television applications, FCC yesterday announced nine new filings, bringing the total to approximately 17 in less than a week. Latest to seek permits for sight and sound broadcasting are:

KMBC and KCMO, both in Kansas City, Mo.; St. Louis University, St. Louis, Mo.; Unity Corporation, Toledo, O.; Mansfield Radio Co., Youngstown, O.; Valley Broadcasting Company, Steubenville, O.; WCAE, Pittsburgh, Pa.; KSDJ, San Diego, Calif., and the New England Television Company for Worcester, Mass. Last company has already applied for station in Fall River and Springfield, Mass., and for Kansas City and St. Louis, Mo.

#### Name Phila. Distrib.

Appointment of the Rumsey Electric Co. as Philadelphia distributor for the United States Television Mfg. Corp. was announced this week by Hamilton Hoge, president of UST. Philadelphia company is located at 1007 Arch street. Arrangements were completed through S. K. Eaton.

### WNBT Ups Tele Rates, Lowers Daytime Fee

New rate card for WNBT, NBC New York video outlet, was announced yesterday, including discount rate on transmitter charges, increased transmitter rates and lower charges for daytime use, effective April 1. Transmitter charge is raised from \$500 to \$750 per hour.

New sked separates charges into three categories: base charges on transmitter use are made for the 7-11 p.m. Monday through Friday slot, and 1-11 p.m. Saturdays and Sundays. Three-fourths the base charges are made for the period 5-7 p.m., Monday through Friday, and one-half the base for all other periods. Charges for program facilities remain the same as those in effect for the first 13 weeks of this year.

#### Wankel In TV Post

Appointment of F. A. Wankel to the post of assistant director of NBC television engineering operations, was announced this week by Robert E. Shelby, director. Wankel was formerly NBC eastern division engineer. T. H. Phelan.

## 300 At Yankee Web Clinic; See Boston As Tele Center

Boston—Boston will be one of the major television cities in the U. S. and interest in the medium by citizens of the Hub city will "skyrocket" when the first video station begins operating on a daily schedule, J. R. Popple, president of the Television Broadcasters Association, said to 300 industry execs here this week as the Yankee Network's Television Clinic opened here at the Hotel Somerset. Agency execs were told that the Boston video audience will have the benefits of current tele progress when operation is begun, including reception of the political conventions from Philadelphia via "network" tele next spring. Both of these affairs, plus

other top tele entertainment now being exchanged between cities on the eastern net, will do much to stimulate interest in the medium here in the Hub.

Jose Di Donato, video chief of the Edward Petry Company, warned agency and broadcasting execs that tele is a medium "that has to be worked in to be learned" and that trial-and-error is the best method of ascertaining its effectiveness for potential advertisers.

Clinic, which will be resumed in the Somerset on Feb. 12, was presided over by Linus Travers, exec veepee and general manager of the Yankee Network.

### B'casters May Halt Use Of Programs For Theaters

Plans of movie theater owners to offer large-screen television to patrons as an added attraction to regular film entertainment—currently underway in Hollywood and about to be introduced by a major chain in New York City—may be spiked by the broadcasters before the move catches on with the public, according to precautions being quietly considered in top trade quarters. Large-screen video movement added impetus this week with the report that four houses of a major theater chain, said to be RKO, are completing plans for permanent installation of equipment built by Colonial Television Corporation—firm which recently installed a similar setup in the Pantages Theater in Hollywood.

Broadcasters' major objection, according to trade sources, is that theater tele as currently defined involves property rights, and that movie patrons are, in effect, paying for video entertainment when the latter is used as an audience-puller.

To illustrate their point trade execs point to a few Hollywood houses which currently high-light the fact they're offering video shows, and though no extra charge is levied "there's no question the public is impressed by the added feature, and will be influenced to enter the theater."

Broadcasters are wary of the trend lest it gain "serious proportions" as tele itself matures, and the possible adverse effect it may have on securing future video rights to, say, a major championship fight.

Networks are more aware of the points involved at the moment, and NBC is said to be prepared to haul the argument into court very shortly. Paramount, also in the broadcasting business itself, and very much involved in theater tele's future, is said to be at least aware of the legal angles involved, but is marking time.

#### Future Barrymores

Abridged version of Shakespeare's "Comedy of Errors," enacted by the "Theater Unlimited Groups," will be presented over the CBS outlet, WCBS-TV, Sunday (Feb. 8) at 8:30 p.m., from the auditorium of the Madison Square Boys Club. "Theater" is a non-Equity organization of 22 young actors formed to play for high school and college audiences. "Errors" is their second experimental dramatic offering.

# Miller Criticizes FCC For WHLS Renewal

(Continued from Page 1)

Communications Act is "absolute" even if the material is libelous." At the same time it assures broadcasters that they cannot be answerable to libel charges because they are protected by the act.

The Commission held further that in view of its obligation to present both sides of controversial questions, or to afford equal time to opposing candidates for political office, a station which has once offered its facilities for one side may not then refuse to offer them for another side, even for fear of libel.

Jones differed sharply, holding that the question of responsibility for the airing of libelous material is a matter for court decision and that WHLS "committed an act of censorship when it refused to carry any political speeches by any of the candidates," involved in the local election during which the complaint came to the FCC.

The former Ohio Congressman held that the Commission is under obligation to provide new regulations to govern situations such as that in which WHLS found itself, and asserted that the Commission's determination that broadcasters are not liable for libelous material in such situations is of questionable validity and a matter for judicial determination.

Miller said nothing beyond his on-sentence comment above, the first comment on the case from NAB.

## Michelson Signs 14 More

Fourteen new stations have subscribed to Charles Michelson's Genett-Speedy-Q sound effects record library during the past week. They are: WRNY, Rochester, N. Y.; WTPS, New Orleans, La.; WPPA, Pottsville, Pa.; WFLB, Fayetteville, N. C.; KXXX, Colby, Kansas; KIND, Independence, Kansas; WVJP, Caguas, Caguas, Puerto Rico; KOAT, Albuquerque, N. M.; WNCR, Bloomsburg, Pa.; WXGI, Richmond, Va.; WASL, Annapolis, Md.; WLYN, Lynn, Mass.; WDEV, Waterbury, Vt. and WRGK, Brookfield, Ill.

**5,000** OF THE BEST WATTS

in Central New England

**WTAG**

**WORCESTER**

# COAST-T-O-COAST

## —CONNECTICUT—

**BRIDGEPORT**—WICC, in co-operation with Bridgeport division of the American Heart Association, recently presented a talk by Drs. Irving Ackerson and Daniel Hardenburgh, title of which was "What About Your Heart." Two more talks on heart diseases and high blood pressure will be given by local doctors on February 8th and 12th. . . . **HARTFORD**—Cliff Knight, fish and game editor of the Hartford Courant, has started a new weekly series of rod and gun broadcasts over WDRC. The feature is heard Saturday evenings during the 6:05 p.m., state and local news broadcasts. . . . New member of the WTIC program department is Irene Brennan. She replaces the former Virginia Halstedt who is now Mrs. Richard Merriman of Middletown.

## —FLORIDA—

**MIAMI**—Mrs. Faye Johnson, for the past 16 months with WIOD's continuity department, has left Miami to join her husband in Honolulu. Replacing her is Nancy Kulp, formerly of the WGBS promotion department. . . . **JACKSONVILLE**—"Jacksonville Unlimited," WPDQ's program of civic discussion and winner of the 1947 U. S. Junior Chamber of Commerce Educational Award, is back on the air for its Spring-Summer run, sponsored and produced by the Jacksonville Junior Chamber of Commerce. . . . **DAYTONA BEACH**—John Cummins, former WFOY station manager, has been named commercial manager of WNDB and WNDB-FM.

## —MASSACHUSETTS—

**BOSTON**—Eugene (Gene) Kilham has been appointed supervisor of programming for WBZ-FM in addition to his present duties in the production department of WBZ. . . . **HAVERTHILL**—"The Happy Gang," a Charles Michelson, open-end transcription over WHAV, recently made its debut under sponsorship of Mario's Radio Service. . . . **LAWRENCE**—Margaret Anne Simm, former employee of WLAW, was recently married to Elmer Bradford Chipman of Somerville, Mass., on the "Bride and Groom" program, which originates in Hollywood. . . . **WORCESTER**—To assist the Hospital Guild of Clinton, in raising money for a new hospital, WTAG's Gretchen Thomas is sending a large collection of her choicest recipes to be included in a book that the ladies of the guild are preparing for sale. The returns will go into the hospital fund.

## —MICHIGAN—

**DETROIT**—Fran Pelay, latest disc jockey sensation in this city, will be featured on the WJR "Night Watchman" program from 12:10 a.m. to 3:00 a.m., replacing Toby David. . . . Both newspaper and radio full leased wire services of the United Press Associations have been installed in the newsroom of WJBK and WJBK-FM. The new U. P. teletypes will supplement the Associated Press service as an expansion move of the news department.

## —MISSOURI—

**ST. LOUIS**—The Veterans of Foreign Wars of the United States have honored KXOK with a certificate of appreciation for the station's presentation of "Our Land Be Bright." The citation was presented by Harold E. Holcomb, department radio chairman of the VFW, to Harry K. Renfro, public relations director of KXOK. . . . Recently appearing before the KSD mike was the 3 and one-half year-old polio poster boy, Terry Tullos, who aired an appeal for the "March of Dimes." Before his appearance on the tele station, Terry visited the polio ward of St. Louis County Hospital.

## —OHIO—

**AKRON**—New program format has been inaugurated on WHKK's "Teen-Age Hi Jinx." Program each week, will salute a different high school, students of which will be guests at a "coke-tail" party at the station preceding the broadcast. . . . Marjorie Keener has been named supervising teacher in radio education for the Akron public schools. Miss Keener is a former student of James Church, NBC director-producer, and C. Emerson Northam, manager of Schenectady's television station, WRGB. . . . **STUEBENVILLE**—New member of WSTV's announcing staff is Lou Stone. . . . **TOLEDO**—J. Harold Ryan, vice-president of the Fort Industry Co., which operates WSPF, has been elected treasurer of the Toledo Chamber of Commerce.

## —NEW JERSEY—

**TRENTON**—WTTM has completed a series of broadcasts which tell the story of John A. Roebing's Sons Company of this city and their varied activities. In addition to being used on "This Is New Jersey" for in-school listening, the facts concerning the making of wire rope and building of such structures as the Brooklyn Bridge, Golden Gate, George Washington Bridge and bridges and tramways in Salvador, Nicaragua and Bolivia, make one of the most dramatic radio stories of all time.

# Brand Names Survey Will Be Extended

(Continued from Page 1)

be "Increasing the Efficiency of the Advertising Dollar Through Greater Public Appreciation of Brand Names."

The White Plains "Parade of Progress" will be held in May and will last for 10 days. Among the events planned are window display contests, newspaper and radio advertising contests, a consumer school style show, children's events, auto show, displays by local industry and demonstration by municipal agencies.

At the March 30 meeting a new board of directors for the Foundation will be elected. Julius Ochs Adler is chairman of the nominating committee which includes Frank M. Folsom, of RCA; Robert M. Ganger, Geyer, Newell & Ganger; George S. McMillan, Bristol-Myers Co., and Theophil H. Mueller, Julius Kayser & Co.

Members of the program committee are George W. Fotis, Remington-Rand; Maurice Mermey, Baldwin and Mermey; John K. West, RCA, and Russell Ziegler, Cluett-Peabody.

## Radio Leader To Speak At New School Sessions

Commissioner Clifford Durr, ABC vice-president Robert Saudek and Llewellyn White will be guest lecturers at a session on radio at the New School for Social Research on Feb. 27, 8:10 p. m.

The lectures are part of a course on freedom of the press in print, radio and films, given by the school with Milton D. Stewart, research director of the President's Committee on Civil Rights, as chairman.

The 15-week course, which will meet every Friday night beginning Feb. 13, is divided into three parts, the United States; foreign contrasts, and the future. Other guest speakers include Paul F. Lazarsfeld, Edward L. Bernays, Archibald MacLeish, Senator James E. Murray, Harold D. Lasswell and Henry Shapiro.

**CKLW can put your brand OVER in the Detroit Area!**

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Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.





# NAB COMPLETES L. A. CONVENTION PLANS

## FCC Lists And Explains Several Rule Changes

Washington Bureau, *RADIO DAILY*  
 Washington—The FCC Friday ordered that after March 15 no applicant be permitted to amend his application, except in emergency, after a proposed decision has been issued. The move was taken, it was explained, to "prevent a multiplicity of hearings and expedite the handling of Commission hearings."

At the same time, the Commission amended its rules and regulations to extend the coverage of those sections providing for the filing of financial

(Continued on Page 5)

## Bailey Asks FCC Scrutiny Of AT&T's Cable Rates

Tariffs filed with the FCC on 15,000 cable lines by AT&T would rule out multiplexing of broadcasts and facsimile FM broadcasts, FMA Director El Bailey will tell the FCC this morning in a special letter protesting the proposed rates. Bailey's letter points toward extensive fax operations by FM broadcasters—both local and network.

The letter, prepared by FMA's general counsel, Leonard Marks, said the association does not seek suspension

(Continued on Page 5)

## James Baker Vice-Chairman Of Amer. Standards Asso.

Dr. W. R. G. Baker of the General Electric Company, representing the Radio Manufacturers Association, was elected vice chairman of the Electrical Standards Committee of the American Standards Association at a meeting in New York last Wednesday. The appointment of Dr. Baker by the ASA

(Continued on Page 2)

**General Ike Sought**  
 Automotive company in Detroit will renew their bid for the services of General Dwight D. Eisenhower, retired Chief of Staff, now that the general has returned to civilian life as president of Columbia University, New York. The auto manufacturer seeks Eisenhower's services for a weekly commentary on a summer program which is scheduled to originate in New York.

## FM Institutional Ads Stress Web-Show Use

First full page ads notifying the public of the ban being lifted on FM duplication broke in New York dailies last week and are likely to spark other such advertising and promotion. First ad was run by WGYN, independent FM outlet, in the Mirror and showed dial settings of local FM stations. Ad was pegged on the fact that most network shows could now be heard in New York on FM, a fact which directly meant nothing in promoting WGYN's audience since it has

(Continued on Page 8)

## Hat Research Foundation Plans Spot Radio Drive

A spot advertising campaign in 23 major markets is being scheduled for the first six months of this year by the Hat Research Foundation through Footie, Cone and Belding, it was announced Friday. Foundation will also use newspapers and car cards in their campaign.

## Confab At Biltmore To Devote Two Days To Management, 2 To Engineering; 15 Leading Hotels Contracted

### N. Y. Repairmen Bill Opposed By RMA

RMA will record itself in opposition to the licensing bill for radio servicemen and technicians now before the New York City Council, it was learned here Friday, with Executive Vice-President Bond Geddes and General Counsel John W. Van Allen appearing at a conference tomorrow in the Assembly Room of the Commerce and Industry Association in

(Continued on Page 6)

### Oklahoma Conference Will Attract Over 300

Norman, Okla.—Early reservations for the annual Oklahoma Radio Conference which will be held at the University of Oklahoma, Feb. 26 to 28, indicate that over 300 will be in attendance for the three-day session.

Among the speakers will be FCC

(Continued on Page 2)

### New Station in Albany Nearing Completion

Permission to change the call letters of WRWR, Albany's new 10 kw. station which will go on the air soon, has been granted and the station will be known as WKKW, Stephen R.

(Continued on Page 4)

Washington Bureau, *RADIO DAILY*  
 Washington—With contracts signed with the Biltmore and other Los Angeles hotels, the NAB on Friday was able to announce completion of its overall plans for the association's 26th annual convention—a double-barreled confab to be held May 17-21. All sessions will be held at the Biltmore, with regis-

(Continued on Page 5)

## Family Theater Voted Most Popular Program

Father Patrick Peyton's "Family Theater," heard on MBS, was named Wisconsin's favorite program by a six-to-one vote in the 18th annual poll conducted by the Milwaukee Journal. Runners-up in this category were Lux Radio Theater and the Family Hour. Fibber McGee & Molly were again voted favorite comedians and were followed by Red Skelton and Bob

(Continued on Page 8)

## Bill Costello Crusading For Radio Analysts

Bill Costello, Far East correspondent for CBS, continued his crusade for more liberal rules governing foreign correspondents in Tokyo, in a broadcast from the Japanese capital heard on the CBS net on Friday. Costello reported that the newsmen

(Continued on Page 8)

## Annual Radio Awards Made By Tolerance Organization

Fourth annual awards of the National Conference of Christians and Jews for "contributions to understanding and respect among the American people" have been announced by Dr. Everett R. Clinchy, president of the organization.

Those cited were: CBS, for "The Liberty Road Series" of CBS School of the Air; "Exploring the Unknown" over Mutual, for "Fury of Man," Sherman H. Dryer production; ABC and

Goodyear, for "The Greatest Story Ever Told"; Institute for Democratic Education, for transcribed series "Lest We Forget—The American Dream."

Also WNEW, Ted Cott and Hy Zaret and Lou Singer for "Little Songs on Big Subjects"; WQXR and Dorothy Gordon, for New York Times Youth Forum; WCCO, for series "Neither Free nor Equal"; WKY, for series "Creed, Color and Co-opera-

(Continued on Page 5)

**The Beautiful Life**  
 Latest entry in the romance sweepstakes on NBC's "Life Can Be Beautiful" is the character, Barry Markham, played by Les Tremayne, veteran actor and emcee on "Readers Digest Of The Air." Object of his affections in "Life" is Alice (Chici) Reinheart, also a vet radio thespian. It's a nice set-up because the pair are really man and wife.

# RADIO DAILY



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**WASHINGTON BUREAU**  
Andrew H. Older, Chief 6417 Dahlgren Rd.  
Phone: Wisconsin 3271  
**CHICAGO BUREAU**  
Nat Green  
1417 Ashland Bldg., 155 No. Clark St.  
Phone: State 2332

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## FINANCIAL

(Feb. 6)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 7/8	7 3/4	7 3/4	+ 1/8
Am. Tel. & Tel.	150 3/8	150 1/4	150 3/8	+ 1/8
CBS A	23 7/8	23	23 3/8	+ 1
CBS B	23	23	23	
Farnsworth T. & R.	6 3/8	6 1/2	6 3/8	+ 3/8
Gen. Electric	34	33 3/8	33 7/8	+ 1/2
Philco	29 1/4	29	29 1/4	+ 1/2
Philco pfd.	84	84	84	+ 1/2
RCA Common	8 3/4	8 3/8	8 3/8	- 1/4
RCA First pfd.	66	64 1/2	64 1/2	- 2 1/2
Stewart-Warner	13 1/2	13 3/8	13 3/8	- 1/8
Westinghouse	26 3/8	25 7/8	26	- 1/8
Westinghouse pfd.	87	87	87	+ 1/2
Zenith Radio	21 3/4	21 3/4	21 3/4	+ 1/2

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 1/2	15 1/2	15 1/2	- 1/2
Nat. Union Radio	2 3/8	2 3/8	2 3/8	+ 1/8

### OVER THE COUNTER

DuMont Lab.	Bid 8 1/2	Asked 9 1/4
Stromberg-Carlson	10 1/2	11 3/4

## 10 YEARS AGO TODAY

(From the files of Radio Daily)

CBS tele plans were held up until late summer when manufacturer was unable to meet scheduled delivery date of transmitter. Preparatory work in Grand Central Palace and Chrysler tower will continue, however. . . . George Tobias was playing the role of Mike, and Everett Sloane was Sammy in Gertrude Berg's perennial "Goldbergs" series.

### WANTED: SALESMEN

New employed, traveling as representatives for Radio Transcription Companies, or radio station supply-service organizations. . . . to also represent us with a fast selling sure fire BRAND NEW service for station sportscasters and sports departments. This is your opportunity to make extra income. We are sure our proposition will be more than attractive to you. Service ready to start early in Mar! Write Charles Bang, 801 Chester Ninth Bldg., Cleveland 14, Ohio.

## ★ COMING AND GOING ★

O. L. "TED" TAYLOR, vice-president of KGNC, Amarillo, Tex., a visitor Friday at the New York headquarters of NBC, with which the station is affiliated.

EDWARD J. NOBLE, chairman of the American network directorate; MARK WOODS, president of the wcb, also C. NICHOLAS PRIAULX, JOSEPH A. McDONALD, EARL E. ANDERSON, ROBERT H. HINCKLEY, CHARLES BARRY and THOMAS VELOTTA, all vice-presidents, were in Washington, D. C., last Saturday to attend the Radio Correspondents Dinner.

JANET WIDMER, manager of the Chicago office of C. E. Hooper, Inc., will, for the next two months, headquarter at the firm's Hollywood office. In her absence, Ruth Colcord, assistant manager, will head the Hooper service office in the Windy City.

PAULINE FREDERICK, of the American network staff, spent the week-end in Lewisburg, Pa., where yesterday she delivered a talk at Bucknell University on the subject, "The You in United Nations."

SAM H. BENNETT, vice-president in charge of sales at KMBS, Columbia network outlet in Kansas City, Mo., arrived in New York late last week on a three-day business trip.

GEORGE GUNN, American network staff announcer, just now is enjoying a vacation in Florida.

JOHN PATT, vice-president and general manager of WGAR, Cleveland; R. MORRIS PIERCE, chief engineer of the station, and CARL GEORGE, who has just been elevated to a vice-presidency, have returned from the West Coast, where they conferred with G. A. Richards, president.

MERRILL JONES, manager of WCCO, Columbia-owned station in Minneapolis-St. Paul, and LARRY HAEG, farm editor of the outlet, went to Washington, D. C., late last week to attend the dinner for the Minnesota delegation in Congress.

MARTIN AGRONSKY, American network commentator with headquarters in Washington, is back in the Nation's Capital following a trip to Springfield, Mass., where he spoke on "World Understanding."

ROBERT MERRILL, baritone of radio and opera, is on a concert tour of the South. He appeared at San Antonio on Saturday and did his "RCA Victor Show" on NBC yesterday from Dallas.

HARRY WISMER, American network sportscaster, left California last Saturday and now is in New Orleans, where he'll record the sound track description of the New Year's Day Sugar Bowl football game for the films. He plans to be back in New York on Feb. 16.

ALAN GALE, comedian, off to Pittsburgh for an engagement at the Bachelor Club.

## Name Baker Vice-Chairman Of Amer. Standards Asso.

(Continued from Page 1)

was a move to give the electronic and radio industry greater representation in the national standardization work.

The Electrical Standards Committee of the American Standards Association is the central body for the standardization in the United States in the electrical, communications and electronic fields. It also serves the central body through which the electrical and electronic industries of the United States co-operate in the international standardization program through the International Electrotechnical Commission.

Dr. Baker will serve as chairman of the communications and electronic section.

## Sets-In-Use About Even For '46 And '47—Pulse

Radio sets-in-use in the New York metropolitan area, which began a steady climb in 1942, levelled off in 1947, according to The Pulse Incorporated. Average quarter-hour sets-in-use the entire week, 6 a.m. to midnight, for 1947 was 24.0. In 1946 the figure registered was 24.1. Average quarter-hour sets-in-use recorded by The Pulse in 1942 was 17.9.

## RCA Stock Dividend

Following the meeting of the board of directors of the Radio Corporation of America held Friday in New York, Brig. General David Sarnoff, president and chairman of the board, announced that a dividend of 87 1/2 cents per share has been declared on the outstanding shares of \$3.50 cumulative first preferred stock, for the period from January 1, 1948 to March 31, 1948.

The dividend is payable on April 1, 1948, to holders of record at the close of business March 5, 1948.

## Oklahoma Conference Will Attract Over 300

(Continued from Page 1)

Commissioner George Sterling, David Penn, special correspondent of the State Department; Roy Harlow, director of station relations for MBI; Prof. Henry Clay Smith, of Hamilton University; Dr. Morris Fishbein, of the American Medical Society, and Charles Batson, director of information for NAB.

"A New Look at Television will be taken on February 28, last of the three-day period. Video will be featured in a title role at banquet on Saturday. Chairman of the dinner session will be James Lawrence, KSD, St. Louis Post-Dispatch, of St. Louis, Mo. Other outstanding speakers will appear on dinner program.

The Conference is being held in conjunction with a Radio Sales Training Seminar, conducted by Fred A. Palmer, of Cincinnati. Seminar is slated to begin at termination of Radio Conference and will be held February 29, and March 1 and 2.

Other sessions included in three-day period of February 26, 27 and 28 are, A Look at Transcribed Commercials; A Continuity Clinic; A Look at Local Problems; A Look at Religious Broadcasting; The Agency Looks at the Station; A New Look at FM; A New Look at Public Relations; Advertising Agencies, A Job Analysis; A New Look at the Future; A Look at Editorializing; Today's Programming; A New Look at Broadcast News; A New Look at Farm Broadcasting; A New Look at Women's Programs.

## N. Y. Forecaster

Bill Leonard, reporter on WCBS' "This Is New York," will pry into the future of Greater New York 20 years hence when he addresses the 52nd Annual Meeting of the Staten Island Chamber of Commerce Meurct Club today. His subject: "New York —1968."



## Lights On

That could be any city skyline. But this one happens to be Pittsburgh. And when you've been in darkness for some 19 hours as they were out there in November, 1946 . . . those lights in the buildings and on the causeways can look mighty good.

Do you want to write this ad for W-I-T-H in Baltimore from here on in?

You'd point out the same thing we would . . . get out of the dark and back into the light if you use radio in Baltimore.

Down here there's a sure way to low cost sales for those clients of yours. Use W-I-T-H . . . that's the successful independent that delivers more listeners-per-dollar spent than any other station in town. And remember there are 5 stations in this big town of Baltimore. Four are networks. Are you listening? Yep . . . W-I-T-H is the way to do it in Baltimore.



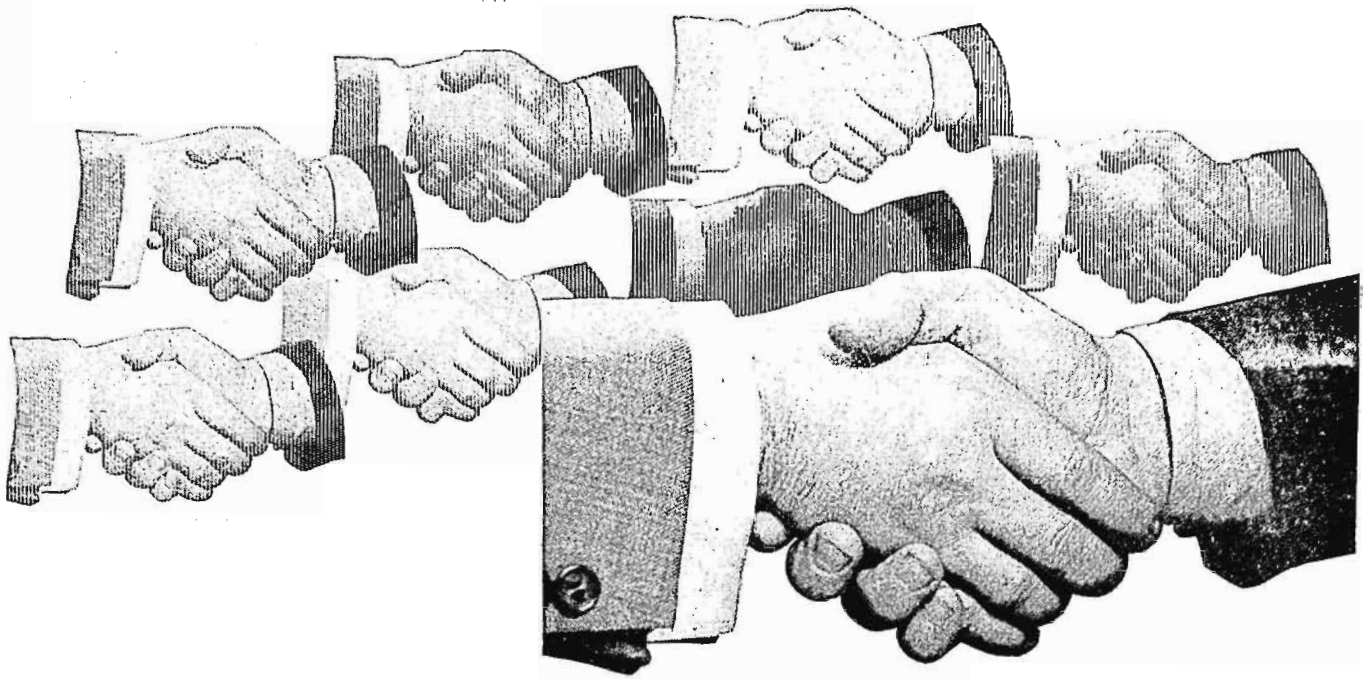
# W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally by Headley-Read



## There's a lot more to it than this...

In every business friendly personal relationships are a big help. But that's only the beginning of the story... there's a lot more to it.

You've probably noticed that the people who are most welcome in your own office are those who never waste your time... who talk *your* business and know what they're talking about. Weed and Company representatives are like that.

They sell a very good product—Spot Radio—one of the most precise and most profitable forms of modern advertising. They sell it right—for what it can do for *you*.

Behind their ability are a number of qualities: experience, associations, persistence. Even more fundamental, perhaps, are plain hard work and the expert knowledge it gives. For these are the two factors that produce most of the results most of the time... the two factors that make Weed & Company service so valuable to any advertiser.

**Weed**  
and company

*radio station representatives*

new york • boston • chicago • detroit  
san francisco • atlanta • hollywood

## SOUTHWEST

**TERRY LEA**, featured vocalist on WFAA, Dallas, has joined the troupe of the Cliff Edwards Fund Show which is scheduled for a series of five nightly performances at the Fair Park Auditorium in Dallas. Proceeds will go to the March of Dimes fund. The troupe will also appear in Houston and Oklahoma City, Okla.

Members of the staff of KONO, San Antonio, are advancing Jack Shoemaker, a member of the staff, as the champion papa among local radio commentators. Their fifth child, a boy, was born to the Shoemakers last week.

Two 250-watt daytime only standard broadcast stations have been authorized for Dumas by the FCC. The North Plains Broadcasting Corp. received one grant to operate on 800 kcs. while the other went to the Moore County Broadcasting Co. and will operate on 900 kcs. Lucian W. Spencer is president of the North Plains group with Robert P. Brent, Jr., as vice-president; James M. Crabb is secretary-treasurer and there are 24 other local resident stockholders, the entire group holding 8.5 per cent interest in the station. The Moore group is a partnership consisting of Wayne Elmo Duke and Kenneth Earl Duke.

Boyce House, whose "I Give You Texas and the Great Southwest" is heard for a quarter hour each Sunday originating from the studios of WBAP, Fort Worth, and carried by stations of the Lone Star Chain is scheduled to address the annual banquet of the Bonham, Tex., Chamber of Commerce on Feb. 12.

Edgar Bergen and Charlie McCarthy and their regular Sunday radio show aired over NBC made their Feb. 8 origination in Houston and on Feb. 11 will air from the Fair Park in Dallas. The party includes band-leader Ray Noble; Pat Patrick, who plays Eric Twig; Anita Gordon, vocalist; Royal Foster and Alan Smith, writers; Mary Peters, script girl; the show's producer, Earl Ebi; NBC engineer Lee Fry, and William Hardy, who will make the contract for a local band at each stop.

Martin Campbell, managing director of WFAA, Dallas, has been elected to the NBC Stations Planning and Advisory Committee. Campbell replaces William B. Way, manager of KVOO, Tulsa, Okla.

Harold Hough, managing director of WBAP, Fort Worth, has been re-elected southwestern district director of the ABC Stations Advisory Committee.

### Will Represent Crosley

Cincinnati, Ohio—R. C. Cosgrove, Crosley general manager, and vice president in charge of sales for the Avco Manufacturing Corp., and Tye M. Lett, Jr., director of exports, Friday announced the appointment of Jules Farmer as Crosley distributor in Port-au-Prince, Haiti. The joint announcement was made upon their return from an inspection tour of Crosley Distributors in the Caribbean area.



### California Commentary. . . !

• • • B. A. Joslin, executive vice-president of the Mayfair Transcription Co., announces the addition of eight stations to the Alan Ladd "Box 13" series: KGNC, Amarillo, Tex.; WJBO, Baton Rouge, La.; WHAV, Haverhill, Mass.; WICN, Minneapolis; WFBC, Greenville,

Hollywood S. C.; KRKO, Everett, Wash.; and WOLF, Syracuse, N. Y. . . . Don McBain, co-owner of KCMJ, Palm Springs,

and the station's chief engineer, and Mrs. McBain spent a portion of their vacation visiting Lee and Sally Sweetland, well-known singers in snow-bound New York. "Mac" cut into his "vacation" for business conferences with CBS and Bernie Howard of the W. S. Grant Company, KCMJ rep. Only thing that made the transition from Palm Springs to the frigid East tolerable was flying—via United, of course—B: other McBain's other duties being as Captain for said airline. . . . Frank Bull, co-owner of an ad agency and sportscaster; Paul Zimmerman, Braven Dyer and Eddie Spivak hosted a testimonial dinner for veteran track and field coach Dean Cromwell, who has been named head coach for the United States team in the 1948 Olympics. The affair took place at Spivak's new restaurant which he opened recently in the Film Capital.



• • • Soundscript Productions, producing "Rip Lawson-Adventurer," a transcribed series beamed at juveniles, has sold 31 stations in 21 days. . . . One hundred and thirty episodes were completed Dec. 31, one hour ahead of the Petrillo recording ban. The program was conceived, produced and directed by James Allen and stars Ken Harvey, well known Hollywood Afran in the title role. . . . There has been much complaining in England lately about the high salaries paid American stars on personal appearances there, but Judy Canova thinks the complaining is aimed in the wrong direction. With no prompting whatsoever from Judy or her agents, the manager of the Palladium Music Hall in London offered Judy an engagement at a sky-high weekly stipend. She turned it down flatly but, says Judy, would it have been her fault if she had accepted? . . . Otto Kruger is being offered sponsors in a new mystery series. Air show platter has been shipped to New York for round of the advertising agencies in the metropolitan area.



• • • Jimmy Wakely has placed his transcribed 15-minute program known as the "Jimmy Wakely Show" on the market. The series comprises 39 open-end transcriptions and is in addition to Wakely's current daily CBS show, "Jimmy Wakely's Western Music Shop." . . . Mr. Petrillo won't like this one bit, but Eddie Chase, KFVD's new disc jockey star, reveals that he took up platter spinning in the pioneer days of radio because he believed "a good record is better than a poor studio band." The best entertainment today, he claims, is on wax. . . . Music students in 11 mid-west universities have voted Clyde Rogers "the singer most likely to hit the top in 1948." . . . Disc Jockey Ira Cook is calling his new San Fernando manse "Head Acres." . . . Art Scaife, advertising manager of General Electric Company's Appliance and Merchandise Division, has returned to his Bridgeport, Conn., headquarters after sessions on "GE House Party" with Young & Rubicam account executive Randolph McKelvey and program supervisor Charles Henry. . . . The "Tex Ritter Show," half-hour daily transcribed program produced in Hollywood by George Lee Marks and featuring recording and film star Tex Ritter, has been purchased by WHK, Cleveland, under sponsorship of Burt's, Inc., clothiers. . . . Penny Singleton stepped out of her "Blondie" character to appear with her daughter, Dorothy Grace, on Benay Venuta's quiz, "Keep Up With The Kids," heard over the Mutual network on Feb. 7.

## AGENCIES

**EDWARD SCHARF** has been appointed advertising and sales promotion manager of the National Silty Co. He formerly was associated with the L. H. Hartman Advertising Agency and Gertz Department Store. I will serve as liaison man with the Grey Advertising Agency on all national advertising campaigns and, in addition, will supervise the sales promotional efforts of the company at its branches.

**IRVING WEILL** has joined Bas Radio and Television Production, Inc., as head of the originator's music division.

**AVA MORGAN** has joined the creative staff of Green-Brodie. She will be an assistant to the art director Cecil Baumgarten. Miss Morgan was formerly with the art department of Lennen & Mitchell, Inc.

**HAROLD WALTER CLARK, Jr.**, Denver, Colo., has been elected membership in the American Association of Advertising Agencies.

**DEVASTATING PARFUM** by Ajou, division of Campana Sales Company, announces the appointment of the Muriel Johnstone Fashion Division of Hixson-O'Donnell Advertising New York, to handle its national magazine advertising.

**L. DONALD GILMORE**, former advertising manager of Dennison Mfg. Co., Framingham, Mass., has joined the staff of Badger and Browning, Inc., Boston, as service manager. Prior to joining Dennison in 1938, he was with Barta Press, Boston, at The Ultramarine Co., division of Calco Chemical Co., New York, in sales and sales promotion capacities.

### New Station in Albany Nearing Completion

(Continued from Page 1)

Rintoul, president of the new station announced Friday. Station is owned by the Champlain Valley Broadcasting Corporation and will operate as an ABC affiliate at a frequency of 850 kcs. with a day and night power of 10,000 watts.

Officers besides Rintoul, include Trel W. Yocum, Edwards S. Roone and B. Jermain Savage, vice-presidents; Carlos A. Franco, secretary and Harold H. Meyer, general manager.

Transmitting facilities for WXXK include six 300-foot self-supporting towers at Selkirk, N. Y. The radiating system comprises five miles of coaxial cables connecting the huge towers to the transmitter, and 40 miles of copper wire underground.

In addition to the AM station WXXK will operate an FM station with 1,000 watts power. Rintoul says the FM installation was progressing "far in advance of schedule" and will begin broadcasting the latter part of the month.

## NAB Completes Plans For Coast Convention

(Continued from Page 1)

tration there beginning the morning of Sunday, May 16.

Monday and Tuesday will be devoted to management matters — sales, small market station problems and retail selling. Programming and other subjects usually handled at these conventions will be left for district meetings later in the year.

Thursday and Friday will be devoted to the engineering conference.

Separate registrations for the two portions of the convention are planned, with forms for pre-registration to be sent the NAB membership within the next two or three weeks, according to C. E. Arney, Jr., NAB secretary-treasurer.

The pre-registration blanks will be accompanied by forms with which room reservations may be requested.

**Reservations Only Thru NAB**  
Members are being reminded that NAB's hotel contracts provide that the hotels accept no reservations except through NAB headquarters. The hotels, in addition to the Biltmore, are the Alexandria, Ambassador, Clark, Commodore, Figueroa, Gaylord, Hayward, Hollywood Plaza, Hollywood Roosevelt, Knickerbocker, Mayan, Mayfair, Fosslyn, and Town House.

As in previous years, the exhibits of equipment manufacturers, transcription companies, wire recorders, and the like, will be outstanding features of the convention.

The exhibitor privilege will be limited to associate members of NAB. Exhibits will include transmitters, and other equipment and services of interest to the industry. The exhibits at the Biltmore, will open on Monday and remain open through Friday of convention week.

The Southern California Broadcasters Assoc., is co-operating with NAB in arrangements, and is perfecting extensive additional plans of its own for the convention.

Full details, along with the convention agenda, will be announced when complete.

### Buy Station Breaks

Alexander Smith & Sons Carpet Co. has purchased daily station break announcements. Monday thru Saturday over Station WCBS. Agency is Anderson, Davis & Platte, Inc.

### WANTED—POSITION

Executive secretary—six years experience in both radio and motion pictures. Understands responsibilities and knows how to carry out orders. Write RADIO DAILY, 1501 Broadway, Box 109, New York 18, N. Y.

## FCC Announces, Explains Several Changes In Rules

(Continued from Page 1)

reports, contracts, ownership records, etc., to permittees. These sections were until now applicable only to licensees, but hereafter holders of construction permits are to be governed by the same regulations.

Additionally, the Commission on Friday proposed new rules embodying minimum provisions for modification of reserved-time agreements in station sale contracts, the new rules whereby the authority of the Commission to regulate such matters was upheld by the court.

Holding generally that it is not in the public interest for licensees to be bound to provide time for those from whom they have purchased their station, the Commission has as a matter of policy okayed license renewals where applicants have in good faith made such contracts provided modification is undertaken by the applicant. The new rule proposes standards to be met in modifying such contracts, with the Commission specifying that these are "minimum conditions which must be complied with before such modification of contracts will be approved by the Commission."

Comments Invited by Mar. 8

Comments on the proposals are invited by March 8.

The proposal is that the Commission as a matter of policy renew licenses in cases where contracts reserving time for former owners are in force "if the parties thereto modify such contract within six months from the effective date of this rule." No such modifications will be approved unless the modified contract contains at least the following provisions:

(1) A maximum limitation of the time subject to reservation so that no more than 12 hours per week shall be subject to reservation, of which no more than 4 hours shall be on any given day.

(2) A clause providing that the licensee reserves the right to reject or refuse programs which he reasonably believes to be unsatisfactory or unsuitable or for which, in his opinion, a program of outstanding local or national importance should be substituted, but provision may be made for the substitution of other radio time for programs so rejected or for the payment at the station card rate for the time made unavailable.

(3) A prohibition against the resale or assignment of any of the broadcast time reserved by such modified contract.

(4) An express negation of any right with respect to reversion or reassignment of license.

(5) An express provision giving to the licensee the right at any time to terminate the contract, arrangement or understanding at his own discretion upon the payment of a lump sum or periodic payments; but any such payment should not be so unduly large as to constitute in practice an effective deterrent to the licensee exercising the right. In determining

whether the payment is unduly large the Commission will consider the amount by which the consideration in return for the transfer of the station was decreased by reason of the reservation of time or the present value of the radio time still reserved and unused as of the date of the exercise of the option.

Night-Time Rule Changed

Because of "an extensive increase in the number of temporary service authorizations for night-time operation... with a consequential degradation of night-time service in many areas," the FCC on Friday proposed to discontinue issuing the special authorizations after April 15. Comments on the proposal are due by Feb. 28, the Commission said.

Of a total of 1997 AM stations now authorized, 463 are for daytime only or limited service, it was pointed out.

The Commission held that the need for special night hours by daytime-only or limited stations "is no longer pressing" since in most instances an adequate number of Class A and B FM channels are available for full-time operation. Indeed, in many cases the daytime or limited-time stations requesting night-time operation are the holders of FM construction permits or conditional grants.

### Bailey Asks FCC Scrutiny Of AT&T's Cable Rates

(Continued from Page 1)

of the proposed tariffs because of the delay which would result. Several amendments were proposed, however, with FMA taking the position that it cannot pass final judgment on the fairness of the rates for FM until such time as television tolls are filed. The FMA letter asked the following:

(1) Definition of the maximum deviations of frequency response from the accepted reference frequency of 1,000 cycles.

(2) That the proposed facilities have a guaranteed minimum noise level.

(3) That minimum harmonic distortion to be expected from the 15,000 cycle circuits be specified.

At an informal hearing Jan. 13 before the Commission, FMA charged that the AT&T was providing without cost coaxial cable lines for the transmission of commercial television programs, while denying similar facilities for FM networking.

AT&T representatives contended that television networking still is experimental whereas FM is established

### Bryson To Speak

Lyman Bryson, CBS counsellor on public affairs, will deliver an address before the 32nd convention of the National Association of Secondary School Principals at Atlantic City, on Saturday, February 21. His subject, "Secondary Education for Tomorrow's Youth."

## Annual Awards Made By Tolerance Group

(Continued from Page 1)

tion"; KSFO, for "consistent attention to intergroup relations," and WBBM, for series "Democracy, U. S. A."

Departing from usual custom, NCCJ made special award to a program in advance of broadcast. Cited were ABC and Schutter Candy for "The Case of the Power-Mad Puppet" to be aired in the "Counterspy" series Feb. 22.

### Explain Research Method On CBS' March Of Science

How scientific research methods are applied by the Columbia Broadcasting System in testing the quality of new programs being considered for regular presentation to the public, is dramatized in "What People Like" on CBS' "March of Science" Wednesday, Feb. 11, 5:00-5:30 p. m. EST. The script will introduce to listeners "Big Annie," which is the informal name of the Lazarsfeld-Stanton Program Analyzer, a complex device for recording listeners' reactions at split-second intervals.

**RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW!**

**"BOSTON BLACKIE"**

Radio's greatest point-per-dollar buy!



**IN NEW ORLEANS**

(HOOPER—DEC APRIL, 1946-47)

Consistently Beats All Competition on Stations From Coast-to-Coast!

WRITE



★ **THE WEEK IN RADIO** ★

Sixty-Day Armistice Declared

By VAL ADAMS

**R**ADIO slowly but surely building up its cut of retailers' ad budgets. Department and specialty stores channeling more for radio this year than in record-breaking 1947, says Howard Abrahams, of National Retail Dry Goods Association. . . . New bill by Rep. Carroll Kearns provides that records be labeled separately for home or commercial use. Commercial use of "home records" would bring stiff fine in Federal District courts for violators. Kearns to propose royalty figures in hearings.

WOV, New York, reported sold by Arde Bulova for close to \$300,000 to syndicate headed by Herman Bess and Richard O'Dea. Many investors interested in station in last few years, ever since FCC ruled against dual ownership. Bulova owns WNEW, New York. . . . Philco lowered price on several new sets. Company's gross for '47 approximately \$225 million.

House Appropriations Committee recommended FCC budget for next fiscal year of \$6,260,000, up \$60,000 over current one but \$240,000 less than President Truman requested. . . . Dorothy Lewis resigned as coordinator of listener activity for NAB. Her future plans include acting as radio consultant to national organizations.

Ruth Crane of WMAL, Washington, re-elected president of AWB. . . . Closing of New York and Los Angeles offices is no attempt to clip AWB wings within NAB, Jess Willard told members at D. C. convention. He said compelling reasons demand complete industry unity and to have united representation centered in Washington.

In follow up move, Petrillo gave approval for AFM locals to negotiate contracts with FM broadcasters. All phases of live music ban against FM now completely removed. FMers expected to get a lower scale from musicians than AM outlets. . . . Two months' truce between webs and AFM also includes former's right to continue transcribing those shows plattered previously. . . . All-industry music committee continuing to function despite a few "minor victories" with AFM.

Responsibility of radio highlighted

in New York luncheon speech by David Lilienthal, chairman of U. S. Atomic Energy Commission. One broadcaster suggests a special radio packet, prepared by Commission, which stations and networks can use in spreading true message of atomic energy.

Radio execs say too many awards and polls detracting from value of all. Most flagrant abuse comes from awards given to gain plug for donors. . . . Final decision on NAB code expected at Los Angeles convention. Tentative decisions likely at board meeting in Hot Springs, Va., this month. . . . Frank Pellegrin leaving NAB to Radio St. Louis, Inc., holder of AM and FM permits in St. Louis. Pellegrin is president and general manager and a principal stockholder.

New York Times and WQXX starting public demonstration of facsimile Feb. 16. Recorders to be displayed in leading department stores. Six four-page editions scheduled daily. . . . Maj. Edwin Armstrong told House Interstate Commerce Committee that interference in 44-50 megacycle band predicted for FM by Engineer K. A. Norton "would not be felt in U. S." Committee Chairman Charles Wolverton promised careful investigation. J. E. Brown, of Zenith Radio Corp., charged FCC erred in changing FM from 50 to 100 mc. band.

Big Snow of '47 jumped radio listening. . . . Use of network radio by the 100 largest advertisers increased 243 per cent in last ten years, according to John J. Karol, CBS sales manager. He said group has upped radio budgets from 18 to 44 per cent of total ad expenditures.

Preliminary check of CBS gross last year shows \$9,520,100, slightly above official 1946 figure of \$9,355,900. Net up slightly also. . . . WMLO, Milwaukee, and AFM local renewed relations. House band was discharged last October. . . . BMB added 15 more subscribers in January, bringing total to 590. . . . Two Ohio newspapers—Mansfield and Lorain—protesting FCC turndown of applications. They charge Commission did not weigh evidence objectively and thoroughly.

**New Jingles Being Added To WNEW Tolerance Series**

Six new jingles will be added to WNEW's "Little Songs on Big Subjects" this week. The first series of five tolerance songs is currently being aired by more than 550 stations in 48 states, and the new set also will be made available to other outlets in the near future.

Produced by Ted Cott  
Recorded last December, the new series features singer Jeff Clark with the Roy Ross Trio. Ted Cott produced. Both sets were written by Hy Zaret and Lou Singer.

Songs will be premiered on a special program over WNEW Thursday, 8:15 p.m., when the outlet will re-

**Canadian 3-Station Web In Northern Quebec Sold**

Montreal—Ownership of a three-station radio network serving northwestern Quebec has changed hands. Interests in Amos, Quebec, are said to have purchased the network, one of the few remaining private networks in the country, from Hon. Hector Authier.

The stations involved are located at Rouyn (CKRN), Val D'Or (CKVD) and Amos (CHAD).

ceive an award from the National Conference of Christians and Jews for the first series. The NCCJ citation will be the indie's second in as many years.

**N. Y. Repairmen Bill Opposed By RMA**

(Continued from Page 1)

New York. They will offer instead the plan for curtailing abuses recently adopted by the RMA board of directors.

Details of the industry plan, as revealed in a letter to RMA members last week, call for manufacturers, distributors and dealers to urge the public by advertising and other means to patronize only manufacturers authorized sales and service agencies for repairs.

"Immediate action by your company with your representative in the New York City area is asked because of the New York municipal ordinance proposed to license all radio technicians, including those of manufacturers in that area," Geddes wrote RMA set manufacturers." He added:

"The recommendations of the RMA service committee, in the industry program, also urge display by radio dealers of signs or plaques signifying their appointment as authorized—franchised—service agencies, and that instruction books supplied by manufacturers instruct the consumer to contact his dealer for service.

**Nat. Biscuit Company Renews Yankee Net Show**

Boston—The National Biscuit Company has signed with the Yankee Network to renew their current series of early morning record-personality programs, "Breakfast With Bill," for 39 weeks. Commercials on the series will be devoted to NBC's Nabisco Shredded Wheat.

Program is aired thrice weekly, Monday, Wednesday and Friday from 8:15-8:30 a.m. over the following stations of New England's Yankee Network: WNAC, Boston; WONS, Hartford; WBRK, Pittsfield; WFAU, Augusta; WLNH, Laconia; WMTW, Portland; WJOR, Bangor; WCOU, Lewiston - Auburn; WHEB, Portsmouth; WICC, Bridgeport; WLLH, Lowell - Lawrence; WEAN, Providence; WSAR, Fall River; WKBR, Manchester; WSYB, Rutland; WEIM, Fitchburg; WKXL, Concord; WDEV, Waterbury, Vt.; WHAI, Greenfield; WNLG, New London, and WAAB, Worcester.

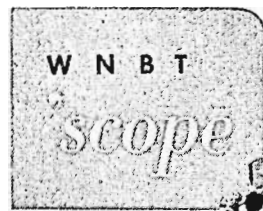
McCann - Erickson, Inc., is the agency.

**Adds French Newscast**

Lew Danis, veteran Italian language news commentator on the State Department's Voice of America broadcasts, has been signed to extend his chores to a daily program shortwaved over Radiodiffusion Francaise, it was announced last week.

**Joins WHLI News Bureau**

Arthur E. Paterson, Jr., has joined the News Bureau of WHLI-WHNY, Hempstead, Long Island, as a radio reporter. Paterson formerly was employed by the Hartford Times and the Nassau Daily Review-Star.



ON THE AIR AT CHANNEL 4 . . .

MONDAY, FEBRUARY 9

- 8:15 UP & Acme News
- 8:30 NBC Television News
- 8:41 Cavalcade of Sports—Boxing—St. Nicholas Arena
- 10:00 Feature Bout—Sandy Sadler vs. Joey Angelo

TUESDAY, FEBRUARY 10

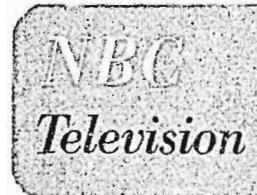
- 8:15 UP & Acme News
- 8:30 Travel Film
- 8:40 Wrestling—St. Nicholas Arena  
Primo Carnera vs. Dave Levin

TODAY'S STORY . . .

Words like ORTHICON, ICONOSCOPE and KINESCOPE are rife in Boston these days where some 300 industry executives are attending the Yankee Network's television clinic. The actuality of television will follow close upon the interest when the Hub's first television station—WBZ-TV—starts broadcasting in the Spring. Its parent station, WBZ, was first in radio in Boston. Of course, both are NBC affiliates.

FORWARD SCANNING . . .

More about Boston. When WBZ-TV is linked with NBC, a quarter of the country's population will have NBC Television Network programs at its call. And at the dealers call? A welter of sets. Five times as many manufacturers were actually producing television receivers at the end of 1947 as in 1946. In television there's no ban in Boston.



A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY—Monday, Feb. 9, 1948—TELEVISION DAILY is fully protected by register and copyright.

## INSTALLATION BOTTLENECK PLAGUES TELE

### TELE TOPICS

By JIM OWENS  
Associate Editor

RKO's 58th Street (Third Ave., Manhattan) theater becomes the first to feature (and advertise) television with a 20-minute program tonight at 8:40. Inaugural program will be a sports pickup, probably boxing from St. Nick's Arena via WNBT. . . . And a Cleveland theater operator has just signed a pact to distribute large-screen sets in the mid-west area. . . . First Hooper video audience report will use the 'phone co-incident this week, covering evening hours. . . . Another swank 5th Ave., shoppe about to join Bergdorf-Goodman, Bonwit-Teller and Jay Thorpe on the "Television Fashions on Parade" bandwagon. . . . H. Allen Smith, the funnyman, is peddling an article in "defense" of tele. It ribs Time & Life re their "mediocre" reaction to video programs.

PAUL OSBORN'S "Mornings At Seven" will be the fourth Theater Guild offering on NBC Television. Hiram Sherman, lad who rolled 'em in the aisles at the ANTA benefit, will play a lead role. . . . Du Mont web will air the semi-finals of the Golden Gloves tournament tonight from the Ridge-wood Grove, one of America's oldest fite palaces. It's the first time the Gloves semis have been televised. . . . Len Hole next in industry topper to address the Yankee Network's video clinic this week in Boston. . . . Tom Mahoney has switched from CBS press dept. to a production role on WCBS-TV's "Missus Goes A-Shopping" and other shows. . . . Dennis James, WABD gabber who attracts more femmes to the Jamaica Arena than the brawlers, busses the sheet as follows: "It fills a great need in the mushrooming television industry."

W6XAO transmitter, Don Lee outlet in Hollywood, hit by a lighting bolt Friday morning, inflicted a \$10,000 damage and created new demand for canned heat. Seems station engineers carted Sterno, etc., to heat transmitter crystal so it could stay "on frequency." (Whatever that means!) . . . Ray Meredith author of "Mr. Lincoln's Photographer," will guest on WNBT on Honest Abe's birthday. It'll be nostalgic, since Meredith's an ex-NBC photogger.

#### "On Line, Please"

"Doorway To Fame," weekly video talent scout show on WABD (7-7:30 p.m., EST) and carried over the network, last week established what must be a new record in commercial tele—SRO for sponsors. Program, which is an Alber-Dahlmann production, now has four bankrollers (the limit) and has two patiently waiting for an opening.

### New Film Committee To Mull Tele Needs

Seven-point program designed to facilitate acquisition of film fare for television, ascertain needs of broadcasters, study film production costs and to obtain feature movies now unavailable to video will be discussed by the newly-formed Television Film Coordinating Committee at its first official meeting tomorrow night (8 p.m.) at the Television Workshop. Group was formed earlier this month as a result of suggestions made at the industry's first all-film tele confab at the Hotel Commodore.

Committee, which is made up of broadcasters, agency execs and film industry reps, will consider, among other points, methods to obtain and co-ordinate information on every phase of films for tele, and the desirability of creating a permanent organization of TV stations and film companies with a view to improving relations between the two industries.

### New Discussion Show Set For WABD Debut Tonite

"Court of Public Opinion," discussion program dealing with major social and political issues, debuts on WABD, DuMont outlet tonight (7:45-8 p.m.).

Format of the show, which will deal with topics in a dramatic manner, is modeled on a court of law—except only thing on trial will be the issue itself. First topic discussed will be universal military training, with Maj. Gen. Lewis B. Hershey as guest.

### Washington Tele Sets Are Estimated At 7300

Washington Bureau, RADIO DAILY  
Washington—Tele sets in use in the nation's Capital is now 7,300, according to a report announced Friday by a committee established by the three outlets here, WNBW, WMAL-TV and WTTG.

James Seiler, committee chairman, and a WNBW rep, said the estimate represents sets installed up to and including Feb. 1. Total of 7,300 is an increase in one month of 700 sets over the January 1 estimate. Sam Cooke Digges, of WMAL-TV, and Gordon Williamson, WTTG, complete the committee.

### Coast Theater Chain Orders Tele Receivers

Fox West Coast Theaters have ordered 12 "Vision Master" projection television receivers, it was revealed Friday by Alfred Emerson, president of Colonial Television Corp. Deal was set in Los Angeles by Raomatic, Colonial's distributor in that area. It is also learned that an RKO Theater on the Coast has ordered a Vision Master receiver.

### KSD-TV Fite Telecasts Help Draw Record Crowd

St. Louis—St. Louis Golden Gloves boxing tournament, televised for the first time here last week (Feb. 3-4-6) by KSD-TV, has drawn a bigger attendance to the Arena this year than at any time during the 12 years the event has been held.

### Study Shows Delay Ranges Up To 4 Weeks

Although moving ahead with accelerated production and distribution in all markets where program service is currently available, television is still hampered with one remaining—and perhaps the most obstinate bottleneck in its sweeping progress—quick and satisfactory set installation.

While averaging several hundred installations per day in homes throughout the Greater New York area, a survey of key service and dealer organizations shows that this final phase of tele's job is, in general, heavily lagging, and that installations (after delivery) range from a logical 48-hour period to a highly unsatisfactory four weeks. This is a factor which, in the opinion of one manufacturing exec "may momentarily jeopardize the current favorable attitude toward television that the public has after many weary months, finally developed."

Existence of the bottleneck is ironic, and reflects the tremendous increase of production and delivery to retailers of video sets since the first of the year—an increase which has obviously outdistanced other developmental phases to date. Christmas buying, according to one service organization, added to the "already heavy backlog of installation orders" and this situation was further aggravated by the recent heavy snow and cold weather. Most popular explanation for the time lag in set installation is a direct outgrowth of the situation cited above—shortage of good technicians.

Further to illustrate the fledgling aspects of the situation is the fact that most installations, made after a waiting period of 10 days on the average, are of a temporary nature. These consist of the setup of an indoor antenna "which will, at least, give the set-owner a picture." Final installation, the erection of a permanent outside antenna, is made as late as three weeks hence, it is admitted.

#### Meanest Man

Philadelphia—Set manufacturers distributing in this area and its suburbs are about to set out a dragnet for video's No. 1 culprit. A certain "repairman," allegedly representing mfrs., has been visiting bars, restaurants, etc., on pretense of "checking" tele sets,—each time removing a vital piece of mechanism. He's already filled six spots and probably has built his own set by now.

## The Week in Television

### Tele Station Rush Continues

FCC had new flood of applications for tele stations, totaling 17 in less than week, and issued grants to seven. . . . ABC formally announced plans for video expansion, including the setup of a coast-to-coast web. . . . 20th-Century Fox Film Corp., recently pacted with Camel ciggies for a daily newsreel, reportedly seeking five TV outlets, one in Boston. . . . WNBT announced rate hikes to be effective April 1, but reduced charges on day-time operation.

Yankee Network opened first meeting of a five-week Television Clinic, in Boston with over 300 agency and advertisers attending. . . . Survey by ad agency in Milwaukee showed tele (WTMJ-TV) aided sports gates, upping attendance as much as 50 per cent. . . . Carleton Smith came to N. Y. to manage NBC's tele department. He'd been in Washington for several years as web's radio-TV rep. . . . KSTP (St. Paul) set plans to debut some time next spring. N. Y. U. School of Retailing survey on RCA-Allied Stores video trek last year showed video as terrific sales puller in department stores. . . . Tele b'casters may attempt to halt theater tele, with the latter developing rapidly in several movie houses in N. Y. and Hollywood.

## Family Theater Voted Most Popular Program

(Continued from Page 1)

Hope, Bing Crosby, Perry Como and Dennis Day finished one, two, three among male singers, with Jo Stafford, Dinah Shore and Kate Smith in the same positions among the gals.

In the daytime program category, Fred Waring was first, Arthur Godfrey second and the local Grenadiers third. Local boy Bob Heiss repeated last year's showing as favorite announcer, beating out Harlow Wilcox and Don Wilson. Walter Winchell was voted favorite news commentator and was followed by two local newsmen, Paul Skinner and George Comte.

A new category, favorite newcomer, was added to the poll this year. Jack Paar was first, with Danny Thomas second and that rising new star Al Jolson third.

## FM Institutional Ads Stress Web-Show Use

(Continued from Page 1)

no connection with a web. However, station plugs the fact on its own air every day.

Another full page ad ran in the Times Friday, and the Herald Tribune yesterday, under the banner "Ban Lifted on FM." It was in behalf of Stromberg-Carlson sets, placed by Gross Distributors in co-operation with 270 dealers in New York, New Jersey, Connecticut and part of Massachusetts. Ad carried an insert panel offering a free booklet on "The Story of FM." Gross Distributors immediately got hundreds of calls requesting the booklet.

WGYN, which recently entered into an exchange promotion agreement with the Mirror, plans to run a full page ad every three weeks promoting FM's newly won freedom. Its first insertion last week brought considerable response, including a congratulatory letter from Niles Trammell to his friend P. K. Leberman, president of WGYN.

New addition to the New York World-Telegram's radio section is an FM listing, started toward the end of last week. Telly's FM list on Friday was not complete but mentioned six stations and carried program listings for three of these, the other half being duplications of AM shows.

## Leaves WINS Staff

Marion Annenburg, head of sales promotion at WINS, New York, has resigned effective this weekend. Miss Annenburg joined WINS a year ago. Prior to then she was assistant in the audience promotion department of Mutual.

## WMCA Schedules Wallace

Henry A. Wallace will be heard in a paid political broadcast over WMCA Feb. 10, 8:45 p.m., speaking on behalf of Leo Isacson, ALP Congressional candidate in a local by-election. Dean Alfange, running on the Liberal ticket, will stump for himself on the outlet Feb. 13 and 15.

# COAST-TO-COAST

—CONNECTICUT—

**NEW HAVEN**—A unique type of radio show was recently inaugurated by WNHC in collaboration with weekly newspapers in towns surrounding this city. Programs present a radio newsreel of persons and activities in these various communities with a day, each week, devoted to a certain area. . . . **DANBURY**—New staff member of WLAD is Francis Kasper who has been added to the technical department. . . . **HARTFORD**—Continuing until March 13, programs explaining the intricacies of income tax reports, will be presented by WDRC on Saturday afternoons at 1:15.

—FLORIDA—

**DAYTONA BEACH**—Weekly luncheons of the Rotary Club and Kiwanis Club are now being broadcast exclusively in this city by WNDB-FM. The station has also added to its roster the exclusive football broadcasts of the Daytona Beach high school system as well as all basketball games. . . . **MIAMI**—New WIOD program director is Scott Bishop, formerly continuity director of WKY, Oklahoma City, and WKAT, Miami Beach. . . . **JACKSONVILLE**—Joseph Gadaleo, using the air name of Gene DiMarco, has joined the staff of WJVB as production director.

—NEW JERSEY—

**ATLANTIC CITY**—"Surprise Package," first audience-participation radio show to hit this city, was recently inaugurated by WMID. Show is jointly sponsored by 30 merchants, businessmen and professional men under the guidance of sales chief, Ed Dalton. These men have organized into a working group called the "Uptown Shopping Association," under the title of which they plan to give the residents of this resort an area to shop where they can be sure of good values. Gifts are supplied by the sponsor merchants and range from an article of ladies wear to the papering of a room or the opening of a savings account, with a starting cash deposit. . . . **JERSEY CITY**—WFMO's slogan contest, currently being held, has elicited such enthusiastic response, that the deadline for entries has been extended to midnight, March 17th.

—MISSOURI—

**ST. LOUIS**—The annual KMOX trophy to the county in the eastern half of the state blue ribbon 4-H clubs during 1947 was awarded to Cole County in a ceremony recently held in Jefferson City, the state capital and Cole County seat. The presentation was made by KMOX farm news editor, Ted Mangner, who also presented individual awards to representatives of the eight blue ribbon clubs in the county. . . . The normal volume of KXOK's program signal level has been greatly increased by the installation of a new improvement limiting amplifier in the station's transmitter. The increase is equivalent to a power increase of from 5,000 to 20,000 watts. . . . **KANSAS CITY**—New staff member of KMBC-KFRM is Dalton E. Nelson, a writer.

—TEXAS—

**HOUSTON**—Phil J. Parker, well known in Texas sales circles, has taken over the duties of commercial manager at KLEE. . . . Following the resignation of William F. Bennett, Reese Reinecker has been promoted to general sales manager of KXYZ. . . . **DALLAS**—KIXL has become one of the latest radio stations to join the list of broadcasters pacting well-known bandleaders as disc jockeys with the signing of Denny Beckner, native Texan, who is well-known around the country for his appearances in the nation's hotels, clubs, theaters and over the airlines.

—NEW YORK—

**BUFFALO**—New program series for children between the ages of 10 and 13 is entitled "Recess Time" and is featured on WKBW each Saturday morning. Jo Ann Brooks is featured in the show whose format includes music as well as international news, reviewed from a child's point of view. Two other children, chosen weekly from different schools in this city, appear on the show to give a review of newsworthy happenings of the past week, confining their remarks to their own school. . . . **ROCHESTER**—Rochester Radio City, new home for WHAM-WHFM, will be opened to the public on February 14. Stromberg-Carlson Company, owner and operator of the stations, is planning a 10 day open house celebration at that time. Included in the festivities will be conducted tours, receptions and special audience programs.

—MASSACHUSETTS—

**BOSTON**—W. S. Clark, former manager of the New York office of Howard H. Wilson Company, radio representatives, has been appointed sales director of WHDH. . . . **CHICOPEE**—In view of the latest developments in FM, WACE has established a weekly broadcast entitled, "What Is FM?" Answering questions on the new medium will be Ralph J. Robinson, chief engineer and director of operations at WACE and WACE-FM. . . . **SOUTH HADLEY**—ABC's "Town Meeting of the Air" will originate from Mary E. Woolley Hall at Holyoke College here on February 17. George V. Denny, Jr., founder and moderator, will come to this city to conduct the show.

## Adams Named President In Raytheon Co. Election

The directors of Raytheon Manufacturing Co., Waltham, Mass., Friday elected Laurence K. Marshall, chairman of the board and Charles Francis Adams, Jr., president. Mr. Marshall will retain an active part in the management, sharing the responsibilities with Mr. Adams.

Mr. Marshall has been president of Raytheon since its founding in 1922. Mr. Adams was a director of Raytheon for several years prior to entering the Naval service during the war. He has been a director since May 31, 1943 and executive vice-president since May of last year.

## Costello Crusading For Correspondents

(Continued from Page 1)

who constitute the Tokyo Correspondents Club are fully agreed that Secretary of the Army Royall's ruling that correspondents could leave Tokyo on assignment for thirty days without losing accreditation is "by no means a victory for the American press and radio."

Called "Wholly Inadequate"

The newsmen, according to Costello, consider Secretary Royall's proposal "wholly inadequate and unworkable" and continued that "it was further agreed that a reasonable arrangement concerning travel, billeting and clearance procedures will have to come from Washington, from either Secretary Royall or Forrestal, or perhaps from President Truman himself.

Costello said the problem of security measures in the Tokyo theater and the forthcoming security conferences between Secretary Forrestal and the American publishers also was discussed by the Tokyo Correspondents' Club.

"This problem is vital," he said, "because all documents here are classified as secret or confidential. So it has been extremely difficult to obtain accurate official information. However, many officers classify reports as secret merely to cover up their own incompetence and mistakes. Newsmen here intend to bring this matter to the attention of their publishers and employers, so that the whole subject of correspondents' working conditions can be thrashed out publicly."

## Nat. Research Council Established in Canada

Montreal—The tremendous strides made in radio techniques and related fields during the war years and since is reflected in the establishment by the National Research Council of a radio and electrical engineering division, announced by Dr. C. J. Mackenzie, president of the Council.

Head of the new division, which has a staff list of some 50 scientific personnel, and 100 technical employees in addition to administrative staff and other employees, will be B. G. Ballard, O.B.E., B.Sc., who has been in charge of the council's electrical engineering laboratory since his appointment to the staff in 1930.

## Nat'l Heart Week Drive Headed By Kate Smith

Kate Smith yesterday was named chairman of National Heart Week, February 8-14, by Dr. Charles A. R. Connor, medical director of the American Heart Association. During the observance, the American Heart Association will conduct a nation-wide drive for funds to further scientific research, education, and community service in heart disease, the leading cause of death in the United States.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 28

NEW YORK, TUESDAY, FEBRUARY 10, 1948

TEN CENTS

## THEATER TELEVISION PLANS RECEIVE SETBACK

### Repairmen Issues Will Be Heard Today

New York Councilman Stanley Isaacs will decide whether or not to introduce his bill licensing radio repairmen following a meeting with representatives of RMA and other industry officials today at the Commerce and Industry Association headquarters in the Woolworth Building.

Isaacs drew up his proposal last November and said at that time that he would give the industry opportunity to clean house before introducing it. A committee appointed to

(Continued on Page 3)

### CBS Engineers On Coast To Build FM Transmitter

Hollywood—CBS engineers Jerome A. Beranek and E. V. Cousy have arrived in Los Angeles to supervise the installation of the 50,000-watt FM transmitter in the new KNX-FM transmitter building atop Mt. Wilson.

Cousy is staff engineer in the General Engineering Department at CBS headquarters in New York City while Beranek is supervisor of CBS's three international shortwave transmitters at Delano, Calif., in the San Joaquin

(Continued on Page 2)

### Frederick Joins Crossley As A Vice-President

David Frederick, former director of sales promotion and advertising, CBS, has joined Crossley, Inc., market and opinion research organization, as a vice-president, it was announced by Archibald M. Crossley, president. Frederick was previously publisher and editor of Tide. He will direct sales and promotion.

### Trouper

Joe E. Howard, veteran song writer who was hospitalized in Hollywood last week when knocked down while crossing a street, arrived in New York by plane the past week-end to fill radio and theater engagements here. Howard, 80 years old, goes to Florida shortly, where he is signed for a two weeks engagement starting Feb. 24.

### Learned Disc Jockey Featured On KIYS

Waco, Tex.—Baylor University, the world's largest Baptist school, figures it has the disk jockey to end all disk jockeys on its own campus station, KIYS.

Baylor's entry in the crowded record spinner business is a scholarly professor who speaks Latin better than most disk jockeys speak English and who won't touch a record that isn't at least 20 years old.

Dr. Walter H. Juniper, assistant dean at the university and a noted Latin teacher, thinks that the hepcats, who believe a tune is no good unless it was written yesterday afternoon, might be surprised what a kick they can get out of the music of the early twenties.

### Washington Outlet Co-op On Hearing

Washington Bureau, RADIO DAILY  
Washington—An excellent example of public service programming in which stations co-operate is the joint broadcasting of the Congressional hearings on Home Rule for the District which are being carried by

(Continued on Page 2)

### Bess Leaving WMCA Post; Figures In WOV Purchase

Herman Bess has resigned as sales manager of WMCA, effective Feb. 15, it was learned yesterday. He will take over active direction of WOV upon

(Continued on Page 3)

### Jett Paints Rosy Picture Of FM And Tele's Future

Baltimore—Forecasting a rosy future for both FM and television, E. K. Jett, former member of the FCC and now vice-president in charge of radio of the Baltimore Newspapers, addressed the fortieth annual banquet of the Advertising Club at the Hotel Emerson Saturday night. Jett's topic was "Broadcasting—Past, Present and Future."

Although Jett was most optimistic in his appraisal of FM and tele, he

### RKO Cancels Show Of Televised Fights After Protest From Mike Jacobs And NBC Video Officials

### O'Dwyer To Dedicate WNYC-FM Facilities

New FM facilities of the Municipal Broadcasting System will be formally dedicated tomorrow by Mayor William O'Dwyer at open house ceremonies in the Municipal Building. Other speakers will include Major Edwin Armstrong, inventor of FM; Edward Bracken, president of Western Electric, and Seymour Siegel, director of WNYC.

The Mayor will throw a switch

(Continued on Page 3)

### Rep. Kearns To Introduce His Disk Bill Next Week

Washington Bureau, RADIO DAILY  
Washington—Rep. Carroll D. Kearns yesterday told RADIO DAILY his bill to forbid broadcasters and other commercial users the right to play records made specially and exclusively

(Continued on Page 3)

### Horace Heidt Renewed For Another 13 Weeks

Horace Heidt and his orchestra, in New York for a month's engagement at the Capitol Theater, has been renewed by Philip Morris cigarettes for another thirteen weeks on NBC

(Continued on Page 2)

Large-screen theater television, currently being demonstrated experimentally on the West Coast, was sharply set back yesterday when NBC and the 20th Century Sporting Club declined to permit a pickup of a sports event planned by RKO for showing in its RKO-Proctor's Theater in New York City,

(Continued on Page 7)

### Soft Drink Client Buying Fla. Spots

White Rock Corp. has started a spot campaign on eight Florida stations in behalf of its new soft drink beverages which will be expanded nationally as the sponsor sets up distributor franchises in various markets. White Rock is now making beverages in eight flavors and this week started a commercial radio schedule in the Miami and Palm Beach areas after a beauty con-

(Continued on Page 3)

### Dorothy Lewis Offered Post With United Nations

Dorothy Lewis, until recently director of listening activities for NAB, has been offered a post at United Nations as co-ordinator of women's affairs as it relates to radio. RADIO DAILY learned yesterday. If Mrs. Lewis accepts she will become the first woman radio executive in the radio division of U. N.

### Super Service

Art Paterson of the WHLI newsroom pilots his own plane and yesterday took off on a aerial survey of the North and South shores of Long Island to ascertain the plight of oil tankers held up by frozen harbor waters. Returning to Hempstead, Long Island, he gave listeners an eye view of the snow and ice conditions and prospects of their getting fuel oil soon.

# RADIO DAILY

## ★ COMING AND GOING ★



Vol. 42, No. 28 Tues., Feb. 10, 1948 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 6417 Dahlonega Rd.  
Phone: Wisconsin 3271  
**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

(Feb. 9)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Admiral Corp.	75 1/8	71 1/2	71 1/2	- 1/2
Am. Tel. & Tel.	151	150 3/4	151	+ 1/4
CBS A	24	23 1/2	24	+ 1/2
CBS B	22 1/2	22 1/2	22 1/2	- 1/8
Farnsworth T. & R.	6 1/2	6 1/4	6 1/4	- 1/8
Grn. Electric	34 1/2	34 1/2	34 1/2	+ 1/4
Philco	30 1/2	30 3/8	30 1/2	...
RCA Common	8 3/4	8 3/8	8 1/2	- 1/8
RCA First pfd.	64 3/4	64 3/8	64 3/8	+ 1/8
Stewart-Warner	13 3/4	13 3/8	13 3/8	...
Westinghouse	26 1/4	25 7/8	25 7/8	- 1/4
Westinghouse pfd.	86 7/8	86 7/8	86 7/8	+ 3/8
Zenith Radio	22	21 1/2	21 1/2	+ 1/8

OVER THE COUNTER			
	Bid	Asked	
DuMont Lab	8 1/8	8 7/8	
Stromberg-Carlson	10 3/4	12	
U. S. Television	1 3/8	1 7/8	
WCAO (Baltimore)	28	32	
WJR (Detroit)	11 3/4	12 1/2	

## 10 YEARS AGO TODAY

(From the files of Radio Daily)  
"A critical audience is the best assurance of continuously improving radio programs." FCC member T. A. M. Caven said in a talk over CBS. "Broadcasters and sponsors will not and . . . cannot long tolerate a type of program that does not win public acceptance." He added that the function of government "is to make certain that real competition does exist in broadcasting."

**WANTED: SALESMEN**  
New employed, traveling as representatives for Radio Transcription Companies, or radio station supply-service organizations . . . to also represent us with a fast selling sure fire BRAND NEW service for station sportscasters and sports departments. This is your opportunity to make extra income. We are sure our proposition will be more than attractive to you. Service ready to start early in March! Write Charles Bang, 801 Chester Ninth Bldg., Cleveland 14, Ohio.

WALTER WINCHELL, American network commentator, and PAUL SCHEFFELS, manager of the web's New York news room, are back from a six-week stay at Miami Beach.

MERLE JONES, general manager of WCCO, Columbia-owned station in Minneapolis, is visiting briefly in Gotham.

J. L. VAN VOLKENBURG, director of station administration at CBS, is expected back today from a short business trip to Washington, D. C.

SUSAN MILLER, vocalist heard on the Abbott & Costello shows over ABC, to Beverly Hills for an appearance at the local veterans hospital.

JIM MURRAY, manager of KQV, Pittsburgh, will arrive in town today. He plans to stay through Friday.

WALTON BUTTERFIELD, of the New York office, H. B. Humphrey Co., Boston advertising agency, went up to the home offices for a conference recently and came back the next day with "vice-president" after his name.

KATHERINE FOX, head of the special broadcast services division at WLW, Cincinnati, is back at the station after attending the Washington confab of the AWP.

TOM CARR, manager of WANN, Annapolis, Md., is spending a few days in New York on station business.

BILL SAVITT, secretary-treasurer of WCCC, Hartford, Conn., leaves today on a 36-day Caribbean cruise.

JOHN McCAFFERY, of WNBC's "Room 416" program, has returned from Albany, where he covered the recent State legislature.

JOE HOWARD, old-time song writer, has arrived from Hollywood for an engagement in Florida.

PATTI CLAYTON, songstress, is expected back today from a few days of holidaying in Detroit.

C. P. PERKINS, sales representative of WAPI, Columbia network outlet in Birmingham, Ala., is spending a few days in New York. Visited yesterday at the offices of the web.

STANLEY "Dr. I.Q." VAINRIB and his program personnel left New York for Little Rock, Ark., following Monday broadcast on NBC. Six stanzas of the show will emanate from Little Rock starting Feb. 16.

OWEN JORDAN, announcer, returned yesterday from a three-week Florida vacation.

## Washington Outlet Co-op On Hearing

(Continued from Page 1)  
WINX, WRC, WMAL, WOL and WTOP.

The five stations pooled engineering resources to broadcast testimony being presented at the hearings. All proceedings are transmitted to WRC, the NBC outlet, under the arrangement and from that central point are sent to the other four stations. Engineers at the hearing are provided on a rotating basis by all five broadcasters.

All stations record the testimony as they receive it. The testimony is then edited and commentary added for final presentation in 15- or 30-minute segments.

## Finley Signs New Contract For 'Myrt, Marge' Series

Hollywood—Larry Finley has announced that he has signed a seven-year contract with Myrtle Vail for continuance of the "Myrt and Marge" radio shows. Deal calls for up to 2,025 additional scripts and, also, for the services of Miss Vail, the originator of the play, to portray the role of "Myrt" in the new transcriptions of the series.

To date, Finley has cut 130 shows, and with the announcement of the new pact, is making preparations for recording an additional 270 programs immediately. Choral music will be used for bridges in place of the organ.

The "Myrt and Marge" series was taken over by Finley two years ago, and is playing on more than 80 stations at this time. It is one of the programs selected by Philco to be used in their co-operative program.

## CBS Skeds Elliott Roosevelts

Elliott Roosevelt and his wife, Faye Emerson, will be heard on CBS Feb. 12 when they appear as guests of Radie Harris on the "Broadway and Vine" program, 3:55-4 p.m.

## CBS Engineers On Coast To Build FM Transmitter

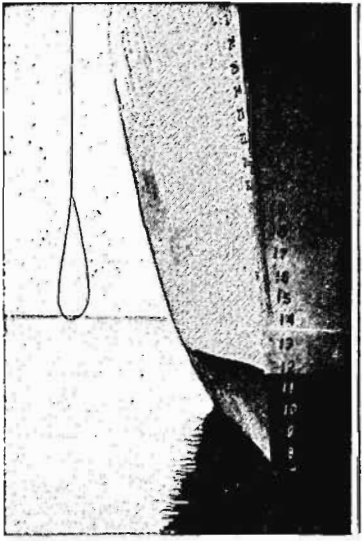
(Continued from Page 1)  
Valley. Beranek will remain at KNX-FM as transmitter supervisor when the station goes into operation.

The first 10,000-watt transmitter unit for the 50,000-watt station has arrived from the Western Electric Company and installation will begin immediately.

Tentative plans have been made by KNX to put the new FM station into operation in the Spring of this year.

## Horace Heidt Renewed For Another 13 Weeks

(Continued from Page 1)  
starting February 29. Heidt's half-hour which includes the presentation of amateur talent is broadcast on the network each Sunday at 10:30 p.m., EST.



## 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.

**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

**W-I-T-H**  
AM and FM  
Baltimore 3, Maryland  
TOM TINSLEY, President  
Represented Nationally By Headley-Road

# Bess Leaving WMCA; Figures In WOV Buy

(Continued from Page 1)  
 FCC approval of the transfer of WOV from Arde Bulova and Harry Henshel to Bess, Richard O'Dea and Harry S. Reichenstein, Newark, N. J., plastics manufacturer.

Involved in the sale, details of which were first printed in RADIO DAILY six days ago, are \$200,000 and 10 per cent of WNEW stock, currently held by O'Dea. The latter is a minority stockholder also in the Wodaam Corp., current licensee of WOV. His holdings in Wodaam—20 per cent of the Class B stock and 50 per cent of the Class A—will be surrendered in return for one-third of the common stock and all of the preferred stock in a new corporation to be known as General Broadcasting Co. O'Dea also will serve as a vice-president of the new firm at \$15,000 annually.

Bess, who has been with WMCA since October, 1946, will receive one-third of the common stock of General Broadcasting and will serve as president of that firm, it was reported. For 13 years before his association with WMCA, Bess was with WNEW, in later years as vice-president in charge of sales. Previously he was in the agency field. At present, he said, he has "no plans to change the format" of WOV.

No successor to Bess has been chosen as yet by WMCA. In a letter to Bess accepting his resignation, Nathan Straus, owner of the outlet, said "Your association with WMCA has been helpful and profitable to us. It is with real regret therefore that I accept your resignation, and in doing so I want to be among the first to congratulate you, and at the same time to extend on behalf of all your associates at WMCA best wishes for the success of your new venture."

## Consolidate WBAP Sales

Fort Worth—Consolidation of regional and national AM sales into one department and the creation of a television sales department has been announced here by George Cranston, manager of WBAP. Keith Baldwin, national sales director for the past two years, takes over as commercial manager, AM. Roy Bacus, former AM commercial manager, is appointed commercial manager, TV. Like Baldwin, Bacus will handle both regional and national sales in his department.

## RIP LAWSON, ADVENTURER!!!

- 3 or 5 a week transcribed action series—beamed to the juvenile-family appeal.
- 130 episodes just completed with top acting—scripting—music and sound.
- Any episode for audition purposes, they stand on their individual merit.
- To fit your budget with sales results contact: James Allen, Soundscript Radio Productions, 6600 St. Francis Terrace, Hollywood 28, California.

# ★ AGENCY NEWSCAST ★

**MORT JACOBSON**, president of Morton Radio Productions, Inc., has just sent out a notice to all agencies and stations announcing his latest musical show "The Hometowners" (NBC Quintet). The 156-episode series was finished December 26, 1947, just in time to beat the deadline. The company has expanded into new and larger quarters at the same address, 360 No. Michigan Avenue, Chicago.

**WOLFE-JICKLING-DOW & CONKEY, INC.**, of Detroit, announce the appointment of Florentine Urban to the creative staff. Miss Urban will also function as account executive on several of the agency's radio accounts. Formerly associated with a local department store chain in a merchandising and promotion capacity, Miss Urban has most recently been engaged in creative promotion and publicity for several Detroit advertising agencies.

**WILLIAM VON ZEHLE & COMPANY, Inc.**, New York, has expanded from the eighth to the ninth floor at 25 West 43rd Street to make room for enlarged executive offices. Personnel includes 26 employees, with \$4,000,000 billing as of January 1st.

**GARDNER ADVERTISING COMPANY** has announced the promotion of James F. Quinn to research director. He has been assistant research director.

**FASHION FOUNDATIONS CORP.** of New York City has appointed Roy S. Durstine, Inc., as advertising agency for their complete line of women's foundation garments.

## Rep. Kearns To Introduce His Disk Bill Next Week

(Continued from Page 1)  
 for home consumption will probably be introduced next week. It has been held up in the drafting, he said, but will definitely be offered. Stiff penalties will be set for commercial use of any future domestic record releases not specifically marked for commercial use; a higher price will be paid for these releases, with the difference to go to performing artists and the AFM.

## New AM Station OK'd

Washington—A new AM station was okayed for the Houston County Broadcasting Company, Crockett, Texas—a 250-watter, daytime only, on the 1570 band.

## Newsmen's Dinner Draws 600

Washington—Over 600 members of the Radio Correspondents Association turned out Saturday night to honor President Truman at the association's annual dinner at the Hotel Statler. Bob Hope emceed the affair, with Bill Henry of CBS presiding for the association.

**COURTLAND D. FERGUSON, INC.**, Washington, Baltimore and Richmond advertising agency, has been appointed to handle the advertising of the W. H. Reisner Manufacturing Co., Hagerstown, Md. Products to be advertised include special coils, relays and King Minnow Nets.

**ST. GEORGES & KEYES, INC.**, announce that John C. Gourlie has joined their staff as publicity director. For 17 years he was with the J. Walter Thompson Company as public relations executive, copy writer and account executive. For the Detroit office of Thompson he was account executive on Ford trucks, parts and service and by-products.

**HILA**, Radio Caribe of Santiago, Dominican Republic, has appointed Melchor Guzman Company, Inc., as its United States and Canadian representatives. Additionally, HJFM-HJFK, La Voz de Armenia of the city of Armenia, Colombia, has reappointed Melchor Guzman Company, Inc., as its United States and Canadian representatives.

**NEW MANAGERS** for two of the branch offices of Radio Exports, Inc., have been announced by Edward F. Loomis, president. Simon Nathenson, formerly an editor in the New York office, has been named manager of the Detroit branch, and Carl A. Hirschfeld, formerly manager in Detroit, has been chosen to head the firm's Rockford, Ill., office, which covers the Chicago area. John J. Fitzstephens, who has served as a monitor in New York, has taken over Nathenson's post as an editor.

## N. Y. Mayor to Dedicate New WNYC-FM Facilities

(Continued from Page 1)  
 which will place in operation the station's new 10-kw. Western Electric transmitter. Operating with effective radiated power of 18-kw., the new equipment has a six-bay cloverleaf antenna located atop the building, 597 feet above downtown Manhattan.

WNYC-FM also will increase its broadcast sked and will be on the air from 7 a.m. until midnight. Oldest non-commercial FM outlet in the country, the station has been on the air since September, 1943.

## Madeline Carroll Sked

Actress Madeleine Carroll, recently returned to the U. S., has been signed for two one-hour "Theater Guild" shows on ABC this month plus a 60-minute "Studio One" production on CBS. She'll be heard Feb. 15 in "Dark Victory" over ABC, 9:30 p.m., EST, and again on Feb. 29 in "The Barretts of Wimpole Street." Miss Carroll is scheduled for a starring role in Fletcher Markle's adaptation of "A Farewell to Arms" over CBS Feb. 17 at 10 p.m., EST.

# Repairmen Issues Will Be Heard Today

(Continued from Page 1)  
 study the situation will report at today's meeting. Members of the group are James C. Dunne, manager of the Commerce and Industry Association's legislative bureau; John W. Van Allen, RMA counsel; Gerald Nierenberg, of the Electrical Appliances Merchants Association; Max Liebowitz, president, Associated Radio Servicemen of N. Y.; L. R. Barrett, of the New York Better Business Bureau, and H. N. Merritt, of Consolidated Edison.

**Two Groups in Opposition**  
 At least two groups represented on the committee, RMA and ARS, are known to be opposed to any licensing plan. Bond Geddes, RMA executive veepee, is expected to offer as an alternative for licensing a plan for industry regulation recently approved by the organization's board of directors.

## Soft Drink Client Buying Fla. Spots

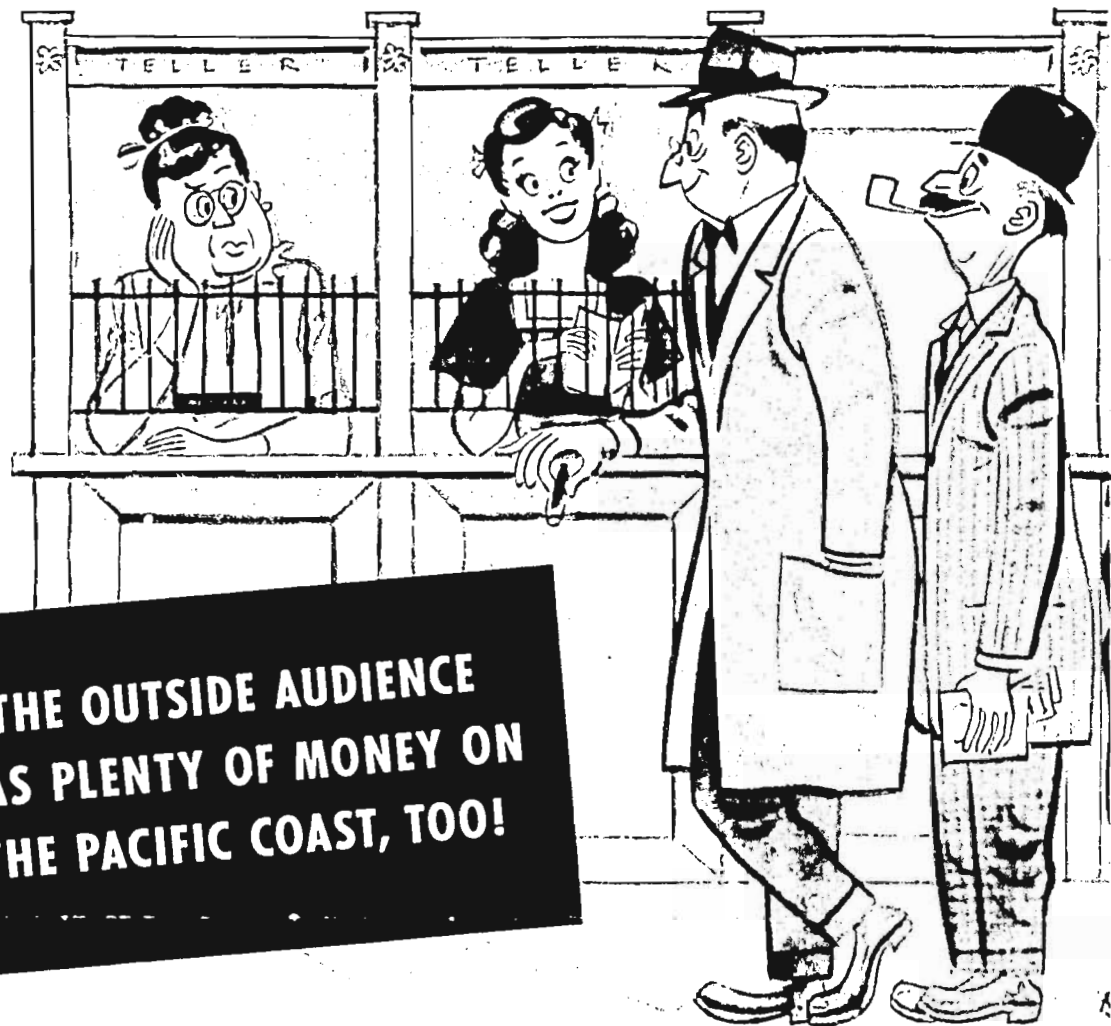
(Continued from Page 1)  
 test staged in the former city to select the local Psyche, goddess of beauty which the company uses as a trade mark.

Campaign, consisting of up to 16 time signals and transcribed spots a day per station, is running on the following stations: WIOD, WQAM, WGBS, WWPB, Miami; WKAT, Miami Beach; WJNO, WIRK, West Palm Beach, and WEAT, Lake Worth. Agency is Kenyon & Eckhardt. Length of the campaign on the Florida stations is on an indefinite basis and may run for a considerable period.

## Pearson Takes Stand Today

Washington—Commentator Drew Pearson will take the witness stand today as the FCC proceeds with its hearing in the WBAL case, in which Pearson and Col. Robert S. Allen seek to take over the Baltimore station from Hearst Radio on "blue book" charges.

Worcester  
**WTAG**  
 Slanted to the  
 Central New  
 England  
 Market



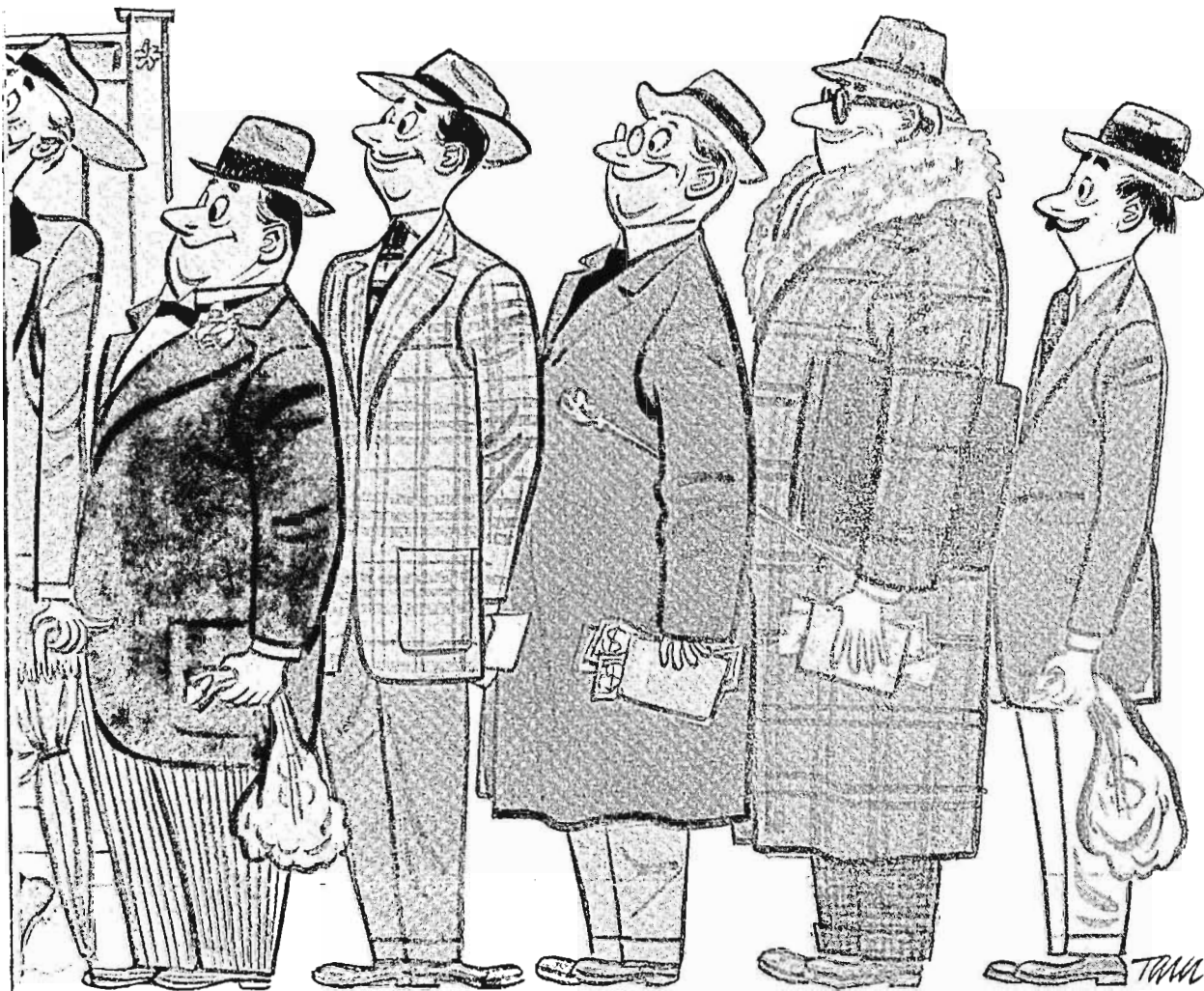
**THE OUTSIDE AUDIENCE  
HAS PLENTY OF MONEY ON  
THE PACIFIC COAST, TOO!**

**T**RUST DON LEE to line up the wealthy customers! Over 5½ billion dollars of yearly buying income circulate in the *exclusive Don Lee outside market*, the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane. Only Don Lee completely covers this outside market—a C. E. Hooper 276,019 coincidental telephone-call survey proves

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*The Nation's Greatest Regional Network*





44 local Don Lee stations, two and three times as many stations as any of other networks, bring your sales messages to every one of the 44 important Pacific Coast markets... markets not influenced by long-range broadcasting because of the thousands of high mountains on the Pacific Coast. For results you can bank on, buy Don Lee. Don Lee delivers the *inside* market plus the *exclusive Don Lee outside market* at a lower cost per thousand radio families.

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Mutual  
**DON LEE**  
BROADCASTING SYSTEM



## LOS ANGELES

By RALPH WILK

JACK BENNY has written the foreword for Erskine Johnson's book on Hollywood, titled "Let's Have Lunch Some Day." Tome, which is Johnson's first, is slated for publication in the Fall.

Comedian Alan Young, already set in "Sweet Sue" at 20th Century-Fox, may do "Chicken Every Sunday" first on that lot. The latter flicker was shelved a year ago but now is red-hot for production. Young is heard on ABC every Wednesday night.

Joseph Stauffer, program director for N. W. Ayer & Son, Inc., left Thursday (5th) with the three half-hour audition records of "The Townspeople" for presentation to the client in New York. New additions to the all-star cast are Paul Lukas, Ann Rutherford, Henry Travers and Elizabeth Patterson.

Cy Howard, writer-producer of "My Friend Irma," currently working on a new radio show, "The Little Immigrant."

Bob McAndrews, Young & Rubicam Hollywood promotion manager, spoke yesterday on advertising fundamentals at regional dinners of the California State Dept. of Education Retailers' Institutes at Escondido and today at North Hollywood.

Ed East started a new morning show on KNX and the Columbia Pacific Network of the type which first established him as a radio personality. Called "Ed East and Polly," the show features Ed and his wife, Polly East, in fifteen minutes of chatter, songs, recipes and philosophy.

Last week 130,906 pieces of mail were delivered to NBC's "People Are Funny," bringing the total mail count on the Raleigh Riddle to over 1,000,000 since last December.

Sidney N. Strotz, vice-president in charge of NBC's Western Division, will be the speaker at the Los Angeles Junior Chamber of Commerce luncheon February 11, at the Biltmore Hotel. He will talk on television.



## Mainly About Manhattan . . . !

• • • Hollywood has been screen-testing Handsome Harry Wismer with the result that he'll be seen as the sportscaster in forthcoming "Life Of Babe Ruth." . . . They're now installing automatic singing commercials on coin-operated soft-drink vending machines. (You hear an ad jingle with each cup). . . . Juke-box syndicates, incidentally, are having their headaches with a new type slug which is not affected by the magnet attachment that's been their protection up to now. . . . CBS readying a new series for Bill Goodwin tagged "Alexander Bolts." . . . Maury Farrell, from Atlanta, Ga., has the inside track to get the nod on teaming up with Frankie Frisch for the Giant games. . . . Bill Slater won't do the Yank television games this season due to many other commitments. . . . Detroit Symphony renewed through April, thus putting the quietus on reports about ABC grabbing off a new 8-9 Sunday nite show. . . . Aside to Clifton Fadiman: Your mention of Geo. Hicks as being a Mutual correspondent on your "Info, Please" airtel last week was a nice gesture and all that only Geo. was and still is an ABC correspondent. . . . Lucky Stiiques, frantically looking for a video show, may settle on Ed Wynn. . . . Recommended reading: Paul Gardner's punchy article in the Feb. American Legion mag on Robert Allman, blind Philly sportscaster and former college wrestling champ. . . . Herb Sheldon's pip description of the Runyan Cancer Fund: The Cause That Refreshes.



• • • IMP-PRESSIONS: Tommy Morton: Make Mine Manhattanity. . . . Loyd Shaffer: High Baton Average . . . Spencer Hare: Rabbit-Fire Publicist. . . . Bob Ripley: Fantastickler. . . . Peter Lorre: Rhapsody in Boo. . . . Jack Benny: Little Beau Cheap. . . . Henry Morgan: Irresponsorble. . . . Florence & Fredric: Oo-La-Lapaloozas.



• • • "A new talent that has swept show biz off its feet," is the way Columbia Records describes Kay Thompson. Applesauce, say we. That anyone can call Kay "new talent" is merely another sad reflection on radio's neglect of its own. It goes back to the days when radio built, and was built by its own talent only to neglect it as ad agencies were allowed to take over production. Now, while radio beats its head pretending to seek new talent, other media claim our own as "new!" Kay Thompson has been in radio for more years than a gentleman should admit. Her original and terrific choral arrangements were highlighted by Fred Waring, the Hit Parade and major nets for years. Other radio talent that had to go to the far off hills to find the green stuff are guys like Ken Lane, now doing choral arrangements in H'wood—composers Hugh Martin and Ralph Blane, who had to go to musical comedy and movies for recognition—Irving Reiss, now producing films in H'wood after helping to establish the Columbia Workshop—Leith Stevens, who used to be a CBS house musician before he composed scores for films, to mention a few. The writers and actors are too many to even try to name. These men and women are not mere amusers-of-the-public. Their talents reach deep into the roots of the art of entertainment. Radio needs them as much now, if not more, as we did years ago. The current trend of networks to again take over the reins of program creation and production is healthy, we think, and has come just in time. We can't afford to throw away talent that is so little worn that other media accept it as "new!"



• • • SID-BITS: John Scott now writing radio col'm for the Valley Stream, L. I., Mail. . . . Lew Danis, State Dep't top Italian-language newscaster, signed for the lead role in an Italian soap-opera for WOV next week. Sponsor is an Italian soap company, natch. . . . The 10-year-old lad who guested on John Gnagy's "You Are An Artist," over NBC's video station is the son of Ernest A. Marx, gen'l mgr. of Du Mont's receiver division.

## CHICAGO

By NAT GREEN

AMONG visitors to the NBC Chicago offices the last few days were Vernon Nolte, manager of WHIZ, Zanesville, Ohio; John Farrar, public relations manager of the Future Farmers of America, and three chief engineers: Ernest L. Adams of WHIO, Dayton, Ohio; C. F. Daugherty, WSB, Atlanta, Ga., and Milton C. Scott, WIOD, Miami, Fla.

MEAW, Evanston FM station, completed its first year of broadcasting, and claims to have broadcast more live programs during 1947 than all the other FM stations in the Chicago area combined. Station's new numbers 21.

Pat Burton, WBBM newswoman and feature writer, left Friday for a three-week visit with relatives in San Diego, Calif.

The contest being sponsored by ABC's "Town Meeting" program exclusively over WENR is attracting a large number of contestants. Winners will receive a wrist watch, an expense trip to New York for their persons, and various other prizes. Contest closes February 20.

WNMP, Evanston, Chicagoland's newest AM station, in a special show Sunday on its "Masterpieces of Music" program broadcast a salute to Mohandas Gandhi by the Hindus. Students Association of Northwestern University.

• ADAM HATS • MARLIN BLADES

STILL  
DELIVERING  
"JINGLES  
that don't  
JANGLE!"

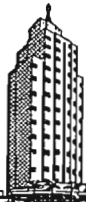
with  
Soloists, Duos, Groups,  
Harmonicas, Ukles, etc.

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Our Production Service is  
now available to all. Your  
Jingle sung, or written,  
packaged, produced.

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LANNY & GINGER GREY  
Radio Programs & Jingles  
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• SOAPINE • ADAM'S CLOVE &amp; BEEBMAN'S GUM • COCILANA

• MINUTE-MAID ORANGE JUICE



THERE'S ONLY ONE

Lord Tarleton  
MIAMI BEACH

OCEAN FRONT • 40th to 41st Sts.  
Reservations Invited • Walter Jacobs

# TELEVISION DAILY

Daily section of RADIO DAILY — Tuesday, Feb. 10, 1948 — TELEVISION DAILY is fully protected by register and copyright.

## THEATER TELEVISION PLANS GIVEN SETBACK

### TELE TOPICS

By JIM OWENS  
Associate Editor

NBC, which with The Theater Guild, have been building sturdy milestones along television drama's glory road, have found a sponsor—but they're keeping it under wraps until details are worked out. Contract is said to call for a "hands-off" policy by the controller, with the web and Guild retaining control of the show. Guild shows have been running around \$7,500 per... International News Service planning a feature on a video news show, with Roger Forster getting a few bows for his able commentary... CBS, prepping for resumption of all-out tele activity, quickly implementing its executive staff at WCBS-TV.

MOST popular time segs at the moment are those preceding and following five telecasts... General Electric has bought the NBC tele newsreel, starting Friday (7-9:10 p.m.) March 5. Show, which is controlled by GE on the full web, will be narrated by Paul Alley... Irwin Rose, one of Gotham's top sports publicists, will accompany Joe Louis to England on the champ's exhibition tour. As Mike Jacobs' radio rep, Rose will also scan John Bull's tele progress on the jaunt... Zetka Laboratories starts mass production next week of a new-type flat-faced video tube which is said to provide twice the screen size of conventional oval tube—and at approximately the same price.

QUEEN For a Day," popular radio airer, now a daily a.m., feature on W6XAO, the Don Lee outlet while it originates in Hollywood... Milwaukee video audience, which numbered 1,000 sets a month after WTMJ-TV hit the air, is expected to include 13,000 "television families" by the end of '48... Producers of large-screen video sets will soon outnumber the stations on the air. Tradio, Inc., Asbury Park (N. J.) outfit, will debut a new production set Friday night at the Park Central

### Tele For Hire

Boston, Mass.—Anticipated demand for video receivers by restaurants, bars and hotels in The Hub has resulted in the opening of a branch office here by Bell Television, Inc., New York firm which specializes in the renting of large-screen tele sets, it was announced yesterday. Company, which rents receivers on a day, week or monthly basis, expects to have its branch in full operation for delivery by early spring.

### RKO Plans To Demonstrate Theater Television Halted By Objections Of NBC And Fight Promoters; Film Company Has No Further Plan At Moment

(Continued from Page 1)

last night. Originally scheduled as the first public showing of a video program simultaneously with a regular cinema performance, RKO cancelled the demonstration "until further notice."

Decision to postpone the showing was the result of conversations held over the weekend between Niles Trammell, president of NBC, and Ned E. Depinet, executive vice-president of RKO-Radio Pictures, in which the latter was informed that NBC and the 20th Century Club reserved all property and legal rights to the event in question. 20th Century officials reiterated yesterday that it retains all rights to boxing in Madison Square Garden and the St. Nicholas Arena—"and these include motion pictures, in any form, as well as radio and television." It was further emphasized that this stipulation "clearly appears on admission tickets" to such events.

#### RKO Calls Ruling "Temporary"

It was reported in some quarters that RKO's decision to cancel the event was motivated by a "temporary ruling" by NBC and 20th Century, but the latter indicated that current clauses of this nature will undoubtedly be included in all future contracts. It also hinted that a theater showing of this type might establish a precedent which may later result in a "difficult" situation regarding theater tele pickups of sports.

Cancellation, and the reasons for it, came as a surprise to the trade, since it was assumed that all necessary clearance had been obtained by RKO

prior to the announcement. It was reported, however, that the fight club had officially learned of the proposed arrangement only late Saturday and that hurried conferences between Sol Strauss, acting director of the club and the ailing Mike Jacobs, its president, brought a quick and decisive refusal. Jacobs' position in regard to telecasts of boxing events under his club's jurisdiction has long been one of shrewd bargaining, particularly because of tele's potential as a money maker.

Although last night's demonstration was to have been the first "official" showing in a New York theater, it would not have been the first fight telecast piped into a movie theater. On May 9, 1941, NBC undertook an experimental pickup of a light heavyweight championship tilt between Ken Overlin and Billy Soose in Madison Square Garden which was shown to a special group of industry execs in a then-vacant picture house adjacent to the 8th Ave. arena.

### FCC Issues TV Grants To WHAM And WNBZ

Washington Bureau, RADIO DAILY

Washington—FCC yesterday granted commercial tele channels for Stromberg-Carlson (WHAM), in Rochester, N. Y., on Channel 6, and for WNBZ, Binghamton, N. Y., on Channel 12. Application of United Broadcasting Corp., for a channel in Pittsburgh, Pa., was set for hearing.

## Ziv Enters Tele Business; Sets Up Own Film Library

Frederic W. Ziv Company, one of the top independent producers of open-end transcribed radio programs, announced its entry into television yesterday with the setting up of a wholly-owned subsidiary, Ziv Television Programs, Inc. John L. Sinn, exec veepee of the parent company, is proxy of the new corporation, which has purchased entire assets and library of General Film Library, Inc., (N. Y.) for a figure "in the neighborhood of \$240,000."

Offering 35mm and 16mm Film Library consists of approximately 10,000,000 feet of stock shot film available in either 35mm or 16mm and covering practically every subject. Library has also been catalogued for

tele's requirements and made available to stations and sponsors on a lease basis at so much per foot. New Ziv firm will use the same system in tele as that now in operation in its ET radio business.

Sinn, who returned from Hollywood last week, said the library would serve, for the present, as the basic product to be supplemented by original productions, custom-built commercials, open-end shorts, and features, etc. Large plant has been set up in the Bonded Film Storage building in Harlem where cutting and editing will be done. Robert Jacques, formerly with NBC's tele department, joins Ziv Television Programs as editor and production supervisor.

### Tele's Future Rosy, Jeff Tells Adv. Men

(Continued from Page 1)

or, to state it differently about thirty-six million families."

Characterizing FM as "a superior technical system of broadcasting," Jett said that about 1,000 stations are either in operation or under construction. He said that by the end of the year there should be about five million FM receivers in use in this country.

"Just how rapidly FM develops will depend on how rapidly the public accepts this new method of program transmission," Jett continued. "While I hesitate to make predictions concerning the speed with which people will shift from AM to FM, I venture the guess that twenty-five million FM receivers will be in use within five years."

#### Tele's Future Bright

Declaring that television "is the biggest thing in radio," Jett dwelt at length on the development of the new art. He discounted rumors that the present black and white system of television is "temporary" in nature by saying that it would take a minimum of five years to develop a new system of television.

"I have been reliably informed that within the next two of three months all available commercial television channels will have been licensed or applied for, in the first 50 markets of the United States," Jett continued.

Concluding Jett said: "Television is the biggest thing in radio. It is growing very fast, and improvements may be expected gradually over the months and years ahead."

### Inside Tele

Entire history of the technical development of television, which traces back to the year 1873, will be dramatized on "Eye Witness" over WNBZ on Feb. 26th. Progress of the medium will be depicted in live dramatic sequences, with Dr. V. K. Zworykin, RCA official, explaining some of the knottier problems that video had to overcome. Program, which will be aired 1,078-8:30 p.m., EST., will be emceed by Ben Grauer.



JETT

COAST-TO-COAST

ALABAMA — GADSDEN—"Matching Wits," a 30-minute quiz featuring four students from each of the two city high schools, will be broadcast for 34 weeks over WGNH. Points will be given for correct answers and the winning team will get a cash prize. . . . MONTGOMERY—Charlie Zeenah, WSFA sports announcer, is convalescing from a leg operation at Campbell's Clinic in Memphis, Tennessee. . . . The annual installation of Exchange Club officers' show had its entertainment provided by WMGY entertainers, Ed Moore, Caldwell Stewart and Joe Petranka.

CANADA — EDMONTON—Latest addition to the fast and growing CJCA local show list is the Gas Company's "Blue Flame Theater" program heard Sundays at 4:00 p.m. Show is a joint presentation of Calgary's "Workshop 14" and CJCA's Radio Players, each group appearing on alternate broadcasts. Program is also heard over CFAC, Calgary. . . . NEW WESTMINSTER—The Kellogg Company of Canada has booked a short announcement campaign with CKNW for "Bran Flakes." Announcements run five per week, Monday thru Friday for 52 times.

CONNECTICUT — HARTFORD — WONS news and special events department is planning wide coverage of a special session of the Connecticut General Assembly which convenes February 17. Opening address of Governor McConaughy will be broadcast, as will all important discussions. . . . NEW HAVEN—New member of the WNHC announcing staff is Dan Allison who comes from KLZ, Denver, Colo. Allison's previous affiliations include KPCC, Pasadena, Calif., and KRIS, Corpus Christi, Tex.

INDIANA — FORT WAYNE—Ralph Mueller is a new member of the WOWO announcing staff. Ralph was formerly program director at WRAN, Kankakee, Illinois. . . . BLOOMINGTON — Indiana University's School of the Sky is now being broadcast by WOWO, Fort Wayne, making a network of 11 stations airing the daily education series. Other stations are WBOW and WBOW-FM, Terre Haute; WCSI, Columbus; WCNB and WCNB-FM, Connorsville; WJOB, Hammond; WSUA, Bloomington; WSBT, South Bend; WMLL, Evansville, and WCTW, New Castle.

MASSACHUSETTS — BOSTON—Joan Haslam has joined the WCOP sales department as secretary to A. N. Armstrong, Jr., station's national sales manager. . . . PITTSFIELD—WBEC, this city's newest radio station, has received a good-service plaque from the VFW for its public service work in promoting the organization's activities. Presentation was made to program director, Frank Wiener, in ceremonies at the studios. . . . A. A. Michelson, former news writer and on the staff of the Berkshire Evening Eagle, owner of the station, has resigned to join the Madison, Wisconsin Capital Times.

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 Jan. 30-Feb. 5, 1948.

Table with 2 columns: TITLE and PUBLISHER. Lists 30 songs and their publishers, including 'A Fellow Needs A Girl', 'All Dressed Up With A Broken Heart', 'Ballerina', etc.

Second Group

Table with 2 columns: TITLE and PUBLISHER. Lists 20 songs and their publishers, including 'An Old Sombrero', 'Best Things In Life Are Free', 'Don't You Love Me Anymore', etc.

Copyright, 1948, by office of Research, Inc.

PROMOTION

For Sidewalk Superintendent "New Look" was injected into promotion for the Philadelphia E. I. du Pont de Nemours & Co. television outlet, WCAU, which goes into operation February 16. A pair of 200-power binoculars were set at various locations throughout the city and the public was invited to watch the ironworkers erecting the 737-foot tower atop the Philadelphia Saving Fund Society Building. Re-prints from a bulletin story concerning the construction were distributed at the same time. Five local firms have inquired about borrowing the glasses for promotions of their own.

New World Map

A "CBS Map of The Changing World," the first such map published since World War II, will be made available to listeners via Columbia network's New York Philharmonic Symphony broadcasts for several months and will be sent to CBS stations for local distribution among civic and business groups. Announcement of the offer was made in a letter to CBS stations from Herbert Akerberg, vice-president in charge of station relations. The letter also included a detailed outline of general distribution plans.

Mexican Programming

Mexico City — Muriel Reger, the only woman broadcasting over Mexican air waves in the English language, has two new programs. Go Neighbor Time (Tiempo de Bu. Vecino) over XEOY is a three-week half-hour musical show—transcriptions being interspersed with news of interest to residents and tourists.

The other show, Calling All Women (Llamado Todas Mujeres) starts on Feb. 3rd over XEB. This program is heard twice a week and brings the microphone Mexican and American women who are prominent in their chosen careers.

Advertisement for WTAQ GREEN BAY. Includes text: 'Our News Editor is Michael Griffin... former INS New York Staff and TIME Washington Bureau Writer.' Logo for WTAQ 5000 CBS 1360. Slogan: 'When in need, phone WEED'.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 42, NO. 29

NEW YORK, WEDNESDAY, FEBRUARY 11, 1948

TEN CENTS

## RADIO REPAIR ABUSES TO BE REMEDIED

### Miller Will Report To UNESCO Session

Washington Bureau, *RADIO DAILY*  
Washington — Justin Miller, president of NAB, will be among industry leaders participating in the fourth meeting of the U. S. National Commission for UNESCO which meets at the Department of State Conference rooms on Feb. 17 and 18. The NAB president, as vice chairman of the National Commission, will submit the report of the executive committee.

Milton S. Eisenhower, chairman of the U. S. National Commission for UNESCO, will open the meeting on  
(Continued on Page 2)

### Seeks Further Clarification On Marshall Plan Cover

Washington Bureau, *RADIO DAILY*  
Washington — Representative Max Schwabe, Missouri Republican, has asked the House Interstate Commerce Committee to investigate the division of time devoted by the networks to discussion of the Marshall Plan, he said yesterday. Schwabe has recently made inquiries on his own which showed, he said, that proponents of the plan have had six times as much opportunity to express their views as have those opposed.

Schwabe admits, however, that he  
(Continued on Page 3)

### Will Produce New Series Of ETs On Juvenile Theme

William J. Holland Productions, Inc., of Cincinnati, has contracted with the NBC radio-recording division to record and manufacture 260 15-minute open-end transcribed programs on juvenile delinquency. Series will be titled "Firefighters."

### New Gimmick

Newest gimmick in listener participation shows is titled, "Beat the Weatherman" and is heard over WJBK, Detroit, under sponsorship of a coal company. Listeners are asked to predict the exact temperature at 3 p. m., each day and those coming up with the right answers are given cash prizes. The present unpredictable weather is resulting in a wide range of guesses.

### No Paper Tomorrow

The birthday of Abraham Lincoln, February 12, is celebrated as a legal holiday in most of the states of the Union. In observance, *RADIO DAILY* will not be published.

### Religious Broadcast Set On 600 Outlets

Special radio facilities, partly commercial and partly sustaining time, of over 600 stations has been arranged by the National Council of Protestant Episcopal Churches for a quarter-hour address on Sunday, Feb. 29, by the Rt. Rev. Henry Knox Sherrill, presiding bishop in America. At 11:30 a. m., local time, on that date pastors in some 4,500 Episcopal churches will temporarily halt their own services to pick up the transcribed broadcast of Bishop Sherrill discussing the responsibilities of Americans in rehabilitating war-torn areas in Europe and Asia.

Broadcast will be carried by ap-  
(Continued on Page 2)

### Juvenile Preferences Listed In Mystery-Story Study

Suspense, adventure, blood-and-thunder and helpful information, in that order, are a mystery story's most appealing elements to youngsters between the ages of 10 and 18, according to a survey conducted by Metropolitan Youth Survey Co. for "House of Mystery" (MBS, Sundays, 4 p. m., EST.).

Personal interviews were conducted  
(Continued on Page 4)

### Industry Support Sought By Amer. Heritage Sponsors

Radio's participation in the American Heritage Foundation's campaign for the national observance of 1948 as "a year of rededication by all Americans to their heritage of freedom" has been requested of the country's outlets by William B. Lewis, national chairman of the Foundation's radio committee, and by Justin Miller, president of the NAB.

In a letter to all broadcasters, Miller pointed out that "radio can reach in

### RMA Spokesmen Attend N. Y. Confab And Offer Industry Cleanup Plan; Oppose Regulatory Ordinance

### Red Cross Campaign To Get Underway Soon

Radio's participation in the annual Red Cross drive will get underway in the New York area on February 27 and throughout the country March 1.

In New York representatives of networks, stations, and the trade press have been invited to a luncheon at the Waldorf-Astoria Hotel on Feb. 18 at which time Jim Sauter, chairman of the radio division, will explain local needs for radio support. Plans for the national campaign  
(Continued on Page 2)

### Benny, Hope, Skelton Top 15 Pacific Hooperatings

Jack Benny, Bob Hope and Red Skelton are one-two-three on the first 15 Pacific Hooperatings list for the month of January, which was released yesterday.

Following, in order, were: Walter  
(Continued on Page 2)

### UN Secretariat Using New CBS World Map

Attesting the reference value of the CBS "Map of the Changing World," the United Nations Secretariat at Lake Success yesterday requested a  
(Continued on Page 8)

By IRWIN ROSTEN  
Staff Writer, *RADIO DAILY*

A two-hour meeting of about 35 representatives of all phases of the industry yesterday paved the way for eventual solution of the problem of abuses in the radio repair field. Although all present recognized that the problem has become an acute one for the entire industry, each group represented had its  
(Continued on Page 3)

### Industry Music Group To Push ET-Ban Fight

Industry Music Committee is planning an all out effort to force the AFM to halt its recording ban through such legal instruments as the Taft-Hartley law and various other pieces of legislation written into the record during the last year. Full committee, with representatives from the entire broadcasting industry present, met yesterday in New York  
(Continued on Page 3)

### Hyde Asked To Go West To Query Wm. R. Hearst

Washington Bureau, *RADIO DAILY*  
Washington — Commissioner Rosel H. Hyde was asked yesterday by counsel for Drew Pearson and Robert S. Allen to go to California with  
(Continued on Page 8)

### Code Note

Every indication now points to the fact that the revised NAB Code will not be submitted to the membership for consideration until sometime in March and will not come up for final adoption until the May convention in Los Angeles. Members of the NAB board meeting Feb. 24-26 are scheduled to revamp the commercial time section and make other changes.

RADIO DAILY



★ COMING AND GOING ★

Vol. 42, No. 29 Wed., Feb. 11, 1948 Price 10 Cts.

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

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

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FINANCIAL (Feb. 10)

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

10 YEARS AGO TODAY

(From the files of Radio Daily) RCA net profit for 1937 was estimated at \$9,000,000, equal to 41.5 cents a share on common. Previous year's net was \$6,155,900. . . RADIO DAILY celebrated its first birthday. . . Measure was drawn up by Sen. Clyde L. Herring to set up board of reviews within FCC to "protect" children from "unfit" programs. . . James W. Baldwin announced his resignation as managing director of NAB.

WANTED: SALESMEN Now employed, traveling as representatives for Radio Transcription Companies, or radio station supply-service organizations. . . also represent us with a fast selling sure fire BRAND NEW service for station sportscasters and sports departments. This is your opportunity to make extra income. We are sure our proposition will be more than attractive to you. Service ready to start early in March! Write Charles E. Bang, 801 Chester Ninth Bldg., Cleveland 14, Ohio.

CARL BURKLAND, general sales manager in the Radio Sales division of CBS, leaves today on a business trip to Washington.

RUSSELL G. WINNIE, manager of WTMJ, Milwaukee, is spending a couple days in New York for conferences at NBC, with which the station is affiliated.

ROBERT De HART, of the Columbia network's general engineering staff, is in Washington on business.

J. P. BEACON, president of WVWV, Fairmount affiliate of MPF, has arrived from West Virginia. He is accompanied by Howard J. Forbes, commercial manager.

MILTON BACON, assistant to the general manager of WCBS, will deliver an address tomorrow before the Parent-Teacher Assn. of Bloomfield (N. J.) High School.

JOHN R. HENZEL, general manager of WHDL, Olean, N. Y., was welcomed yesterday at the offices of ABC, with which the station is affiliated.

JOHN L. MERDIAN has arrived from WPIT, Pittsburgh, and is conferring on station business at the offices of his national representatives.

EDGAR KOBAK, president of the Mutual network, and FRANK ZUZULO, assistant publicity director for the web, are on business trips, the former to St. Louis, Chicago and Buffalo, the latter to Pittsburgh.

JOHN J. LAUX, general manager of WSTV, Steubenville, Ohio, is in town visiting with the station's national reps.

THOMAS L. BROWN, general manager of WGVA, is here from Geneva for confabs with officials of the Mutual network.

S. C. VINSONHALER paid a call yesterday at the offices of the American network. He's president of KGHJ, Little Rock, Ark.

IRVING TEETSELL, manager of WFPG, Atlantic City, is in Gotham for talks with executives of ABC and also for conferences with his national representatives.

BILL BROWN, production supervisor of "Checkerboard Jamboree," heard on Mutual from Nashville, Tenn., is visiting at the New York offices of the web.

GEORGE BINGHAM, general manager of WKIP, Poughkeepsie, N. Y., arrived in Gotham yesterday on a short business trip.

Judge Miller Will Report To Fourth UNESCO Session

(Continued from Page 1) Tuesday morning with an address which will emphasize the growing importance of the role of national commissions in the United Nations Educational, Scientific and Cultural Organizations. Dr. Howard Wilson, associate director of the Carnegie Endowment for International Peace, will also be heard at the morning session. He will report on the results of the recent General Conference in Mexico. Highlight of the second day's meeting will be a report by Edward W. Barrett, editorial director of Newsweek, for the Information Committee. Barrett's report will cover radio and press participation in UNESCO's plans.

Benny, Hope, Skelton Top 15 Pacific Hooperatings

(Continued from Page 1) Winchell, Fibber McGee & Molly, Fred Allen, Charlie McCarthy, Bandwagon, Truth or Consequences, Radio Theater, Life of Riley, Sam Spade, Amos 'n' Andy Eddie Cantor and Take It or Leave It. Average evening rating was 10.1 up 0.3 from the last report and up 0.4 from a year ago. Average evening sets-in-use also increased, with a mark of 35.3, up 0.5 from last report, but down 0.3 from last year. Noteworthy was the fact that 12 shows among the first fifteen were on that list a year ago, the only "outsiders" being Life of Riley, Sam Spade and Take It or Leave It.

Red Cross Campaign To Get Underway Soon

(Continued from Page 1) are being worked out by Red Cross headquarters in Washington with the NAB, Advertising Council, networks and other agencies lending their support to the drive.

Religious Broadcasts Signed On 600 Outlets

(Continued from Page 1) proximately 200 Mutual affiliates plus 400 others lined up by the H. B. Humphrey Co., agency handling arrangements for the National Council of Protestant Episcopal Churches. According to the agency, this is the first time the National Council has used a major network. Council has offered to pay all stations for the 15-minute time period but in many cases the broadcast will be carried sustaining. WOR, New York, has scheduled it as a public service. Address to Be Interdenominational Episcopal Church is one of 21 Protestant members of Church World Service, set up in behalf of world relief. Bishop Sherri's address will be interdenominational and his remarks are part of a coordinated plan to provide material and spiritual needs to pattern the course of Christianity in Europe and Asia.



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.

WEVD advertisement featuring a microphone icon and text: 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. KENNY GREENFIELD Mgr Director N Y 19

W-I-T-H AM and FM Baltimore 3, Maryland TOM TINSLEY, President Represented Nationally By Headley-Reed

## Industry Music Group To Push ET-Ban Fight

(Continued from Page 1)

and there was heavy discussion on the possibility of methods at hand which might be used to force James Petrillo to back down.

Committee members feel there are a number of laws which, if dug into jointly by industry legal counsels, will provide the weapon to legally force the union to put musicians back into recording studios. It's believed by committee members that current legislation can be used to brand the union a monopoly, charge it with restraint of trade and accuse it of secondary boycott.

Committee has set no time table for starting court action but it's now evident that the group doesn't intend to sit back and wait for AFM to halt the ban. Matter is now getting detailed attention by attorneys in the industry and particularly by Sydney Kaye, special legal counsel for the committee.

Full committee got reports yesterday from Kaye and Verne Burnett, public relations counsel. Members were also brought up to date on details of network negotiations with AFM by industry negotiators.

Washington Bureau, RADIO DAILY

Washington—The NAB employee-employer relations committee yesterday called for continuation of the industry music committee and praised the group's work thus far. A resolution adopted yesterday by the NAB group hailed the "amity and progress made by both the industry and union negotiators" as "a significant forward step." The progress, it said, was due in large part to the "coordinated efforts of all elements in the industry music committee."

With additional problems yet to be solved, it resolved that "it becomes more desirable than ever that all participants in the industry music committee continue their united efforts firmly and patiently to work out sound, long-term solutions of all phases of the music problems."

### Brown Plans Auditions

Eddy Brown, concert violinist and musical director of the WHLI and WHNY, Hempstead, L. I., will inaugurate a 13-week talent quest on Tuesday, Feb. 17, offering radio appearances to talented amateurs.

### RIP LAWSON, ADVENTURER!!!

- 3 or 5 a week transcribed action series—beamed to the juvenile-family appeal.
- 130 episodes just completed with top acting—scripting—music and sound.
- Any episode for audition purposes, they stand on their individual merit.
- To fit your budget with sales results contact: James Allen, Soundscript Radio Productions, 6600 St. Francis Terrace, Hollywood 28, California.

## Officials Of RMA Offers Plan To Eliminate Repair Abuses

(Continued from Page 1)

own interpretation of the situation and each offered a different plan for its solution.

Held in the board room of the Commerce and Industry Association of New York, the meeting was called by the Association at the request of Councilman Stanley Isaacs, author of a bill to license New York repairmen. Isaacs said he would revise his proposal or drop it entirely according to the forthcoming recommendations of the Association, which has enlisted the aid of an industry-wide committee in formulating a suitable program.

### Hopes for All-Out Cure

Stating that the "public must have confidence that it is not being gypped," Isaacs said he hopes for a "cure of all legitimate complaints" whether brought about through legislation or by the industry. The qualifications of the average repairman is the core of the problem, he said. His proposal, he added, is not an attempt to regulate business, but would make certain that those repairing radio receivers are qualified to do so. A license would be in effect a "diploma" and its issuance would be supervised by the industry, he said.

The industry is not in healthy condition, Isaacs continued, and his original bill was made too severe in a deliberate attempt "to shock the industry" into action. He asked the committee to decide if licensing is necessary, and if so, in what form. The fate of his proposal will be dependent on the committee's report, he added.

Thomas J. Miley, executive secretary of the Association, who presided at yesterday's confab, said a meeting of the committee will be called as soon as possible, perhaps the end of this week or the beginning of next.

### Geddes Gives RMA Views

The Radio Manufacturers' Association, which has gone on record in opposition to any form of licensing, was represented by its executive vice-president, Bond Geddes, and John W. Van Allen, counsel. Claiming that the licensing proposal would not eliminate the problem, Geddes offered instead an RMA plan whereby (1) manufacturers, dealers and distributors would urge the public to secure service "from manufacturers' authorized sales and service agencies"; (2) dealers would display signs signifying their appointment as "franchised" agencies; (3) RMA and its members would support local servicemen's organizations, and (4) the industry would sponsor a series of "Town Meetings" for servicemen to keep them informed of new developments in methods, instruments and other technical details. Five such meetings are planned this year, he said.

A campaign for public education on the problems of local repair shops was advocated by John F. Rider, pub-

lisher of technical manuals. Last year, he said, the country's 25,000 servicemen handled an average of 918 sets each at an average charge of \$5.70, for a gross income of \$6,000. Of this amount, he continued, 47 per cent was spent for replacement parts, leaving approximately \$3,000. How could a man whose earnings are on a bare subsistence level be accused of price-gouging and racketeering, he asked.

A similar stand was taken by L. B. Calamaras, executive secretary of the National Electronics Distributors Association, who said high repair bills are necessary because the cost of parts has increased from 60 to 150 per cent. The public must be informed of this fact, he said, and added that there is no reason to "pick on the small dealer." Pointing out that complaints about repairs are received by all industries, Calamaras said that radio has done more to improve itself than any other industry in the country.

### Calls Real "Gyps" a Problem

L. R. Barrett, of the Better Business Bureau of New York, said that public education will help the situation, but will not eliminate "out-and-out gyps," gouging and other malpractices. Where these abuses are present, he said, legal prosecution will provide the best deterrent.

Max Liebowitz, president, and Gerald Nierenberg, counsel, of the Associated Radio Servicemen of New York, held their organization to be the sought-for panacea.

Members of the committee are James Dunne, of the Commerce and Industry Association; H. N. Merritt, of Consolidated Edison, and Van Allen, Barrett, Liebowitz, Nierenberg and Calamaras. A consumer representative may be added to the group.

## Seeks Further Clarification On Marshall Plan Cover

(Continued from Page 1)

cannot disprove network explanations that the plan's opponents have not sought the time. He wants the Interstate Commerce Committee to look into this question—and also to consider the extent to which broadcasters should be obligated to balance their presentations on such a controversial issue, even though one side or the other may be unable to go out and buy equal time.

### Signs "Cinderella Weekend"

"Cinderella Weekend," the V. I. P. package show, was sold yesterday to WCAU, Philadelphia. Joe Connolly, program director on WCAU, announced the five-a-week give-away show, which features an all-expenses-paid weekend in New York to the weekly winner, would be slotted in the 9:00 to 9:30 a. m. spot Monday through Friday, on a participation basis.

## Heritage Foundation Will Get Radio's Aid

(Continued from Page 1)

for distribution to all outlets monthly program material according to the following schedule: February, "The Home and the Family"; March, "Taxation With Representation"; April, "Tolerance"; May, "The Duty to Bear Arms"; June, "Respect for Law"; July, "Community Responsibility"; August, "Public Education"; September, "Our Courts and Jury Duty," and October, "The Right and Duty to Vote."

Fact sheets together with spot announcements written by top commercial writers are being distributed by the Advertising Council. Jack Mullen, of Doherty, Clifford & Shenfield, and Reggie Morgan, of Ruthrauff & Ryan, are in charge of these kits.

Thomas D'Arcy Brophy is president of the Foundation. Philip H. Cohen is chairman of the radio committee's New York section and Barry Mahool is Eastern radio director.

## Yankee Web Presents Economist As Prices Fall

Boston—The sudden fall of the stock market during the past weekend and the fluctuations in the commodity market brought such widespread discussion that the Yankee Network news service secured the services of Professor Seymour Harris of Harvard University, one of the nation's outstanding economists, to discuss the matter over the network. Professor Seymour was secured by wire recording at his office and his views were aired over WNAC and the Yankee web.

### Mary F. Nassau

Mrs. Mary F. Nassau, 73, mother of Joseph M. Nassau, formerly general manager of WEEU, Reading, Pa., died Feb. 8 in an Abington, Pa., hospital. She is also survived by another son, Jim, formerly the "Uncle Jim" heard on WIBG, Philadelphia.

**WTAQ 9 SHEET**  
Serving Wisconsin Folks 24 hours daily  
5000  
**WTAQ** CBS  
GREEN BAY 1360  
For SPEED Phone WEED

## LOS ANGELES

By RALPH WILK

**A**NNOUNCEMENT that Jack Benany will be master of ceremonies for the annual Photoplay Gold Medal Award dinner to be held at the Beverly Hills Hotel, Feb. 16, was made by Fred Sammis, editorial director of Photoplay magazine. The dinner, honoring America's most popular actors and actresses, selected by Dr. Gallup's Audience Research, will be broadcast over the Western network of the American Broadcasting Company.

Star guests on Benay Venuta's "Keep Up With the Kids," quiz over the Mutual Don Lee network do not receive any pay or any gift, but \$100 is donated in the star's name to any charity designated.

Anita Ellis will headline the entertainment planned for the Valentine Dance of the Burbank Teenage Club to be held Feb. 14th. Proceeds from the dance will be utilized to send underprivileged children to summer camps and to buy athletic equipment for the teen-age group.

### Juve Preferences Listed In Mystery-Story Study

(Continued from Page 1)

with 300 students in public and private schools in the Metropolitan area last December. The study was in two parts, the first pertaining to mysteries in general and the second to "House of Mystery" specifically. Latter part will be released in the near future.

According to Mutual, results of the poll checked favorably with data obtained in 1941 from a similar survey among teen-agers conducted by Dr. Robert L. Thorndyke, of Columbia University, and on which the "House of Mystery" format is based.

Students participating in the MYSC study listed 29 favorite mystery shows, with "House of Mystery" in 12th place, "far ahead of some well-known shows and behind some not so well-known."

Parents of 94.4 per cent of the respondents did not object to their offspring listening to mysteries. Seven programs were named as objectionable to some parents. In response to the question "If your parents object, do you listen anyway?" the answer was a unanimous "yes."

Program is sponsored by General Foods through Benton & Bowles.



### Notes From An Aisle Seat. . . !

• • • Branch Rickey, who's been called a lotta things in sports, is being called still other things in radio because of that recent television deal which went to Old Gold. (We know one outfit that'd like to give Branch a Rickey Finn). . . . Despite reports to the contrary, record manufacturers are hoping Petrillo retains his current ban on recordings for at least another year in order to allow them to clear away part of their tremendous backlog. . . . Phelps Dodge Cable Co., taking an option on Sherman Dryer's "Science In Action." . . . Rumor around that the Theater Guild airer will be sold for television. . . . ABC planning five major documentaries this year, with two already in preparation—"Communism In America" and "Modern Pace." . . . Understand they're trying to build a package around Elsa Maxwell. (That we gotta see). However, the gal should be a cinch to come up with fantastic names for her guestars. . . . Oh, Nol Dep't: Latest entry in the disc jockey sweepstakes is the clown, Victor Borge. . . . Paul Denis' book, "Your Career In Show Business," due to hit the stands on April 1st. . . . Arch Oboler leaves for Africa Friday (the 13th, no less) to pick up "animal noises" and other subjects on Scotch Sound Recording Tape under a \$100,000 grant from the Frederic W. Ziv outfit which hopes he'll come back from the eight month safari with transcription and television subjects.

☆☆☆

• • • If you think things are tough with you, consider the poor radio thespians who have to audition for casting directors who are responsible for such gems of wisdom as this: One agency casting director said to a lad we know: "I like your work very much and am going to use you in a small part—but, unfortunately, we never have any small parts." When you get through trying to figure that one out, there's another casting director who raves about everybody's audition, claiming they're wonderful, etc., but seldom comes through with an assignment. When pressed for a reason, this genius confides that the directors do most of their own casting because they're "indebted" to so many actors and actresses. Indebted for what hmmm?

☆☆☆

• • • **AROUND TOWN:** Alan Courtney's new variety show on WNEW (only four weeks old) drew over 1,400 orders on a pitch for a pen set. . . . Ted Steel's band practically set for a midtown spot. . . . John Loveton, producer-director of "Mr. and Mrs. North" and director of "Treasury Agent," has hired Bud Baldis to work solely on ideas for adapting whodunits and new program ideas for television. . . . David P. Lewis, noted for his direction of "Christmas Carol" on Du Mont, is now directing their popular "Charade Quiz," produced by Gertrude Katcher. . . . Cincinnati Times-Star interested in picking up the tab on the Carol Moody nationally-syndicated package, "Quizdown," already being aired in 25 cities. . . . Les Tremayne waxing spots for Ford. . . . Pete Donald sez that the Daily News radio editor is a gent who's very much BenGrossed in his work. . . . Radio Row crowding into the Marco Polo restaurant ever since WW's salute to the chain the other col'm. . . . Jack Perlis' tune, "Heaven Only Knows," will be introduced next Tuesday on "Song of the Stranger" by Bret Morrison. . . . Murray Dale sez it should be easy for Broadwayites to guess who the walking man is. They're so used to bragging about their "feats."

☆☆☆

• • • **THAWTS WHILE THINKING:** That Sabbath singing of Jane Froman's might easily be described as vocal nectar. . . . Kenny Delmar seems to get a kick out of the weird effect those thick horn-rimmed glasses give him. . . . Never saw Garry Moore in need of a haircut. . . . Do you know any singer who does tunes with more ease than Burl Ives? . . . A daily strip show for Gene Autry might easily be called a "saddle soap opera." . . . Rob't Q. Lewis needs a better format for his grade-A comedy talents.

## CHICAGO

By NAT GREEN

**W**ALTER LURIE, assistant to Philip Carlin, vice-president in charge of Mutual's programs, New York, was in Chicago confabbing with Ade Hult, Mutual v.-p., for several days.

Jack Starr, of Starr Radio Productions, announces that he has sold "Starr Stories" and "Temperatures" to National Research Bureau.

Hal Miller, WBBM producer, entered a Chicago hospital Monday (February 9) for a minor surgery.

Swift & Co. began its eighth consecutive year as a sponsor of ABC's "Breakfast Club" Monday, and to celebrate the event the company was host to the show's cast, Swift officials, and representatives of the agencies and ABC at a breakfast at the Merchants and Manufacturers Club.

### Zoomar's "Philosopher" Signed By Fifteen More

Denver—Fifteen additional stations have signed for "The Friendly Philosopher," produced by the Karl Zoomar Library of Denver. The stations are: WTAQ, Green Bay, Wisc.; WLIP, Kenosha, Wisc.; KCRS, Midland, Tex.; KNET, Palestine, Tex.; KOCA, Kilgore, Tex.; KRBC, Abilene, Tex.; KRAL, Rawlins, Wyo.; WENK, Union City, Tenn.; WAGC, Atlanta; WFHR, Wisconsin Rapids, Wisc.; WGNH, Gadsden, Ala.; WAGM, Presque Isle, Me.; KXLR, North Little Rock, Ark.; KTSW, Emporia, Kans., and KXLQ, Bozeman, Mont.

### New FM Outlet

The Home News Publishing Company New Brunswick, N. J., plans to enter the FM broadcasting field with a 1,000-watt transmitter which will operate on 93.5 megacycles in Channel 228. Hugh Boyd has been named treasurer and general manager of the new station.

### Butcher Interview On WCBS

Harry C. Butcher, formerly associated with General Eisenhower and now head of KIST, Santa Barbara, Calif., will be interviewed tomorrow on the Margaret Arlen program, which is heard over WCBS from 8:30-9 a. m.

### RADIO EXECUTIVE WISHES TO LEAVE NEW YORK

16 years experience in radio sales, program, management and time buying with top New York agencies, station and network. Seeking management connection with radio station out of New York. Will consider reduction in present salary for start in right spot. Full details write Box 110, Radio Daily, 1501 Broadway, New York 18, N. Y.

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**FRENCH RESTAURANT**  
LUNCHEON DINNER  
COCKTAIL BAR  
*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED



# Wolf Poison!

There's one 100-proof way to guard your door against this fellow's visit.

There's wolf poison in every U. S. Savings Bond you buy. There's sweet security, too—for your home, your family and yourself.

U. S. Savings Bonds are 100% guaranteed by Uncle Sam. They pay you \$4 for every \$3 you put in, after 10 years.

Think of this profitable saving in terms of future comforts and luxuries. Think of the advantages it will mean for your children as they grow up.

*Think.* THINK. THINK.

Then start saving right away—today! Start saving *automatically* this sure, convenient way. If you work for wages or salary, enroll in the Payroll Savings Plan—the *only* installment buying plan.

If you're not eligible for this plan—if you're in business but not on a payroll—ask your bank about the equally practical Bond-A-Month Plan.

**REMEMBER—U. S. Savings Bonds are poison to wolves!**

## Automatic saving is sure saving— U.S. Savings Bonds

This Space Contributed by **RADIO DAILY**



## PLUG TUNES

ON RECORDS and TRANSCRIPTIONS  
**"I'M A LONELY LITTLE PETUNIA"**  
 (IN AN ONION PATCH)

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DECCA'S DELIGHTFUL DISCOVERY  
 MARY OSBORNE

First Decca Release No. 24308-A  
**YOU'RE GONNA GET MY LETTER  
 IN THE MORNING**  
 LONDON MUSIC CORP.

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A TIMELY REVIVAL  
**"AM I WASTING MY TIME ON  
 YOU"**

on Records and Transcriptions  
**STASNY MUSIC CORP.**  
 1619 BROADWAY NEW YORK 19, N. Y.

A GREAT NEW BALLAD  
**CONGRATULATIONS**

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 James Marchant and Johnny Tucker

MARCHANT MUSIC PUBLISHERS  
 1619 Broadway New York 19, N. Y.  
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**BUT BEAUTIFUL**

By

JOHNNY BURKE

and

JIMMY VAN HEUSEN

By The Writer Of "NEAR YOU"

**BEG YOUR  
 PARDON**

ROBBINS MUSIC CORPORATION  
 799 Seventh Avenue, New York 19, N. Y.

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Music publishers are discovering 'thar's gold in them thar hits of yesteryear.' . . . several years ago the Warner Brothers production, "Casablanca," starring Humphrey Bogart and Ingrid Bergman, themed and featured an old ballad "As Time Goes By." The song became a smash hit for the second time and started the revival vogue. . . . the Andrews Sisters zoomed "Apple Blossom Time" back onto the Hit Parade followed by old hits including "Heartaches," "Paper Doll," "I'll Get By," "That's My Desire," "Peggy O'Neill," "I Wonder Who's Kissing Her Now," "Prisoner of Love" and "Peg O' My Heart." . . . of today's current top 30 tunes we find five more revivals including, "I'm Looking Over a Four-Leaf Clover" (Remick) "Mary Lou" (Mills) "I've Got A Feeling I'm Falling" (Santly) "Two Loves Have I" (Miller) "What'll I Do" (Berlin) . . . other oldies coming up are "The Whiffenpoof Song" (Miller) "You Were Meant For Me," (Robbins) "Seven Days A Week" (Manor) "You Turned The Tables On Me" (Sam Fox Music) and "Am I Wasting My Time On You," (Stasny).

★ ★ ★

● ● ● Smith-Foley starting to click with the novelty, "Mother Never Told Me," written by John Murdock and Jane Clark. . . . ● Announcer Bill Mack, formerly at WMOX has joined the staff at WCBI and making quite a name for himself in Mississippi. . . . ● You're a nobody on Broadway until one of the better bistros names a culinary piece de resistance after you. . . . thus, after almost two decades on the big apple, we must consider ourselves as having arrived. . . . Da Cinta Restaurant, radiolite's favorite French-Italian eatery, now features the 'Pinky Herman Special.' . . . ● Television execs should grab the new comedy team of Doster and Wood. . . . caught a rehearsal of this pair last week and howled. . . . can't miss becoming the 'Laurel & Hardy' of video. . . . ● Latest ork pilot to open his own music publishing house is Herbie Fields. . . . ditty is a novelty, "John, John," penned by Fields and Larry Stock. . . . Wally Schuster is gen. mgr. . . . ● Aliki, Greece's gift to the American Theater, and currently heard on the nets, has purchased American rights to the French play, "The Two of Us" which she'll bring to Broadway next Fall. . . . Two years ago Jack Val asked us our opinion of a new ballad and we advised him to publish the song. . . . he did. . . . E. B. Marks bought the song from him and "All Dressed Up With A Broken Heart" is now on the hit parade . . . ● Arnold Stang and Win Elliott have worked on programs together for years and didn't know until we told them, that both are natives of Chelsea, Mass. . . . (how does he know all these things?)

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Sonora should do well with Ted Straeter's waxing of "Most Beautiful Girl In The World," flipped with "You Do Something To Me." . . . features Ted's ivory-tickling and Straeter Chorus. . . . ● Val Tino, recent winner of an Arthur Godfrey award, has been signed by Lee Records. . . . starts off right with two ballads, "How Could So Many People Be So Wrong" flipped with "It's Gotta Come Out." . . . ● Disk Jocks should eat up Clark Dennis' latest Capitol disk. . . . smooth vocalizing of "You Are Never Away" backed by "I'll Never Say I Love You." . . . Billy May's orchestra supplying background. . . . ● Columbia Records has signed Leo Kempinski's Continental Orchestra. . . . ● Buddy Johnson's Decca platter of "You Can't Tell Who's Lovin' Who" is the only recorded version of the fast-rising novelty. . . . ● Arthur Godfrey has another winner for Columbia in "I'm Looking Over a Four-Leaf Clover" paired with "The Thousand Islands Song." . . . appropriate novelty effects by Archie Bleyer's band.

★ ★ ★

● ● ● **SHARPS AND FLATS:**—Vaughn Monroe's orchestra opens at the Gotham Strand Feb. 20. . . . ● Perry Alexander of Dubonnet Music is the ONLY publisher we know, who opens and listens to all manuscripts mailed him. . . . sincerely wants to give newcomers a break. . . . ● Songstress Patti Clayton will guestrill tomorrow nite on Paul Whiteman's ABCoast-to-coaster. . . . ● Leonard Marker, Viennese composer, is currently in Gotham arranging for production of American versions of his successes.

W N B T

scope



ON THE AIR AT CHANNEL 4 . . .

WEDNESDAY, FEBRUARY 11

5:00 Playtime—From Washington  
 7:40 UP & Acme News  
 7:55 Television Press Releases  
 8:00 Americana  
 8:29 Weather Report (Vick's)  
 8:30 Alma Kitchell (Kelvinator)  
 8:45 Richard Harkness—Story of the Week. Guest: Sec. of Labor Schwollenbach—From Washington  
 9:00 Kraft Television Theater—"Spring Green"  
 10:00 Georgetown vs. Penn State—Basketball—From Washington

THURSDAY, FEBRUARY 12

5:00 Puppet Playhouse  
 7:45 UP & Acme News  
 8:30 NBC Television News  
 9:00 You Are An Artist—John Nagoy (Gulf)  
 9:15 Travel Film  
 9:30 Governor Dewey—77th Annual Dinner Address, Middlesex Club—From Boston  
 10:00 Speaker Joseph Martin—Lincoln Day Dinner Address, National Republican Club

TODAY'S STORY . . .

NBC's West Coast office received a communique from the Building Owners and Managers Association of Los Angeles recently. The builders wanted to hear all about NBC's network Television plans and even requested an address by an executive. Such avant-garde interest can result in greater ease of television installation and, perhaps, built-in facilities for Los Angeles tenants of the near future.

EMPHATIC SCANNING . . .

Here goes that business again . . . does television hurt the box office? Risking monotony, another report may be worth citing. When KSD-TV, St. Louis, televised the three-day Golden Gloves boxing tournament last week, the Arena drew a bigger in-person audience than at any other time in the 12 years the event has been held.

NBC  
 Television

A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY—Wednesday, Feb. 11, 1948—TELEVISION DAILY is fully protected by register and copyright.

## TRANSCRIPTION FIRMS SET TO ENTER TELE

### TELE TOPICS

By JIM OWENS  
Associate Editor

HOLLYWOOD film industry and tele getting cozier every day. Major picture firm is reported to be mulling the feasibility of making a batch of "recent" features available to tele b'casters,—if certain problems, (like Petrillo) can be by-passed. . . . NBC has snagged a bankroller for its ANTA productions, which with Theater Guild, will see that web long-term access to the two legit theater groups. . . . Incidentally, these pickups of the Hedgerow Players productions from Philly (WPTZ) create an most in-person atmosphere. Long shots make you feel like you're part of the legit dweller. . . . The very plushy Casa Marina in Key West getting ready to install video equipment in its rooms. As such will be the first Florida hotel to offer tele a regular service.

T&T will install two additional coaxial cables for the Philadelphia conventions next spring, thereby providing the most flexible programming system yet available for connections between here and Washington. Two additional links will connect Philly and the Capital and Philly and New York, so broadcasters can have a choice of the "main" circuits or other video activity in Convention Hall. . . . Asides to video producers: Emmett Kelly, dean of circus clowns, is visiting the Big Top on biz. His Big Top antics in pantomime would make sure-fire entertainment before the ikes.

WABD's "Mary Kay & Johnny" kept the post office (Wanamaker branch) overtime last week. Show offered prize to the video audience for accurate count of the number of polka dots on dress—got 8,000 (Q) replies! . . . Win Elliott, tele gabber of pro hockey games at Madison Square Garden, offers tangible (\$) proof that video meets the public's sports appetite. Couple of New Jersey viewers sent him a check for repair of ducats to any game, explaining they didn't quite know how to go about buying them. . . .

### Tele On The Spot

Philadelphia—Spectacular five-alarm fire that caused \$1,000,000 damage to a chemical plant here last Friday night was shown to the television audience within a short time after it broke out via rapid newsreel films by WFIL-TV, Enquirer's video station. Using station's AM and TV mobile unit, WFIL-TV cameramen shot film of the blaze and rushed them for airing to the video audience two hours later.

### To Air Lincoln Day Tribute

Washington—The coronation at the Lincoln Memorial here on Lincoln's birthday will be covered by television station WNBW and carried on the NBC video network tomorrow, Feb. 12 (12:00 noon, EST).

The annual tribute to Lincoln will be highlighted by the laying of a wreath by President Truman at the foot of the great statue of Lincoln in the Memorial.

### Mid-West Thea. Group WATV, Newark Outlet, Probes Effect Of Tele Sets Rate Schedule

Indianapolis—Associated Theater Owners of Indiana, affiliate of National Allied Theaters, is canvassing members as to what extent they expect the growth of television will eventually affect their business, it was revealed yesterday.

Current issue of "Theater Facts," ATO house organ, discusses the entry of 20th-Fox into the video film field via a daily newsreel (NBC-Camel cigarettes), and notes that "whether it be a threat or not to the theaters, the growth in importance of television is inevitable and sure, and news from one source or another will be televised."

### Old Golds, Ford Set Dodgers On WCBS-TV

The 1948 home schedule of the Brooklyn Dodgers Baseball Club will be carried over WCBS-TV under sponsorship of P. Lorillard & Co., for Old Gold cigarettes and Ford Motor Company. It was announced yesterday. The 77 home games on the sked will be split two-thirds for Old Golds and one-third for Ford.

Sponsor of the opening game, Friday, April 23, against Philadelphia Phillies, will be decided on a toss between the two bankrollers, but both will share sponsor identification in opening and closing announcements of the first game. Bob Edge, veteran sports announcer, will call the play-by-play for the entire schedule. Ford sponsored half the Dodger games over CBS tele last year.

### Issues Tele Study

Chicago—Henri, Hurst & McDonald, Inc., advertising agency here, has issued a 17-page memorandum titled "The Status of Television As It Enters 1948," in which the rapid progress of the medium and its widespread possibilities in the future are set forth in detail. Memo sums up latest developments in the use of video for advertising, present market potentialities, etc.

WATV, Bremer Broadcasting (WAAT) video outlet, which expects to begin operations next month, yesterday issued its first schedule of rates, effective March 1.

Station, which has studios and offices in the "Television Center," formerly the Mosque Theater building in Newark (N. J.), has set the following rates: class "A" time, 7-11 p.m., \$450 for one hour to \$60 for 20-second announcements; class "B" time, 3-7 p.m., \$360 for one hour to \$50 for 20-second announcements. Live studio charges are \$50 for first hour, \$25 for each additional hour or fraction. Film studio costs are \$25 per hour or fraction.

### B'casters Push Plans For 'Convention' Tele

Plans for television coverage of the Democratic and Republican conventions in Philadelphia next spring progressed rapidly yesterday following a meeting of the full industry committee which has agreed on all phases of what will be the heaviest task yet undertaken by the medium.

All stations and networks participating in the convention coverage were represented at an all-day confab yesterday at WOR which heard progress reports from five sub-committees. Also present at the meeting were representatives of major manufacturers who sat as "observers" and discussed angles for advertising and promotion of sets during the convention period.

### Keesely Gets Agency Post

Nick Keesely, veteran radio exec, has been appointed radio and television chief for the Sam Jaffe Agency, leading motion picture and entertainment agency, it was announced yesterday.

Keesely will assume his new position in Hollywood on February 15, and will maintain offices both in Hollywood and New York.

### ET Firms Planning Debut In Medium By Spring

Television's sweeping development toward maturity in all phases in recent months has set the stage for what appears to be a hotly-contested race among the major transcription firms to enter video on a large scale by spring or late summer.

Several of the major houses, eyeing tele as a market potentially far more lucrative than radio, are setting the wheels in motion to apply same production and programming know-how used successfully and profitably in ET radio. In order to develop top-flight service, ET firms are setting up separate video departments as well as focusing attention on development of open-end film fare specifically for tele.

Trend toward "transcription television" was given impetus this week by the entry of the Frederic W. Ziv Company into tele, which firm has acquired 10 million feet of film suitable for video use, and plans to service TV outlets in the same manner as it works with AM stations.

Louis G. Cowan, another topper in the ET field, is currently prepping a large-scale debut into tele within a few months, which includes the setup of a department to provide both live and film video packages.

Also among the first-line transcription firms readying open-end video fare are Harry S. Goodman and Charles Michelson, Inc., both of which are vets in the ET radio field. Former, which has shows running on several hundred AM stations at the moment, is now in Hollywood scanning the film mart and plans to turn out open-end tele films ranging from straight entertainment to weather jingles. Michelson is already at the script stage with a video film version of "The Shadow" and a series of comedy films tagged "The Happy Gang," which is designed as three-a-week offering.

### Tele And You

ANTA production on WNBW next Sunday night will present "First Person Singular," one of the most successful of the earlier drama segs aired by the network in 1946, and a spine-tingler of the first order. Show, which makes use of a production technique originated by Fred Coe, staff director, makes the audience (or camera) actually participate in the story. Technique was used recently in the film "Lady in the Lake."

## BEHIND THE MIKE

By SID WEISS

LARRY HAMMOND'S transcribed airer, "Keeping Up With The Wigglesworths," now being carried over WNJR (Newark Evening News), marking the 135th station currently carrying the series.

Nick Kenny due at the Palm Beach Hotel in Florida next week.

Archie Bleyer was gifted with a solid gold tipped baton at the Radio Correspondents' dinner tendered President Truman.

Add wedding bells: Meredith Willson and Ralina Zerova, vocalist, next month.

Lauritz Melchior trouped into Al Schacht's restaurant last week (for the broadcast) with 3 pals and a poker deck. Seems they have a running tournament and play whenever they get together no matter where.

Understand Stan Kenton aims to tour the country appearing in long hair emporia with his "modern idiom" music.

Cozy Cole, the drummer-man, has joined Wyatt & Taylor and the 3 Flames at the Royal Roost.

Art Mooney's MGM platter of the Bob Hilliard-Carl Sigman tunc, "Big Brass Band From Brazil," nearing the million mark in sales.

Monica Lewis landed among the first 10 on the Martin Block poll, natch.

Radio Row taking dance lessons at Murray Dale's.

Bill Daniels, silver-tongued chirper at the Club Ebony, signed to a new Decca disc deal.

## Hyde Asked To Go West To Query Wm. R. Hearst

(Continued from Page 1)

them and the Commission attorney, John McCoy, next month to take testimony from William Randolph Hearst as major stockholder in WBAL, Baltimore. Hyde, who is sitting in the current hearing on the Pearson - Allen application to take over the WBAL frequency, will rule Friday.

On the stand yesterday, Pearson said he had been thinking for some time of applying for a station in Gaithersburg or Rockville, Md.—small towns near Washington, but that after the appearance of the Blue Book nearly two years ago, Allen had suggested that since they'd have a fight to get any frequency, they might as well get into a real fight and go after WBAL.

Questioned regarding his views on radio, Pearson said there are "very few radio stations today that make a hobby of working for the community. There are too many stations that just grind out the stuff from the networks. While some stations have done a notable job, radio in the United States on the whole has been operated for profit, and has neglected education and moral uplift."

Hearst counsel objected, and the objection was sustained, to an attempt by counsel for Pearson and

## COAST-TO-COAST

—OREGON—

CORVALLIS—Hillcrest School, in Salem, will be visited February 12 by James C. Nelson, KOAC production director, who will bring with him the station's portable recorder. Nelson will take the KOAC mike on a tour of the school to record, for broadcast March 6, the activities of the students. This recording will form a part of KOAC's March program on the work of Hillcrest School which is broadcast the first Friday of each month under the direction of Kathryn Loiaza, school superintendent. . . . EUGENE—Governor John H. Hall's address before the traditional Father-student lunch at the University of Oregon Dad's Week-end will be broadcast this Saturday by KOAC. Presiding over the luncheon will be the Club's president, Colonel Thomas F. Gunn.

—PENNSYLVANIA—

PHILADELPHIA—KYW is airing band concerts from Eastern State Penitentiary at Grateford as a once-a-month series. Conducting the prison band is Ernest I. Youngjohn, director of the Germantown Symphony, who is volunteer music director of the penitentiary. . . . PITTSBURGH—New KQV giveaway show is "Housewives Holiday" which is aired weekly and offers \$1,000 in prizes on each show. Features of the program are labeled "Pet Peeves," "Quarters for Quotations," "Coppers for Whoppers" (an incriminating situation built up for contestants to lie their way out), "A Penny For Your Thoughts" and "Sing For Your Supper," which calls for audience volunteers to sing as many songs as possible in a specified category, the winner receiving a basket of groceries. Sponsor for the show, which is aired at the Home Arts Studio at Rosenbaum's Department Store, is Kool Vent Metal Awning.

—TEXAS—

EL PASO—Recent additions to the staff of KROD, which is constructing a new building for its 5,000-watt transmitter, include Tom McGovern, announcer from KBST, Big Spring; Richard Stephenson and Martha Bullington, continuity writers; Ed Ballard, engineer; Tom Wisehart, merchandising contact; and Sally Kopf, receptionist. . . . FORT WORTH—Consolidation of regional and national AM sales into one department and the creation of a television sales department have been made by WBAP. Keith Baldwin, national sales director for the past two years, has taken over as commercial manager for AM, while Roy Bacus, former AM commercial manager, is now TV commercial manager.

Allen's Public Service Broadcasters to propose an amended financial set-up for the corporation. They were overruled on their motion to throw out the whole case because of the effort by Public Service to amend its specifications this late in the case.

The proposal would raise the capitalization from \$500,000 to \$900,000, and one of the important features of the WBAL case is its claim that \$500,000 is insufficient capitalization.

—VERMONT—

BARRE—Walter P. Hicken, former announcer-writer at WKNE, Keene, N. H., is the office manager of the local studios of WSKI, new outlet operating on a frequency of 1240 kilocycles. . . . BURLINGTON—Now being heard on WCAX is a high school program done entirely by the teen-agers themselves. Show is a complete variety unit with an orchestra, "The Starlighters," a featured vocalist and comedienne, a sports commentator and a fashion "expert." The high schoolers have their own publicity department with photographer who is responsible for getting newspaper publicity. High schools from the entire state have been invited to participate.

—MASSACHUSETTS—

BOSTON—The Stoughton Drug Co., has signed with WONS to sponsor "Doctor's Orders," a Yankee Network Co-op show, for a period of 52 weeks. . . . SPRINGFIELD—Vice-president of Farnsworth Television and Radio Corp., Edwin M. Martin, has been named chairman of the board of directors of American Bosch Corp., manufacturers of magnetos. . . . Robert Feldman, sales manager of WMAS, has been serving as publicity and promotional director of Hampden County March of Dimes campaign. . . . WORCESTER—New daily series on WTAG is "The Danny Patt Show," featuring 15 minutes of uninterrupted music with Patt at the Novachord.

—OHIO—

NEWARK—Taking a tip from Ralph Edwards, the Licking County chapter of the National Foundation for Infantile Paralysis, in co-operation with WCLT, is conducting a "Mr. Rush" program in connection with the March of Dimes Drive. Contest is open to anyone, anywhere with seven prizes totaling \$2,300. Contestants are asked to send their dimes to "Mr. Rush" in care of WCLT. Conducting the contest, whose clues are being broadcast over the station, are Bill Diehl, Newark radio commentator and Burt Pharis, March of Dimes campaign director. . . . CANTON—Frank R. Proudfoot, a pioneer in the radio field since 1927, has joined the staff of WHBC as sales manager.

—NEW YORK—

BUFFALO—WKBW's Ervin Victor, known throughout the nation, as "Uncle Ervin," has increased his air time by two additional morning shows. The first of the two shows will be aired from 7:30-8:00 a.m., and will feature "wake up music." The second, dedicated to housewives, will be called "The Housewives Serenade" and will be heard from 8:15-9:00 a.m. In addition to music, the latter show will feature human interest stories and facts by Uncle Ervin. . . . Budd Hulick, former partner of Colonel Stoopnagle, recently inaugurated "Cinderella Weekend" over WEBR. The audience-participation show, which is broadcast Monday thru Friday, will award gifts to participants, the grand prize being an all-expense trip to New York, presented each week to the woman who is named Cinderella.

## AGENCIES

KUTTNER & KUTTNER, INC., Chicago, has been appointed to represent U. S. Foot Appliance Corporation. Plans for the marketing, promotion and advertising of the "Breeze" line of foot aids, which U. S. Foot Appliance Corp. manufacture are being made. Budget and national media have not yet been set.

TED LEVY ADVERTISING AGENCY, Denver, Colo., has opened new and larger quarters in the Insurance Building, 14th and Champ Streets.

RODNEY ERICKSON, currently of the radio staff of Foote, Cone & Belling, will take over "We the People for Young & Rubicam effective March 15, S. L. Weaver, Jr., Y&R radio chief announced yesterday. Ted Adar will continue as the show's director.

ROBERTSON CANDY CO., manufacturing confectioners since 1820, has appointed Birmingham, Castleman Pierce, Inc., to handle the advertising for their entire line of boxed candies, effective immediately.

GEORGE M. BURBACH, Jr., formerly of McCann-Erickson and NBC, has joined Federal Advertising Agency as assistant radio director. He succeeds Ben Potts, who has left the agency field to manage a large poultry business.

## UN Secretariat Using New CBS World Map

(Continued from Page 1)

quantity of the maps for usage. The first request came from Chester Williams, chief of the Information Office, U. S. Delegation to the UN, who asked for 50 copies. Other requests followed from UN departments.

The special map, developed by Rand and McNally in co-operation with the CBS' news and education department, is offered the listeners the network's New York Philharmonic-Symphony broadcasts and distributed locally by CBS affiliates. Listeners are asked to send 10 cents for the cost of handling.

## Marine Corps ET's

Special Marine Corps recruitment messages transcribed for foreign language programs and stations are available, it was announced yesterday at the First Infantry Battalion USMCR, Fort Schuyler, New York. The messages have been transcribed in German, Polish, Jewish, Italian, French and Spanish.

RADIO-TELEVISION SALES REPRESENTATIVE. Ex-serviceman with 13 years' sales, public and human relations experience, comprising the creation and execution of ideas for the stimulation of sales. Salary, with bonus for rising sales. Write Box 111, RADIO DAILY, 1501 Broadway, New York 18, N. Y.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 30

NEW YORK, FRIDAY, FEBRUARY 13, 1948

TEN CENTS

## PROTEST ARGENTINA CONTROL OF RADIO

### Rochester Radio City Dedication For Today

Rochester—Wayne Coy, newly appointed FCC chairman, will be the main speaker at pre-opening ceremonies tonight of Rochester Radio City, new million-dollar studios of WHAM-WHEM. It will be Mr. Coy's first public address since he assumed the chairmanship.

His address will climax three days of pre-opening tours and receptions for local press and radio, time buyers, agency executives, and representative civic leaders.

The Friday dinner, limited to 250 prominent industrial, business, banking, press, and radio executives, will be followed by guided tours through the new broadcasting center, entered (Continued on Page 6)

### Milling Company Signs For Coast NBC Program

Albers Milling Co. will sponsor the daytime series "Aunt Mary" over 25 NBC stations in 11 western states starting Feb. 16. Program is heard Monday through Friday from 3:30-3:45 p. m., PST. Agency is the Seattle office of Erwin, Wasey & Co. "Aunt Mary," on the air for five years, is produced in Hollywood and written by Leigh and Virginia Crosby.

### 2 New CBS Programs Set For Sunday Presentation

Two new programs will debut on CBS Sunday. Elmo Roper's new quarter hour weekly series, "Where The People Stand" will be heard from 2:45 to 3:00 p. m., EST., while "The Newsmakers," featuring Larry Lesueur, will be heard from 11:15 to 11:30 p. m., EST.

### Free Wheeling

Latest entry in the give-away derby comes from Chicago and is aimed at the juvenile market. General Mills, in a tie-up with Westfield bicycle firm will offer 1,000—count 'em—1,000 bikes to listeners sending in a name for a bike plus a Wheaties box top. Contest will be aired beginning Monday on Jack Armstrong stanza over ABC. Knox Reeves is the agency.

### New CBS Co-op

Proxy Frank Stanton of CBS led off a special closed circuit airing of the network's latest co-op. "It Pays to Be Ignorant" Tuesday morning. Sales potentialities of the program were outlined by Stanton and it was announced that the new co-op series would start on Saturday, February 28, 10:30 to 11:00 p. m., EST.

### New 'Plug' Technique Pays Off On BMI Tunes

Virtual guarantee of 12 hits a year for BMI is seen as a possible result of the smashing success scored by the intensive radio promotion currently being waged on behalf of the industry-owned music firm's oldie, "There I Go."

This would come about in the following manner: A group of 40 or 50 stations, probably indies, in all sections of the country, would agree to plug intensively one BMI tune a month. This would create a demand for the song on records and sheet (Continued on Page 2)

### VA Seeking Radio Kits For Veteran Hospitals

Veterans Administration is accepting sealed bids for 128 radio construction kits for patients in its hospitals and homes learning to build radios as part of their medical rehabilitation. A. J. Harrison, chief of VA's procurement division, said.

One hundred of the kits must be (Continued on Page 2)

## Drive For Summer Sponsors Planned At NBC Conference

By VAL ADAMS

Staff Writer, RADIO DAILY

Although New York may be at the peak of the snow shoveling season, NBC has a summertime pitch to make to advertisers in an attempt to prove to them that they shouldn't pull out their top programs during the hot months. Summer slump is something that worries all webs but NBC thinks it's built up a strong case that it's to the sponsor's benefit for him to keep

## Letter To I.A.A.B. Charges Government Plans "Thorough Reorganization" Aimed At Private Interests

### Heavy Baseball Sked Gets Philly Sponsors

Philadelphia—Play-by-play broadcasts of 160 American and National League baseball games played at Shibe Park will be sponsored over a network of stations in eastern Pennsylvania, Delaware and New Jersey, by Supplee - Wills - Jones Milk Company and the Atlantic Refining Company, N. W. Ayer & Son announced yesterday.

Arrangements for the two companies to split the broadcast schedule (Continued on Page 2)

### Oscar Award Ceremonies To Be Broadcast On ABC

Hollywood—The ceremonies of the film colony's 20th annual presentation of "Oscars" by the Academy of Motion Picture Arts and Sciences, will be broadcast over ABC for the fourth year beginning at 11:30 p. m., EST., (Continued on Page 3)

### "Passing Parade" Co-op Has 30 Mutual Sponsors

John Nesbitt's "Passing Parade," new quarter-hour MBS daily co-op, has been sold in 30 cities, according to Bert Hauser, network director of (Continued on Page 3)

Montevideo, Uruguay — A charge that private broadcasting in Argentina is rapidly losing out to complete government domination is made in a letter of protest from the Inter-American Association of Broadcasters to the president of the Argentina Congress. According to a study made by IAAB, the Argentina Congress is considering a thorough reorganization of radio which would turn over "intervention, control and direction of all the services of broadcasting"

(Continued on Page 5)

## Webs Plan Coverage Of Arctic Operations

U. S. Air Forces, ever on the alert to stay in the public eye, is currently in the process of getting coverage by three major networks on its operations in Alaska. CBS has dispatched a three-man crew to the frozen north and newsmen Joe Wershba is making a series of reports on "CBS News of America," 9 a. m., EST. He is aided by Kim Gregory and Frank Somers.

(Continued on Page 3)

## Simon Heads Camp Shows; Former VA Dept. Head

Louis M. Simon, chief of the Entertainment Branch of Special Services in the Veterans Administration in Washington, has been named general manager of the Veterans Hospital Camp Shows, Inc., it was announced (Continued on Page 2)

### Dems Name Sauter

Democratic National Chairman J. Howard McGrath has announced appointment of James Sauter to head stage, screen, radio and television section of the campaign organization. Sauter, director of Camp Shows for veterans hospitals, has served as liaison man between the committee and the entertainment world since 1935, a period of 13 years.

the ball rolling in summer as well as winter.

Plan was presented to execs of NBC affiliates who concluded a three-day closed meeting in New York Wednesday. NBC purportedly has figures to show radio audiences don't come back quite as strong in the fall as they were the previous spring, suggested reason being that after the summer layoff it takes an all out effort

(Continued on Page 3)



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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 Dahlonega Rd.
Phone: Wisconsin 3271
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

(Feb. 11)

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 DuMont Lab., Stromberg-Carlson.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Report compiled by NBC revealed that 44 sponsors used time on the web throughout the past year, compared to only four 10 years ago, reflecting growing number of national advertisers becoming sold on radio as year-round medium. . . . NBC tele transmitter being converted to direct current, with tests slated to begin in March. . . . Kate Smith, Benay Venuta and Eton Boys set to entertain at NAB convention banquet.

WANTED: SALESMEN

Now employed, traveling as representatives for Radio Transcription Companies, or radio station supply-service organizations. . . . to also represent us with a fast selling sure fire BRAND NEW service for station sportscasters and sports departments. This is your opportunity to make extra income. We are sure our proposition will be more than attractive to you. Service ready to start early in March! Write Charles Bang, 801 Chester Ninth Bldg., Cleveland 14, Ohio.

★ COMING AND GOING ★

GAYLE V. GRUBB, general manager of KGO, San Francisco outlet of the American network, accompanied by MRS. GRUBB, is back at the station following a trip to Los Angeles, where he conferred with officials of ABC's Western division.

ROBERT MERRILL, opera and radio baritone now on concert tour, will be heard in recital this evening in New Orleans. His "RCA Victor Show" on NBC Sunday will originate in the Louisiana city.

LOUIS PRIMA has arrived from New Orleans and will open with his band next Wednesday at the Paramount. He'll also audition a new radio idea based on Sing or Spell, song which he composed recently.

ROBERT C. FEHLMAN, general manager of WHBC, American network affiliate in Canton, Ohio, a visitor this week at the Radio City offices of the web.

MERLE TUCKER, vice-president and general manager of KOAT, Albuquerque, N. M., was welcomed earlier this week at the offices of ABC, with which the station is affiliated.

FLETCHER MARKLE, producer of the Columbia network's "Studio One," left yesterday for Toronto, where he'll spend the week-end.

IRENE JORDAN, vocalist heard on NBC, is back in town following a trip to Marion, Ala., where she gave a concert to aid Judson College, her alma mater, recently damaged by fire.

MARSHALL TERRY, vice-president in charge of promotional activities at WLW, Cincinnati, is in New York on company business.

HANES LANCASTER, president of WJHL, Johnson City, has arrived from Tennessee for a few days on station and network (ABC) business.

PETER DONALD, comic, has returned from Hanover, N. H., where he elected to spend his vacation skiing.

LYMAN G. BLOOMINGDALE, vice-president of WABF (FM), has left for a two-week vacation in Stewart, Fla.

FRANK ALTDORFFER is in town. He's the owner of WLAN, American network outlet in Lancaster, Pa.

New 'Plug' Technique Pays Off On BMI Tunes

(Continued from Page 1) music and practically assure its success. Stations would benefit through probable reduction of their payments to BMI.

Under the plan, BMI publishers would submit songs in advance of publication to a panel representing stations co-operating in the promotion, and the broadcasters then would select each month's plug tune. This procedure, of course, would apply only if and when the ban on recording is lifted. At the present time, the promotion would be limited to re-issues.

Drive Started 5 Weeks Ago

Program is the brain-child of Ted Cott, WNEW program director and father of the "There I Go" experiment which was undertaken to show the effectiveness of radio in "making" a song and increasing record sales. Popular about eight years ago, but since dormant, the song, which was written by Hy Zaret and Irving Weiser, was aired from five to ten times a day by seven co-operating indies, and Vaughn Monroe's recording of the tune was re-pressed by RCA-Victor.

The campaign began about five weeks ago. Record sales are well over the 100,000 mark and probably will reach 250,000 or even higher. The disc is the most-requested number in juke boxes in several of the participating cities. A new sheet music edition of over 150,000 has been printed (with a picture of only the record on the cover) and sales are heavy.

Limited until now to Eastern states, the campaign is now spreading like wildfire. National exploitation of the tune has been turned over by BMI to Mellin Music Inc., which is readying a network offensive to be launched as soon as new arrangements can be printed. Stations in all sections of the country are joining in the campaign daily, and the tune seems destined for a return to the Hit Parade.

Stations participating in the original test, in addition to WNEW, were:

VA Seeking Radio Kits For Veteran Hospitals

(Continued from Page 1) five-tube superheterodyne "bread-board"-style receiving sets. Kits must contain all parts, hardware, hook-up wire, tubes, speakers, transformers, controls and dial layouts, wiring diagrams and instruction sheets.

Twenty-five kits must be for crystal sets complete with baseboards, coil tuning condensers, transformers, telegraph keys, wire, and instructions. The labs must have adequate equipment to build receivers, broadcasters, electronic timers, amplifiers and other radio devices.

Heavy Baseball Schedule Gets Sponsors In Phila.

(Continued from Page 1) were worked out by the N. W. Ayer agency who are the advertising representatives for both companies. The Supplee company, through the baseball sponsorship, is making the largest radio advertising deal in the history of the company.

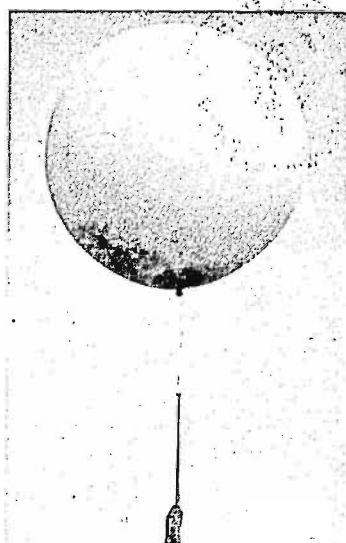
Byrum Saam, who has aired games for Atlantic for the past ten years, will handle the schedule of broadcasts with the assistance of Chuck Thompson. The broadcasts will originate with WIBG.

Simon Heads Camp Shows; Former VA Dept. Head

(Continued from Page 1) yesterday. Simon, who was a major in World War II, has wide experience in the theater and motion picture production fields.

The Veterans Hospital Camp Shows, Inc., postwar version of U.S.O. Camp Shows, now has ten touring companies presenting regularly scheduled entertainment in 101 hospitals on a 28,000-mile circuit from Maine to California.

WHDH, Boston; WSCR, Scranton; WJJD, Chicago; WPEN, Philadelphia; WJSW, Pittsburgh, and WWDC, Washington.



Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

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

Alert advertisers know it. So do the feet-on-the-ground time buyers!



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Reed

## NBC Planning Drive For Summer Sponsors

(Continued from Page 1)

ort once more to stimulate the interest which had been there before. Therefore, says NBC, the sponsor has everything to gain by continuing top budget shows during the summer.

To further its argument, web also points to certain established shows (other than daytime serials) which lay on the air the year around. Ratings show, says NBC, that these programs hold a pretty steady rating 2 weeks in the year and there is practically no loss of audience in the summer.

If it can't settle for a whole loaf, ear around programming, NBC will settle for a half a loaf by suggesting a compromise plan to advertisers. By this arrangement sponsors would tagger their summer hiatuses, thus reventing one huge gap which normally runs from two to three months. Another proposal is that stars of shows be given a vacation but that programs be kept running with big name guests filling in on the program each week.

### Wisner In Babe Ruth Movie

Harry Wisner of ABC has been igned to play a sportscaster's role in the movie, "The Life of Babe Ruth," hooting of the Kauffmann-Del Ruth production starts in April. Script was written by Bob Considine.

## New Audience Meter Shown BMB Committee

BMB's technical committee Tuesday got a demonstration of a new radio audience meter developed by the Potter Instrument Co. of Flushing, N. Y. Electronic meter, which can be installed quickly to a receiver, records on 16 millimeter film contained in a cartridge similar to those used in a home movie camera. From the film record can be determined the stations listened to and the time.

BMB is the first group to whom the new device has been demonstrated. It's being offered by its inventor, Jack Potter, at one time connected with Crossley, strictly as a counting and tabulating package, not as an actual radio research service. For several years Potter's firm has turned out various electronic counting devices.

The complete radio audience meter installed in its housing, measures eight by twelve by five inches and is connected to the radio simply by placing the set on top of a conductable plate which in turn is linked to the meter by a cable. Film cartridge is easily replaceable and contains enough film for a continuous 30-day record. Meters can be manufactured for about \$80 each in lots of 500.

BMB's technical committee would not commit itself in any way to adopting the device but took its possibilities into consideration. Committee also considered tabulating bids from outside firms and will make recommendations to the BMB board which meets Feb. 20.

## Oscar Award Ceremonies To Be Broadcast On NBC

(Continued from Page 1)

on Saturday, March 20, it was announced yesterday by Jean Hershoff, president of the Academy, and Don Searle, vice-president in charge of the Western Division of the American network.

The broadcast, which will originate in the Shrine Auditorium in Los Angeles, scene of last year's presentations, will continue until the festivities end. ABC stations in the Eastern and Central time zones will remain on the air after their usual sign-off hour to bring listeners the complete broadcast.

Buddy Twiss, ABC commentator, will serve as narrator, and fashions and features will be described by ABC Hollywood reporter Frances Scully, who also will greet filmland celebrities and interview them briefly as they arrive.

Musical background and interludes will be conducted by Leo Forbstein, Warner Brothers musical director. Sid Goodman will produce the entire program for ABC.

### Price-Debate On CBS Sunday

"Is the Current Price Slump Dangerous?" will be discussed Sunday on the "People's Platform" over CBS from 12:30-1 p.m. The speakers will be Paul Porter, formerly OPA Price Administrator, and Jules Bachman, associate professor of economics at NYU.

## Webs Plan Coverage Of Arctic Operations

(Continued from Page 1)

field technician, CBS will attempt to air a direct pickup from Werzhba when he flies over the North Pole in a B-29, tentatively scheduled for Feb. 18. CBS crew will return to New York with eight to ten hours of tape recordings which will be used for documentaries.

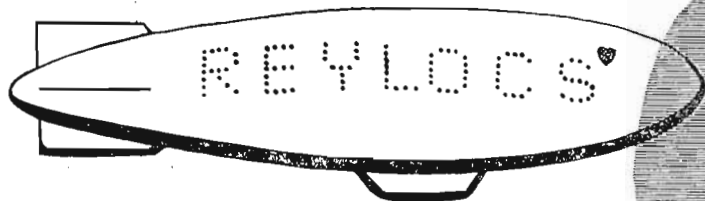
Capt. Maxwell Marvin, U. S. Air Force reporter, is also in Alaska on behalf of the "Air Force Show" broadcast over Mutual on Sunday at 2 p.m., EST. Marvin will make on-the-scene reports for several weeks to come.

ABC's "Vox Pop" originates from Alaska on Feb. 25 and March 3, 8:30 p.m., EST, with emcees Parks Johnson and Warren Hull flown there by U. S. Air Forces. They'll interview Air Force officials and GIs.

### "Passing Parade" Co-Op Has 30 Mutual Sponsors

(Continued from Page 1)

co-ops. Cities which have been sold include Denver, Daytona Beach, Augusta, Ga., Chicago, Savannah, Ga., Indianapolis, Detroit, Joplin, Mo., Houston, Richmond, Va., Salt Lake City, St. Petersburg, Morgantown, West Virginia and Winston-Salem, N. C.



## the blimp that played post office! . . .

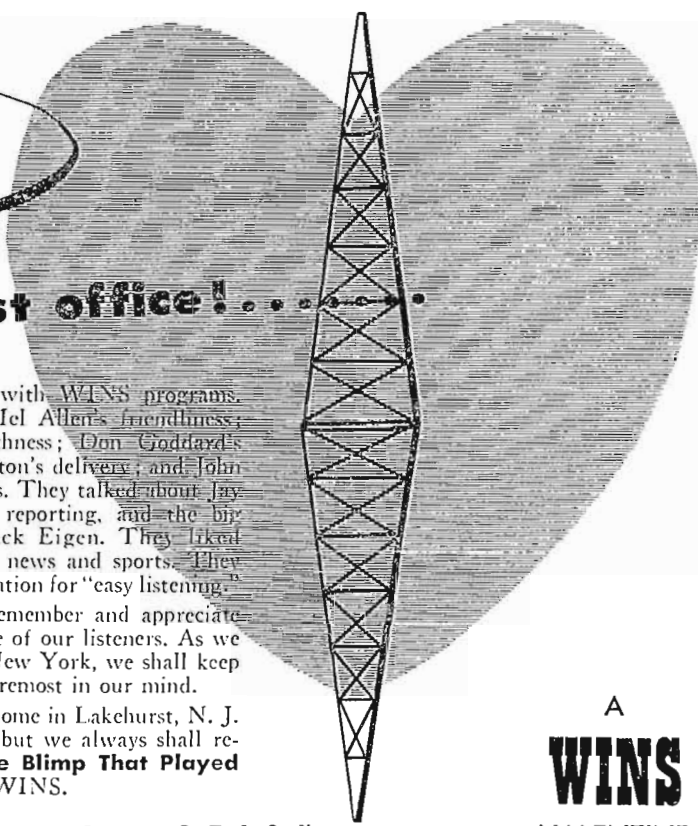
It began on the night of January 5th, 1948. A Douglas Leigh Blimp, sailing over the skies of New York, teamed up with the WINS transmitter. On her side, the blimp carried the word REYLOCS and instructions to tune in WINS programs. The transmitter informed listeners to unscramble the word and send it to WINS with a fifty word letter on "I listen to WINS because . . ." And then the love letters began. More than 10,000 of them.

Most were from New York, but hundreds came from Connecticut, New Jersey, Massachusetts, Rhode Island, Delaware — and a nice little one from Nova Scotia. The letters were complimentary, of course, but what was most pleasing was the obvious familiarity

that listeners had with WINS programs. They mentioned Mel Allen's friendliness; Jack Lacy's smoothness; Don Goddard's accuracy; Syd Walton's delivery; and John Clarke's helpfulness. They talked about Jay Latimer's unusual reporting, and the big time fun with Jack Eigen. They liked WINS' music and news and sports. They called WINS the station for "easy listening."

We always shall remember and appreciate the helpful response of our listeners. As we continue to serve New York, we shall keep their preferences foremost in our mind.

The blimp is back home in Lakehurst, N. J. The affair is over, but we always shall remember fondly **The Blimp That Played Post Office** with WINS.



A  
**WINS**  
VALENTINE

CROSLY BROADCASTING CORPORATION

## AUSTRALIA

CLARE MITCHELL, organizer of National Women's Sessions for Australian Broadcasting Commission for past 18 months, has quit over program arguments. Said Clare: "There are too many old-fashioned, wishy-washy shows. Women should be given realistic programs of general interest. My programs ranged from current affairs to music and dramatized talks. Men wrote in applauding and women welcomed the relief from domestic subjects. After all, men and women have many interests in common."

One hundred and twenty delegates to Jazz Convention recently in Melbourne, who staged street parades, concerts and debates, needled the usually somber life of the southern capital. President William H. Miller, Melbourne lawyer, with two Oxford degrees, stated that jazz lets a composer range from freest hillbilly to profoundest gloom. Delegates unanimously rebuked swing musicians who tried to crash convention.

Officials of organized Australian labor have declared radio sets are household necessities that should be taken into account in determining employment basic wages. Aussie Federal Government now is studying purchasing power of current basic wages.

British radio makers are worried regarding New Zealand's rigid ban against imported sets which is imposed to encourage N. Z. makers. In 1947 only 500 sets were imported from all the world, most of them from U. S. A.

Arturo Toscanini, according to Australian Broadcasting Commission's statement, will visit Australia this year on prolonged holiday visit when he'll guest conduct ABC's famous national symphony orchestra over major webs.

Radio concerts given by orchestra of Gouldburn jail, near Sydney, have become great success via 2SM, Sydney. Thirty-five prisoners comprise the orchestra and male choir. Emcee Tom Jacobs persuaded jail officials to waive regulations and permit one prisoner to sing "The Lord's Prayer" which he dedicated to his mother for her birthday. A lifer for murder recited "The Voice of the Prisoner" at latest show.

### "Room 416" On WNBC Gets New Sponsor

E. J. Flegenheimer, Inc., has purchased sponsorship of the John K. M. McCaffery - Eloise McElhone show, "Room 416," on WNBC, on Tuesdays and Thursdays, it was announced by Donald A. Norman, sales manager. The product advertised is Devinet Wave Nets.

Wiley, Frazee and Davenport is the agency handling the 13-week contract. Robert Button represented NBC spot sales. "Room 416," heard regularly over WNBC Monday through Friday at 9:15-9:30 a.m., had its premiere on October 20th, 1947.



### Windy City Wordage. . . !

● ● ● Harry Conover, noted cover girl creator, will be in town Saturday to appear on "Junior Junction" and officially nominate Mary Hartline as Chicago's number one cover and career girl. . . . Lou ("Quiz Kids")

Chicago Cowan, sporting a streamlined chassis—he's taken off 30 pounds—was in town on business. . . . Dorothy Miller (she was a major in the Marines), member of the WBBM publicity staff for the past year, has joined the station's education department. . . . Jack Bailey, emcee of "Queen for a Day," was a bit critical of Chicago audiences at the Sports Show, having been heard to remark that Windy City people "sit on their hands." . . . Harold Mattes, executive vice-president, and Charles M. Hoffman, vice-president, of Belmont Radio Corporation, are among Chicagoans who are interested in Kingwood Films, a new motion picture corporation which plans to produce pictures in Jamaica, British West Indies.



● ● ● The usually immaculate Dave Moore of the WBBM publicity department might have been observed last week tramping the streets in something less than sartorial elegance, on a special assignment as a jobless ex-con looking for a job. Dave had some interesting experiences and his tour made a good story for this week's "Report Uncensored."



● ● ● June Shielman, singer heard on several musical programs, has announced her engagement to Joseph Stepansky, second violinist with the Fine Arts Quartet. . . . Carroll V. Wilson, general manager of the Atomic Energy Commission, will fly to Chicago Sunday to make a special appearance on the "Chicago Forum of the Air" over WJJD. . . . Don McNeill will have Burl Ives, with his guitar and folk songs, as guest on the "Breakfast Club" program February 20. . . . William Ray, NBC news and special events department manager, is resting easily at a Chicago hospital following a major operation last week. . . . Radio will have an active part in the 1948 Red Cross drive. James L. Stirton, newly appointed manager of ABC's central division, has been named vice-chairman of the radio broadcasting stations and representatives division of the drive, and he has appointed Karl Sutphin, ABC promotion manager, and Harold Smith, NBC promotion manager, as captains.



● ● ● The growing importance of news broadcasts has led NBC to expand its Chicago newsroom. Studio H, from which most of the commentators and newscasters work, is to be divided into two sections. One, 9 by 20 feet, will be used for broadcasting, while the larger one will house the newsroom's staff of writers and reporters, being separated from the studio space by an observation window and sound lock.



● ● ● A 10-minute fashion report from Helen Wells, Chicago newspaper fashion editor, will be broadcast direct from Paris on February 24 on WBBM's "Melody Lane" program sponsored by Wieboldt's Department store. . . . Jack Brickhouse, announcer and commentator, assumed the role of a side-show barker Tuesday when he presided as emcee of the annual dinner and show of the Stock Brokers' Association of Chicago at the Congress Hotel. . . . C. G. Shannon, vice-president of Lorenzen & Thompson, advises that his org has signed radio representative contracts with KOTA, Rapid City, S. D., and KOLT, Scottsbluff, Neb. . . . For its success in promoting national unity WBBM's "Democracy, U. S. A." was presented one of the annual radio awards of the National Conference of Christians and Jews.

## SAN FRANCISCO

VIRGINIA MAHONEY, conducting KNBC's "Women's Magazine of the Air" program during Jane Lee's recent vacation, asked radio critic Paul Speegle what he thought an ideal program for women should be. Among other things Speegle said the women should hear about sports occasionally. Virginia thought he was wrong, and said so, but following the interview a flood of mail came from listeners saying "Yes, indeed, give us sports news so we can understand what our husbands are talking about. Result—they are now getting it."

Alex Dreier NBC Chicago news commentator, is visiting his parents in San Francisco. Alex is a native of this city and a graduate of Stanford University where he played football.

KGO piped ABC's "American Town Meeting" program into the Marin Memorial Club where 200 business people listened to the program and then conducted their own panel discussion for an hour on the same subject "What should we do in Chin now?"

Dean Maddox's Sunday morning breakfast program over KFRC-Mutual from the Cliff House is now being sponsored by the Westland Life Insurance Co.

KROW is giving a first prize of trip to Hollywood by plane with all the entertainment trimmings for the best idea for programming their 11:00 to 12:00 midnight "Album of Music" show.

Henry Schacht, director of KNBC's "Farmers' Digest" program, made a trip all over Northern California talking to farmers and ranchers and recording the interviews to be played back over his daily programs (6:15 a.m.).

John W. Elwood, general manager of KNBC, has been elected to the board of governors of the San Francisco Bay Area Council.

### Kelly Named Manager Of WRFW, Eau Claire

Jack Kelly, for the past two and one half years program manager and news editor for WEAU, Eau Claire, Wis., has been named manager of the new 1,000-watt station, WRFW, which is scheduled to go on the air around March 1, Thomas K. Werner, president of the Chippewa Valley Radio & Television Corp., announced yesterday. Kelly started in radio on WKBB La Crosse. Later he was on the staff of KITE, Kansas City; KMA, Shenandoah, Iowa, and WIBU, Madison, Wis.

### Will Air Track Events

Major events of New York's indoor track season will be aired by Ter Husing for WHN beginning with the running of the Baxter Mile at the NYAC games tomorrow night, 9:55 from Madison Square Garden. Other meets to be covered by the indie are the AAU championships, on Feb. 21, IC4A, Feb. 28, and Knights of Columbus, Mar. 6.

## HAWAII

RAY COLL, Jr., for many years columnist and waterfront reporter with the Honolulu Advertiser, which his father edits, has joined KHON, Honolulu, and its affiliated Aloha Network as director of news and public relations.

Donated by sponsors, the Hawaiian Electric Co. of Honolulu, two music scholarships are top awards in talent auditions by KULA, Honolulu, on the "Voice of Young Hawaii," teen-ager show run half-hour weekly.

Recording companies here aren't worried by the Petrillo ban for which they were well prepared. Bell Record Co., most active studio, will observe ban. Bell has stockpiled enough unreleased tunes to last 18 months, according to William B. Fredlund, president. Bell now has 125 new Hawaiian, 28 Filipino, and 200 Japanese tunes awaiting release.

Nita Benedict, director of women's programs for KPOA, Honolulu, is reducing high retail markups by 15-minute program sponsored daily by Retail Board of Honolulu Chamber of Commerce. Nita tape records opinions in local markets where she nudges homemakers and grocers into arguments. She's credited with forcing down fresh egg prices from \$1.40 to \$1.25 per doz. Show is aired twice daily.

Listeners to "Hawaii Calls," half-hour show from beach at Waikiki which is shortwaved by KHON, Mutual outlet at Honolulu, to 460 Mutual and Trans-Canada stations every Saturday evening, hear an authentic sound effect when show pauses to insert sound of waves sweeping up the beach. Dan Ebina, KHON technician, takes mike right down to water's edge.

Bren Breneman, dramatics teacher at Honolulu's Punahou College, and Dr. Norrie Potter, editor of Hawaiian Digest, have teamed to handle 15-minute "Citizen Reads His Newspaper" comment show which Honolulu Star-Bulletin, Hawaii's largest daily, airs nightly via KGMB.

Local listeners, who glue to their radios while relaxing in tropic evenings, go for mystery shows. Sponsored by Terminix Wood Treatment Co., Joe Worthy of KGMB, Honolulu, writes and produces "Murder is 13," weekly whodunit with creaking doors, ping-pong bullets, femme screams. Mel Letman, Phyllis Shield, and Harriet Kernhan play lead roles. Jack Coale out-shadows "The Shadow" on the organ.

Recent item in this column re "Communism in the News," critical analysis written and voiced by Hal Lewis, KPOA's production manager, that alternates daily over KPOA and KGMB, has caused queries from mainland stations for sample transcriptions.

### "Those Websters" Renewed

Quaker Oats Co. has renewed "Those Websters," Sunday evening comedy series, over MBS for the third successive year. Show is carried by 447 affiliates. Chicago office of Ruthrauff & Ryan handles the account.

## Plight Of Private Radio In Argentina Revealed

(Continued from Page 1)

to the General Management of Post-Office and Telecommunications and to the National Broadcasting Institute.

The letter, along with a lengthy report, was written by Lorenzo Balerio Sico, president of IAAB, to J. Hortensio Quijano, president of the Congress of Argentina. Balerio Sico pointed out that the association was created for the defense of the American system of broadcasting.

The "Report on the Argentina Case" states that "during 1947 many stations were closed or suspended and licenses cancelled." Revocation of licenses followed an irregular pattern, the report said, but the trend has caused apprehension among broadcasters who fear for their private holdings unless they "encourage the political enterprises or purposes of the government." Report also protests against the government practice of suddenly calling all stations and ordering them

to drop regular schedules immediately for a broadcast strictly in the political interest of the government.

Under the proposed Argentina radio shuffle, all stations would be regrouped into four networks—three of a "private character" and the other in official capacity. However, present licenses, it's reported, are not guaranteed their right to participate in the new set up. Also, the national network would be a dominating factor since it would hold rights to top programs and talent. National network would reportedly operate at the expense of "private broadcasting" since the latter would be on a concessions basis.

This is the second protest registered against Argentina radio by IAAB. First was lodged last summer when the association's board of governors cabled direct to Gen. Peron, president of Argentina

### KPRC 20th Anniversary Cause for Celebration

Houston—Former Governor W. P. Hobby, president of KPRC and the Houston Post, played host to a delegation of Texas and network radio executives who gathered here last week for the celebration commemorating the 20th anniversary of the station on Feb. 5.

#### Gets NBC Plaque

Easton Woolley, director of the NBC station's department, awarded the station a 20th anniversary plaque in behalf of the NBC network. The plaque was received by Gov. Hobby. Niles Trammell, president of NBC, in an address from New York, offered congratulations to the station for its public service record covering 20 years.

The anniversary program, which was written, produced, and directed by assistant manager Jack McGrew, reviewed the history of KPRC against the background of world and local happenings during the past twenty years. The recital of events was highlighted by music popular during each period. Houston's Mayor Oscar Holcomb, who had issued a proclamation designating February 5th as "KPRC Day," was a speaker, as was station manager Jack Harris. G. E. Zimmerman, KPRC's first manager and presently general manager of KARK, Little Rock, and Kern Tips, former KPRC manager and now a Houston advertising executive, were introduced at the microphone.

#### Guest List Impressive

Radio executives in Houston for the celebration were: Mr. Zimmerman; Henry I. Christal, vice-president of Edward Petry & Company, New York, and George Kercher, of the Petry office in St. Louis; Martin Campbell, general manager of WFAA, Dallas; Hugh Half, general manager of WOAI, San Antonio; Jack Keasler, assistant general manager of WOAI; T. Frank Smith, general manager of KRIS, Corpus Christi, and of KVAL,

### WGN Publicity Staff Reorganized By Dennis

Chicago—Bruce Dennis, head of the WGN public relations department, announces a number of changes in personnel. Three members of the staff have been transferred to WGN's television station, WGN-TV. They are Robert Hibbard, who becomes assistant operations manager of the tele station; Marilyn Lassen to be public relations department representative, and Esther Bronson, receptionist, to be receptionist and switchboard operator.

Joining the public relations department of WGN are Gloria Workmaster, from the WGN production department; Winston Jolly, who served with the armed forces radio department and the veterans association, and Edythe Pearsall, who was a lieutenant, (jg) in the Waves and later with the public relations department of Motorola and the veterans' association. Miss Pearsall replaces Dorothy Knight, who is retiring to private life.

### Leaving WMCA Post

Helen Lee has resigned as assistant to WMCA's news, special events and publicity chief, Leon Goldstein, effective Mar. 1. She will leave soon afterward on an extended vacation trip to Hollywood, and may take up residence on the West Coast. No successor has been appointed as yet.

Brownsville; Byron Ogle, general manager of KRGV, Weslaco; Alex Keese, general manager of Taylor, Howe, Snowden, Inc., radio station representatives; Wade Barnes, NBC representative in Texas, and William Witty, Radio Corporation of America representative in Texas.

The out-of-town visitors, as well as KPRC's local clients and agency contacts, were entertained by Governor and Mrs. Hobby at a cocktail party preceding the broadcast. More than 500 were present.

## AGENCIES

ALFRED ROONEY, formerly executive vice-president and general manager of Daniel B. Miner Co., Los Angeles, has joined Lennen & Mitchell, Inc., as vice-president in charge of the West Coast office in Beverly Hills, Cal., according to an announcement by Ray Vir Den, president of L. & M.

WANN, Annapolis, has announced the appointment of the Friedenbergs Agency, Inc., as station representative. WANN's president, Morris H. Blum, and station manager Thomas S. Carr concluded negotiations in New York City on Monday.

THOMAS H. MOORE, Jr., is now associated with Cowan & Dengler, Inc., as head of the radio and television department. He'll also be a member of the planning committee.

J. S. COERNE, vice-president of Erwin, Wasey & Co., Ltd., Chicago, has been transferred to the agency's new Los Angeles office as account executive for Carnation Milk. He has served the Carnation Company account in that capacity in Chicago since joining Erwin, Wasey in 1945. Russell H. Nagle, Chicago merchandising director, has also been transferred to the Los Angeles office.

SHIRLEY K. ELLENBOGEN has been engaged as account executive with Roy Barnard Company.

AMERICAN ASSN. OF ADVERTISING AGENCIES has completed all plans for its 30th annual meeting, which will be held at the Cavalier, Virginia Beach, Va., April 7, 8 and 9. Sessions of April 8 and 9 will be open to members and guests. The meeting on Apr. 7 will be limited to members only.

MARTHA MARTIN SMITH has been named production manager of Leighton & Nelson, Schenectady, N. Y., agency.

### CKAC, Canadian Pioneer, Gets 50-Kw. Authorization

Montreal—Canada's pioneer French station, CKAC, Montreal, has just been authorized to increase its broadcasting power from 5 to 50 kilowatts following a special session of the Canadian Broadcasting Corporation's board of governors. The board, previously, granted this request for 50,000 watts to the popular CBS outlet in Montreal—in order that the CKAC station may recover some of the power it lost when other radio stations from neighboring countries increased their power in the past.

Radio Station CKAC, belonging to La Presse, now becomes the second privately-owned station in Canada to operate under the 50,000-watt banner, the first being CFRB, in Toronto. The Toronto station was granted a similar increase last November.

## Rochester Radio City Dedication For Today

(Continued from Page 1)

tainment in the studio-auditorium, and brief broadcast dedication ceremonies, beginning at 10:30 p.m. over WHAM. At 10:45, Congressman Kenneth B. Keating of New York will speak from Rochester Radio City over the NBC net.

William Fay, vice-president in charge of broadcasting of the Stromberg-Carlson Company, owners and operators of the two stations, will preside at the dinner and also introduce Congressman Keating. Coy will be introduced by Dr. Ray H. Manson, Stromberg-Carlson president.

Public opening of the new broadcast center will take place Saturday. An eight-day public open house to which admission is by ticket only is already "sold out," and WHAM officials have announced that because of the great demand for tickets open house would be continued indefinitely. All tickets for 32 consecutive audience programs in the 400-seat studio-auditorium had been picked up by Wednesday, and the limit of 3,000 tour tickets per day had likewise been reached.

### Stockmar Gets Promotion

Chicago—Edward Stockmar, who has been with NBC for 20 years and for the past five years has been manager of the central division network sales service department, has been promoted to central division account executive, replacing John McCormick, recently appointed manager of WTAM, Cleveland. Accounts assigned to Stockmar include the Pepsodent Company, R. J. Reynolds Tobacco Company, Toni Company, and Southern Cotton Oil Company. Stockmar will temporarily continue as manager of the sales service department.

### Wedding Bells

Hollywood—Mahlon Merrick, musical director of the Jack Benny program for the past 13 years, will marry Gene Lieber, non-professional, on February 17 at the Community Presbyterian Church in Beverly Hills. Jack Benny will be best man and Mrs. Jack Benny will be matron of honor.

### Opening New Agency

W. J. Sylvester, local sales manager for JWJ, Cleveland, has resigned to enter the advertising agency business on March 1 under the firm name of Geret, Sylvester & Walsh. Sylvester, former Cleveland newspaper advertising man, was associated with JWJ for four years.

## PICTURE OF THE WEEK



Station WBNX, New York, was honored recently with the presentation of a plaque by the U. S. Marine Corps in recognition of the station's contributions to Marine Recruiting. This, the first plaque given a station in the N. Y. area by the United States Marine Corps, was presented by Col. Raymond F. Crist, Jr., during appropriate broadcast ceremonies. (Left to right) Corp. Walter J. Schoen, Col. Raymond F. Crist, Jr., Director of 3rd Reserve District, William I. Moore, Station Manager, and Staff Sgt. Geo. W. Courtney, Jr.

### Zenith Tries MBS Show: Sponsorship Assured

Favorable response by Zenith radio distributors in over 100 cities to Mutual's nightly newsreel, which started sustaining 10 days ago, assures sponsorship of the series under Zenith's banner starting March 1. Zenith Radio Corp. had optioned the show until Feb. 15 in order to feel out its distributors on a cooperative sponsorship deal. Account is handled by MacFarland, Aveyard & Co.

#### 100 Distributors Sign

Already upward of a hundred local distributors have signed for the program and contracts may hit 200 by the first of March. One of the first distributors to enter into the deal was Zenith Radionics Corp. of New York. WOR will carry the show sustaining, beginning Feb. 16, for two weeks before its goes commercial.

Meantime, series is aired five nights a week by Mutual from 9:15-9:30 p.m., EST. Web is still doing some experimenting with format and technical facilities but most of the bugs have reportedly been ejected. Milton Burgh is editorial director of the job and Arthur Feldman handles production.

### Crost Joins Finch Co. As Assistant To President

J. G. Crost, former counsel of the Small Business Committee of the U. S. House of Representatives, has been appointed assistant to the president of Finch Telecommunications, Inc., it is announced by Capt. W. G. H. Finch, president. Crost will assist Finch in building up his organization for active and aggressive selling to world markets of the company's latest product, Colorfax.

### AWB Dist. Conference

Oklahoma City—The 12th District Conference of the Association of Women Broadcasters will hold a two-day conference February 27th and 28th at the Biltmore Hotel in Oklahoma City. The meeting was announced by Julie Benell, of KOMA, district chairman.

This is the first District conference for the Oklahoma-Kansas District and it is expected that 75 women will attend. Three of the sessions of the 12th District Conference will merge with the University of Oklahoma Radio Conference which is being held at the same time.

W N B T

'scope



ON THE AIR AT CHANNEL 4 . . .

FRIDAY, FEBRUARY 13

1:00 Home Service Club with Tex and Jinx (Swift)  
7:30 UP & Acme News  
7:45 Musical Merry-Go-Round  
8:00 U. S. Royal Sports Time (U. S. Rubber)  
8:15 Travel Film of Nations  
8:25 Ski News (Kools)  
8:41 Cavalcade of Sports — Boxing — Madison Square Garden  
10:00 Feature Bout — Kid Gavalan vs. Vinnie Rossano (Gillette)

WEEK-END HIGHLIGHTS

SATURDAY, FEBRUARY 14

5:00 Puppet Playhouse  
8:30 UP & Acme News  
8:45 N. Y. U. vs. Georgetown—Basketball—From Washington

SUNDAY, FEBRUARY 15

7:50 Review of the News (Oldsmobile)  
8:00 Author Meets the Critics—"Rough Sketch" by Robert Sylvester  
8:40 ANTA Play—"First Person Singular"

TODAY'S STORY . . .

One very good reason for the laurels heaped on NBC televised dramatic shows is hard work. An hour long show—sponsored or sustaining—takes 40-odd hours of rehearsal, half that time for a 30-minute program. That, say directors, is just about the same rehearsal time given to a first-rate summer stock performance. No half measures here. And it looks so easy, too.

TRIPLE SCANNING . . .

"One Westchesterite . . . tells of inviting some friends to witness the telecasting of a prize fight. When his livingroom lights went off, there were 8 people in the room. When the light went on again there were 24 guests."  
—Variety. Such popularity must . . .

NBC  
Television

A Service of Radio Corporation of America

ANIMATED COMMERCIALS  
FOR TELEVISION

FLETCHER SMITH STUDIOS, INC.  
1585 Broadway, New York City  
Circle 6-5280-1

# TELEVISION DAILY

Daily section of RADIO DAILY — Friday, Feb. 13, 1948 — TELEVISION DAILY is fully protected by register and copyright.

## THEATER GROUP SEES TELE AS TOP PROBLEM

### TELE TOPICS

By JIM OWENS  
Associate Editor

**W**FIL-TV, Roger Clipp's outlet in Philly, will be the next station to line up an impressive sked of live drama programs. The Hedgerow Players, currently being aired by WPTZ, may be enticed over to the Enquirer outlet. . . . A major film distributor is offering 40 fairly recent features to television, including John Ford's "Stagecoach" and Eugene O'Neill's "Long Voyage Home." Entire batch was released originally thru United Artists. . . . Another sign of Hollywood softening its attitude toward video: Valli, the gorgeous Italian gal was set to do a scene from "The Paradine Case" on a local station, strictly for promotion, etc. Only hitch was in Hitchcock, whose contract on the pic nixed anything he himself didn't direct.

**L**AWRENCE PHILLIPS, Du Mont web top-per, huddling with John Golden over luncheon at Sardi's. Golden is one of the Main Stem's fabulous legit producers, and it's a cinch they weren't discussing the weather. . . . Adrienne, whose WABD song seg (Thurs.) will be sponsored before the week-end is over, will have a Parisian version of "The Voice" as her guest next week. He's Roland Jerbeau, who looks like Taylor and warbles like Crosby (it sez here). . . . WBZ's Wendell Davis and WNBW's Jay Royen swapping promotion gags at the Waldorf where NBC folded its three-day station clinic. . . . Richard J. Redmond, former CBS promotion staffer, now exec assistant to Lawrence W. Lowman, web tele veepee.

**R**OBERT CAPA, famed Time & Life photog who collabed with John Steinbeck on that series on Russia, has set up his own tele firm, tagged "World Video, Inc." He plans to photograph fashion shows of every leading Paris designer and offer 'em to tele b'casters in a series. Narration will be handled by some of America's 10 best dressed gals, such as "Slim" Hawks, Mrs. Bill Paley, etc. . . . Weidemann Brewing Co., currently sponsoring the Golden Gloves on WLWT in Cincy, has doubled its video ad budget for '48—they've found the medium so strong.

### Tele "At Sea"

Camden — Men who keep a lonely vigil aboard the pilot ship New Jersey, anchored off Ambrose Light, now have television to help them "keep an eye on the world." Because of long periods "at sea," Sandy Hook Pilots Association asked RCA if video could be installed to help their men while away the hours. After several special tests, RCA engineers found it could be done, installed one of the firm's standard TV models.

### New System Permits Extra Viewing Units

New development which permits addition of one or more large-screen tele viewers to standard sets now on the market by means of an "adapter plug" was demonstrated for the first time Wednesday by Industrial Television, Inc., Clifton (N. J.) manufacturer of large-screen models.

Estimated to cost "about half" that of a complete receiver of equivalent picture quality, the system, called "Multivision" is suitable for use in both public places (bars, etc.) and homes which may require additional television service. The viewing unit offers increased picture size and operates with any of the "better types" of small screen receivers. Viewer is connected to the set with an adapter and is operated via remote control.

### New Engrg. Standards Recommended By RMA

Washington Bureau, RADIO DAILY

Washington — Recommended engineering standards for U. S.-made radio receivers designed for export and covering the electrical performance of television broadcast transmitters were issued by the RMA engineering department along with other new and revised standards for the industry early this week.

### Herbiveaux Appointed Mgr. Of NBC Chi. Tele

Chicago — Jules Herbiveaux, program manager of the NBC central division, has been named manager of the television department of the division, it was announced this week by I. E. Showerman, vice-president.

## Germans Progressed In Tele 'Till War Ended Development

Germany had realized various degrees of progress in television prior to the war and maintained a six-hour daily program schedule for hospitalized soldiers and segments of the public until the Berlin transmitter was bombed out in 1943, it was revealed in a report issued by the Department of Commerce this week. Report, prepared by the British Intelligence service, is based upon information obtained in the spring of '46 during an investigation of nine German video factories and research labs.

Although production of sets was

### Seven File With FCC; Comm. OK's 2 CP's

Washington Bureau, RADIO DAILY

Washington — FCC announced Wednesday receipt of seven new applications for television stations, including 20th-Century-Fox Film Corporation's request for a channel (No. 1) in Boston forecast in these columns last week. Commission also announced the grant of CP's to Miami Broadcasting Corp. (WHIO-TV) in Dayton, O., and WBRC, Birmingham, Ala. Latter is first TV outlet authorized in Alabama.

New applicants included: WSOC, Charlotte, N. C., asked Channel 9, and Fred Weber of WDSU, New Orleans, one time MBS official, asked Channel 5 in Houston, Texas. WOIN, St. Paul, Minn., asked Channel 2, while the Maumee Valley Broadcasting Company asked Channel 11 in Toledo, Ohio.

Both the Philadelphia Inquirer and the Susquehanna Broadcasting Co., applied for Channel 8 in York, Pa.

### Walco Sets New Models On Tele Magnifiers

Walco Sales Company, sales agency for the Walco plastics line of liquid-filled magnifying lens for tele sets, announced this week new models in various sizes at lower prices. Three new models, Standard, Economy and Moderne are priced lower than the original "deluxe" and bring the total number of models presently distributed to four.

New models are priced as follows: Standard, for video sets having 7, 10 and 12-inch screens, \$39.95; Economy, lens for 7 and 10-inch screens, \$29.95; no price given on Moderne model, but fits 7-inch screen at "moderate" price.

stopped in 1940, with all production geared to the war effort, there were an estimated 1600 receivers found in German hospitals in '43 when transmission was halted by bombing. Nazis had developed tele to a point where it was to be used in guided missile warfare, although never put into actual use.

Report also contains information on theater television and reveals that the largest film house in Berlin, which seated 800 persons, was equipped with "Fernsen" video apparatus as far back as 1938.

### Advises Exhibitors Explore Medium, Grow With It

Television is one of the uppermost problems currently facing theater exhibitors of the United States and they are urged to align their future growth with that of video rather than to attempt to impede or delay its progress. This conclusion was made public this week by the Theater Owners of America whose board of directors ordered its television committee to explore the entire subject of video "with a view to guiding the exhibition industry as it seeks to find its place in the new order that this exciting triumph of science will inevitably establish."

In a comprehensive report on the subject to its membership, which included development in all phases of the industry in the past 18 months from set manufacturing to the number of stations operating, association warned that television, "in the opinion of many, will herald a new and enriched exhibition industry, or it may presage the extinction of exhibition as it exists today."

Report also referred to a statement made by Loren L. Ryder, president of the Society of Motion Picture Engineers, to the effect that "large screen television is here."

Survey also included references to the future of film fare to video.

The report concludes with five recommendations on the course to be followed by exhibitors in meeting the challenge: Complete information on the subject to be every theater owner's stock in trade; theater men should join and lead in the development of tele facilities throughout the nation; tele lounges should be established in theaters; theater industry should encourage research in large screen tele, and independent study by TOA must test the possibility of theater exclusives on sporting events and other happenings of great public interest.

### Adds Tele Course

The Abbe Theater School (N. Y.) has instituted a television course for its students, for its spring term beginning Feb. 18, which will be under the direction of David Ber- man, who has staged, written and acted in a number of recent television shows over NBC's television station in New York. The Abbe School has hitherto specialized only in training actors for stage work, in winter courses in New York and also in connection with a summer theater at Smithtown Branch, L. I.

## PROMOTION

### Trade Brochure

Two promotion pieces have been mailed to more than 2,200 local and national spot clients, prospects and advertising agencies by the advertising and promotion department of WMAQ, Chicago, according to Harold A. Smith, manager of the department. The first was a four-page folder on the special Gettysburg address anniversary broadcast of the "Howdy Mr. Lincoln" program. Photo illustrations show the audience attending the show, and presentations by Norman Barry, emcee of the show. Second was a reprint of a double-truck advertisement and a "News from WMAQ" editorial page, both of which appeared in the December 1947 issue of "Drug Progress," publication of the Illinois Pharmaceutical Association.

### Station-Owner Tieup

WPEN, Philadelphia in an ambitious campaign to tie in promotionally with its owner, the Sun Ray Drug Co., has placed colorful sponsor identification posters on display in the 140 Sun Ray Stores, largest chain of its type in the East. Signs, under which products advertised over the station are on display, are prominently featured on Sun Ray counters and in windows. They measure (counter) 6 feet by 18 inches and (window) 22 inches by 36 inches.

### Newsletter For Agencies

Promotion department at WINS, New York, headed by Charlie Oppenheim, is turning out a newsletter at unscheduled intervals which it mails to agencies. Contents of the newsletter are not devoted to trade events but spotlight information which might be of help to agency departments. First one contained a survey of censorship conditions in various countries, a study edited by Don Goddard, WINS commentator.

### Package Presentation

A total of 21 CBS package programs are listed as available for sponsorship in a new illustrated brochure and accompanying folder mailed today to the network's complete agency, client, prospect and station lists. Attached explanatory letter by Robert Mann, manager of program sales, CBS, describes the packages as "air-tested, audience-proven, as well as completely developed new programs by top-notch people."

### Mosse Writes Radio Handbook

A radio news handbook, written by Baskett Mosse, formerly news editor and writer for NBC in Chicago, has been published by the Medill School of Journalism, Northwestern University. Mosse is now assistant professor of journalism in the school. Material does not comprise a textbook on the subject, contains no theory, but gives "how to" information on handling radio news. Handbook lists numerous examples and illustrations taken from actual news broadcasts.

## COAST-TO-COAST

### —INDIANA—

**FORT WAYNE**—New members of the WOWO announcing staff are James Newman of Kokomo and Don Fisher of Chicago. . . . **INDIANAPOLIS**—"Asher & Little Jimmy," new early-morning feature, originating from the Sizemore farm home, Rushville, Indiana, was recently inaugurated over WIBC. Cast includes Asher Sizemore, his son Jimmy and other members of the family who will sing and play songs of the hills and other favorites. The Sizemore family, not only appear on the new show but operate a large farm near Rushville and make frequent appearances on the "Grand Ole Opry" show.

### —CONNECTICUT—

**HARTFORD**—Eddie O'Shea, son of the Hollywood actor and former Hartford radio stalwart, Michael O'Shea, recently appeared on WONS, playing the same role as his father in the drama, "Waiting." Young O'Shea and his mother are active in the Guy Hedlund Players group heard in a different presentation each Tuesday over this station. . . . The "Shopping by Radio" program over WDRC, has now been expanded into a 45-minute show starting at 9:15 a.m. The question-and-answer show features three guests and is enlivened by Otto Neubauer and his band.

### —OHIO—

**CLEVELAND**—WGAR is airing a new talent show each Wednesday evening. Program is open to all amateurs, 18 or over, who are picked to audition from written application. Talent on the air is chosen by a group of professional advisors, covering classical and pop music, acting and announcing. Any talent rated ready gets a week's engagement with WGAR. . . . **AKRON**—When the members of the Advertising Club of this city receive their invitation for the club's third anniversary banquet and meeting, February 25th, at the Mayflower Hotel, they will also be asked to participate in WHKK's third birthday. Included with the invitation will be a miniature station mike bearing the inscription: "Help us celebrate our third anniversary . . . this '640' microphone entitles you to a free drink at the Ad Club's private bar in the Mayflower ballroom."

### —OKLAHOMA—

**OKLAHOMA CITY**—Daily news reports are being dispatched to the Municipal Airport by the WKY news bureau as a service to airline passengers. The reports are wire-recorded at the airport and then aired over the public address system five times daily during heavy traffic periods. Service is under the supervision of Bruce Palmer, station news director. . . . **TULSA**—Sam Schneider, chief of the KVOO farm department, has been elected president of the Oklahoma Agricultural Advisory Council. Council is composed of 42 Oklahoma agricultural organizations which are representative of the various phases of farming. It is these men who analyze the needs of Oklahoma agriculture and make recommendations for its improvement and promotion.

### —NEW MEXICO—

**ALBUQUERQUE**—A rare recording of the late Mahatma Gandhi's voice was recently broadcast over KOB during an interview with two Albuquerqueans who spent many years in India. The program, which was aired a few hours after the news of Gandhi's death was received, was conducted by station newscaster Pat Hill and featured professor Clinton H. S. Koch, former educational missionary in India and presently a member of the University of New Mexico faculty, and Fred Williams, for many years a school administrator for the Methodist Church in India and now superintendent of the United States Indian School in Albuquerque. The recording, presented to Williams by Gandhi, was made at the Round Table Conference in London in 1931.

### —COLORADO—

**DENVER**—Gene O'Fallon, KFEL general manager, has been selected to represent the radio industry on the Rocky Mountain area council of the National Conference of Christians and Jews. . . . **GRAND JUNCTION**—KFXJ is inaugurating a daily broadcast of local news for the Delta County Independent of Delta, which is 40 miles distant from this city. Programs are presented by remote control from a studio built in the display windows of the newspaper's office. This marks the third co-operative tie-up between KFXJ and the newspapers of this area.

### —NEW YORK—

**BUFFALO**—A public-service program for the Council of Social Agencies on mental health has been arranged for each Saturday by WKBW. Format consists of lectures which will be given on case histories or mental topics by prominent leaders in the field of mental rehabilitation. . . . **SCHENECTADY**—New continuity director at WSNY is Betty Tierney. The position of assistant continuity director, which was formerly held by Miss Tierney, has gone to Evelyn Petrule. . . . **SYRACUSE**—WSYR and the Syracuse Weather Bureau recently began a series of weather broadcasts which originate from the Weather Bureau in this city. Conducting the series is weather man, Andrew P. Keller.

### —PENNSYLVANIA—

**PHILADELPHIA**—"Rhumba With Ravell," new WIP record show, featuring authentic Latin-American rhythms each Sunday, features this city's only Latin disc-jockey, Nicolai Ravell. . . . Hal Lamb, account executive with KYW for the past six years, has resigned to accept the position of radio and television director for the Charles A. White Agency in this city. . . . **PITTSBURGH**—Two hundred students, representing 150 high schools in this state and composing the All-State Band, will be heard over KDKA tomorrow, broadcast originating from the Elmwood City High School's spacious auditorium.

## EQUIPMENT

### REL FM Link Ready

Radio Engineering Lab. announces final development of 940 to 960 m. FM studio-to-transmitter link equipment. This is the result of a program of studio-to-transmitter link design, accelerated by demands by broadcasters for equipment capable of operating in the band allotted by the FCC for this purpose, the announcer said. The equipment consists of a transmitter, receiver, monitor transmitting and receiving antenna with their supporting structures and a supply of transmission line. Deliveries are contemplated on a quantity basis within the next few months.

### NARBC To Canada

Montreal—On the invitation of the Canadian Department of Transport the North American Regional Broadcasting Conference will be held here August 2 to September 30. The conference will be attended by approximately 200 broadcasters.

### "Heart Week" Day On WWRL

An all-day appeal for funds on behalf of "National Heart Week" will be aired by WWRL tomorrow, St. Valentine's Day. All programs will plug the campaign which is dedicated to informing public of the need for research, education and community service in heart diseases.

## Send Birthday Greetings To—

February 13

Joan Edwards Russ Morgan  
George A. Hazlewood Hal Michael  
Lennie Hayton Russell O. Stewart

February 14

Jack Benny Bill Pearson  
Jessica Dragonette Art Hernes  
Carlton Moss

February 15

William Janney C. E. Midgeley, Jr.  
E. W. Jones Charles Sutton

February 16

Douglas Arthur Edgar Bergen  
Wayne King Dell Sharbutt  
Jerry Lester Patty Andrews  
Mildred Bailey Bert Kalmar  
C. B. Donovan Joe Smith  
"Bert" Greene

February 17

Kenneth Walton John McLaughlin  
Eric Madriguera Shirley Flynn  
Robert H. King Denise Keller

February 18

Jimmy Durante  
Bill Cullen Bruce Kamman  
Vivian Brown Earl George  
Helen Leighton Melvin Spiegel

February 19

Tom Dawson Stan Kenton  
John W. Swallow Connie Gates  
Frank Wilson John Andrew  
Edward P. Shurick, Sr.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 31

NEW YORK, MONDAY, FEBRUARY 16, 1948

TEN CENTS

## CALIFORNIA TOPS STATION LIST; N.Y. 4TH

### "Mayflower" Hearing To Draw 50 Witnesses

Washington Bureau, *RADIO DAILY*  
Washington—Apparently refusing to accede to the NAB request of last week for a six-week delay, the FCC yesterday announced a list of 50 appearances to be made before it in the Mayflower hearings on editorializing by broadcasters. The hearings are still set for March 1 in the inter-departmental auditorium here. Others wishing to testify are advised to contact the FCC general counsel, Benedict Cottone.

Scheduled thus far to appear are  
(Continued on Page 4)

### Times-WQXR Inaugurate Facsimile Service Today

New York Times and WQXR-FM today begin airing six facsimile editions daily which will be picked up and recorded for public demonstration in 14 department stores located in Manhattan, Brooklyn and Jamaica. Four-page editions, requiring 15 minutes to transmit, will be broadcast at five minutes past the hour starting at 11:05 a. m. The Times facsimile demonstration is expected to last for about a month.

Recorders, designed by Radio In-  
(Continued on Page 4)

### National Guard Buys Garroway Show On NBC

Chicago — National Guard of the United States has bought the "Dave Garroway Show" on NBC (Sundays, 10:30 p. m., EST.), effective yesterday, and will run for 52 weeks. Program, which originates here, promotes enlistments in the Guard.

Under terms of the contract, the National Guard assumes the cost of  
(Continued on Page 2)

### Musical Medicine

Hollywood—Kay Kyser and his NBC "College of Musical Knowledge" troupe, who made thousands of wartime personal appearances, again have offered their services to the Government for a nationwide series of hospital appearances during March. Kyser made the offer in a letter to Gen. Omar Bradley, who wired acceptance on behalf of the Army. The Army is currently working out an itinerary for the NBC troupe.

During the war, Kyser's troupe played hundreds of camps in the United States and in the South Pacific.

### Tolls For Coaxial Cable Permitted After May 1

Toll charges will be exacted, starting May 1, by the AT&T for use of its coaxial cable, which heretofore has been offered free of charge on an experimental basis to television interests. The FCC late last week informed the telephone company that it may now propose a commercial

(Continued on Page 5)

### Harrell Named To Head ABC Eastern Prog. Dept.

Charles Harrell has been appointed Eastern program manager for the ABC network. It was announced Friday by Charles C. Barry, web veepee. Harrell was formerly a network producer.

Morgan Ryan, formerly an ABC  
(Continued on Page 2)

## WHAM "Radio City" Opens; Illness Cancels Coy's Talk

By FRANK BURKE  
Editor, *RADIO DAILY*

Rochester, N. Y.—Official opening of Rochester's Radio City, comprising the new million dollar studios of WHAM-WHFM, was signaled at a Rochester Club dinner Friday night attended by 250 prominent business, banking and radio executives. Dinner came as a climax to a three-day period of pre-opening tours and receptions during which time over 16,000

## Recapitulation Of AM-Video-FM Totals Shows Texas 2nd And Penn. 3rd; 18 States Have No Television

### 1800 Outlets To Aid '48 Red Cross Drive

Next major public service program for which the entire radio industry has promised full support is the Red Cross Fund campaign running from March 1-31. Over 1800 stations, including national and regional network programs, plus television outlets will lend their facilities for promoting the drive.

Already upwards of 1,000 stations have agreed to use a series of quar-  
(Continued on Page 4)

### Four Set Participations On WCBS Daytime Shows

Participation sales in WCBS programs announced over the weekend by Arthur Hull Hayes, general manager of the outlet, include:

Gold Seal Co. (Campbell-Mithun agency) three participations weekly  
(Continued on Page 4)

### CP For Kentucky AM; Other Activity At FCC

Washington Bureau, *RADIO DAILY*  
Washington—The FCC on Friday announced it has made final its proposed grant of a construction permit to the Murray Broadcasting Com-  
(Continued on Page 6)

Washington Bureau, *RADIO DAILY*  
Washington—In two of the 48 states of the Union—Montana and Vermont—there is still not a single FM authorization, while California already has 87 authorizations. Pennsylvania 80 and New York 79. Texas leads the list for AM grants.

A tabulation of 3119 outstanding authorizations for AM, FM and video stations released Friday by the FCC revealed that Alaska and Hawaii are  
(Continued on Page 5)

### WMAQ Has Brisk Wk. In Spot Sales Activity

Chicago—Brisk spot business week for WMAQ, NBC station here, which saw orders for 377 station breaks and 26 one-minute announcements was announced Friday by Oliver Morton, manager of the network's central division of the national spot sales department.

Largest order was for 260 station breaks from the Hawthorne-Mellody Dairy, through Schwimmer & Scott.  
(Continued on Page 2)

### FCC May Recall Pearson, Allen, Re WBAL Hearing

Washington Bureau, *RADIO DAILY*  
Washington—Drew Pearson and Robert S. Allen may be recalled to the stand for questioning regarding their ability to purchase stock in Public Service Radio, Inc., said to be  
(Continued on Page 6)

### Anniversary

Oldest continuous commercial series on the air, Citico Service Highways in Melody, celebrates its 21st anniversary Feb. 20, NBC, 8 p.m., EST. Program features Paul Lavello conducting starting ork and glee club, and baritone Mac Morgan. Show made its debut on Feb. 17, 1927 with Edwin Franko Goldman and his band, Ellington & Co., is the agency.

### Who Dat?

Who was the little gray man who hustled into the control room just before "Talent Scouts" last Monday night? After listening to the show from his vantage point, the very polite little man scurried out. Mug Richardson, Arthur Godfrey's comely production assistant, is offering a reward of one slightly used tea-bag to anyone who can identify the intruder satisfactorily.

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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 Dahlonega Rd.  
Phone: Wisconsin 3271  
CHICAGO BUREAU  
Nat Green  
1417 Ashland Bldg., 155 No. Clark St.  
Phone: State 2352

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## FINANCIAL

(Feb. 13)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Admiral Corp.	7 3/8	7 3/8	7 3/8	—
Am. Tel. & Tel.	149 3/8	148 3/8	149	— 7/8
CBS A	24	23 3/4	24	—
CBS B	23	23	23	+ 3/8
Farnsworth T. & R.	6	5 3/4	5 3/4	— 1/8
Gen. Electric	33 1/4	32 3/4	32 7/8	— 1/4
Philco	29 1/2	29 1/4	29 1/4	—
RCA Common	8 1/8	8	8	— 1/8
RCA First pfd.	65 3/4	64 1/2	65 3/4	—
Stewart-Warner	12 1/2	12 1/8	12 1/2	+ 1/8
Westinghouse	26 3/8	25 3/4	26	+ 1/4
Westinghouse pfd.	86 1/2	86	86 1/2	+ 1
Zenith Radio	20 1/4	20	20 1/8	+ 3/8

**NEW YORK CURB EXCHANGE**

Not. Union Radio	2 1/2	2 1/2	2 1/2	.....
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**OVER THE COUNTER**

DuMont Lab.	7 1/2	8 3/8		
Stromberg-Carlson	10 3/4	12		

## 10 YEARS AGO TODAY

(From the files of Radio Daily)

About 500 broadcasters converged on Washington's Hotel Willard for the 16th annual convention of the NAB, with Sen. Burton K. Wheeler, and FCC Chairman Frank McNinch and NAB prexy John Elmer slated to give opening day speeches. Covering the confab for RADIO DAILY were staffers M. H. Shapiro, Ted Lloyd, Don Mersereau, Marvin Kirsch and Arthur Simon.

**WANTED: SALESMEN**

New employed, traveling as representatives for Radio Transcription Companies, or radio station supply-service organizations . . . to also represent us with a fast selling sure fire BRAND NEW service for station sports-casters and sports departments. This is your opportunity to make extra income. We are sure our proposition will be more than attractive to you. Service ready to start early in March! Write Charles Banda, 801 Chester Ninth Bldg., Cleveland 14, Ohio.

## ★ COMING AND GOING ★

MARK WOODS, president of the American network; JOHN F. NORTON, JR., vice-president in charge of stations, and IVOR KENWAY, vice-president in charge of advertising, promotion and research, are in Atlanta, where they'll meet with Southeastern and South-central affiliates of the web.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, visited here Friday with MBS officials.

CHARLES A. STORKS, general manager of KTMS, American network outlet in Santa Barbara, Cal., is in town for a few days on station business.

HAROLD F. GROSS is in town. He's the president of WJIM, Lansing, Mich., an affiliate of ABC.

PETER GOLDMARK, head of television at CBS, spent Friday in Philadelphia.

ARTHUR BLAKE, radio and television impressionist appearing at the Flame Room in Duluth, flew to New York over the week-end to make some transcriptions.

GILMORE NUNN, of the Nunn stations, conferred Friday at the New York headquarters of the American network.

FRANCES SCOTT and CHARLIE BASCH today take their entertainment troupe to Stapleton, S. I., where they'll do a show for the boys at the station hospital.

MIMI ROSS, secretary to Mug Richardson, of the Arthur Godfrey staff, is expected back today from a Mid-winter vacation spent in Florida.

WILLIAM F. BROOKS, vice-president of NBC in charge of news and international relations, has left on a three-week trip to the West Coast, where he'll confer with network-station newsmen in Hollywood, San Francisco and Denver.

ELMO C. WILSON, Columbia network director of research, will leave today for Washington, D. C.

KINGSLEY HORTON, sales manager of WEEI, Columbia-owned station in Boston, will spend Tuesday, Wednesday and Thursday of this week in Gotham.

BETSY REEVES, her operation only a memory, returns today from four weeks of recuperation in Florida, and will resume her chores as secretary to Don Miller, sales manager at WCBS, New York.

ARTHUR GARY and the D & H Miners Quartet have returned from Rochester, N. Y., where they participated in WHAM's dedication of the town's new Radio City.

C. P. PERSONS, national sales representative of WAPI, Birmingham outlet of CBS, is in New York.

BARBARA HADDOX is in town from Columbus, Ohio. She was a guest Friday at the offices of CBS.

MURRY KARMILLER, station-break copy writer at CBS, left yesterday for Hollywood, where he'll spend three weeks.

LEW DANIS, OIC shortwave broadcaster, has returned to New York following a trip to Philadelphia, Washington and Baltimore.

### WMAQ Has Brisk Week In Spot Sales Activity

(Continued from Page 1)

Inc. The breaks will be aired five weekly for 52 weeks starting February 16. Eastern Airlines, through Campbell-Ewald, renewed a schedule of six station breaks per week for 13 weeks starting February 29. Alexander Smith & Sons (carpets), through Davis-Platte, ordered three station breaks weekly for 13 weeks starting February 24. Capper Publications ("Capper's Farmer" magazine), through the Buchen Company, ordered three one-minute announcements weekly for two weeks starting February 16. Ten one-minute announcements, to be aired once weekly, were ordered by Park & Tilford (Tintex), through Charles M. Storm, effective March 6. Cullerton & Hogan (travel show), through The Caples Company, contracted for five one-minute announcements weekly for two weeks starting February 24.

### ABC Gets "Unity" Award For Racial Tolerance

Hollywood-Inter-Racial Film and Radio Guild has cited ABC for "advancing the cause of racial and religious tolerance and for year-round devotion to the general public welfare." Web will receive the organization's Radio Unity Award for 1947 at ceremonies in Los Angeles' Second Baptist Church on Feb. 22.

Programs cited for the award were: "School Teacher—1947," a two-day study of education in America, and a series on slum problems entitled "Slums I" and "Slums II." Both were arranged by Robert Saudek, web vice-president in charge of public affairs.

### National Guard Buys Garroway Show On NBC

(Continued from Page 1)

talent and any special facilities required. Time and regular facilities are donated by the network and stations carrying the program. Show is aired over an NBC network of approximately 105 stations. The Gardner Advertising Company (St. Louis) is the agency. The sponsorship deal is similar to that in which the U. S. Army sponsors the Fred Waring Show on Mondays and Wednesdays (NBC, 9:00 a. m., CST.).

This is the National Guard's third excursion into network radio in its extensive recruiting campaign. The Garroway program, because of its appeal to the young adult group, is considered "tailormade" for the Guard by the agency. It stars Garroway as m.c., singers Vivian Martin and Jack Haskell, Joseph Gallicchio and a 38-piece orchestra and guests from the world of modern jazz.

### Harrell Named To Head AEC Eastern Prog. Dept.

(Continued from Page 1)

account exec, has been named manager of commercial program sales. Helen Guy, previously manager of the business office of the program department, has been named manager of the program department of the network.

### George Cully

George Cully, trumpet player with Fred Waring's Pennsylvanians for over 25 years, died last week after a long illness. Waring and his orch paid tribute to the musician on their NBC program of Feb. 13.



## 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**

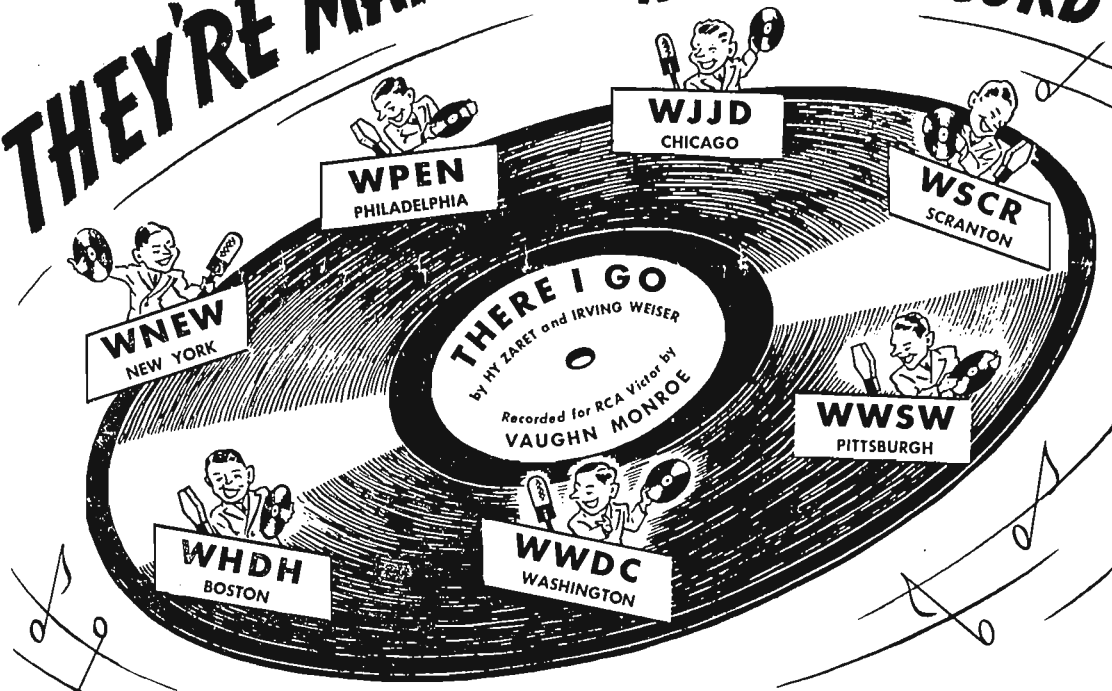
AM and FM

**Baltimore 3, Maryland**

TOM TINSLEY, President

Represented Nationally By Headley-Ross

# THEY'RE MAKING A HIT! WITH A RECORD



Yes, they're making a hit . . . these seven prominent independent stations. They're conducting their own private campaign and demonstrating the impact of radio performances in making song hits. And they're doing it with a record!

Working as a team, these seven broadcasters selected a song popular in 1940 — a song that hadn't been performed to any great extent for more than seven years. The song: "THERE I GO"—by HY ZARET and IRVING WEISER—Recorded for RCA Victor by VAUGHN MONROE.

WNEW, New York conceived this idea of proving radio's effectiveness in making popular song hits thru independent stations' programs. Five to ten performances of this Vaughn Monroe record each day, for a period of several weeks, by each of these seven indies, brought about these

## RESULTS

- 1 Dealer demands for the record convinced RCA Victor that "THERE I GO" should be re-pressed and re-issued.
- 2 Within three weeks more than 100,000 records were sold in the market areas of these seven stations.
- 3 Growing public demand is evidenced by more and more performances in juke boxes.
- 4 Name artists are filling numerous requests with performances of the song on their network shows.

BMI, original publishers of "THERE I GO," extends to  
WPEN, WJJD, WSCR, WWSW, WHDH, WWDC and to WNEW  
its appreciation and thanks for demonstrating  
THAT RADIO CAN WORK FOR RADIO

MELLIN MUSIC  
TAKES OVER  
"THERE I GO"

With the revived interest in "THERE I GO," publisher Bobby Mellin, an affiliate of BMI, has taken over the song to exploit it nationally.

**BROADCAST MUSIC, INC.** 580 FIFTH AVENUE, NEW YORK 19  
NEW YORK • CHICAGO • HOLLYWOOD

# "Mayflower" Hearing To Draw 50 Witnesses

(Continued from Page 1)

ABC, CBS, NBC, Yankee Network, Nathan Straus of WMCA, Morgan Sexton of KROS, Robert Mason of WMRN WCFL, WHCU, UAW-CIO, Voice of Freedom Committee, Communications Workers of America, Saul Carson, American Civil Liberties Union, C. A. Siepmann, Morris Nevik Theodore Pierson, American Jewish Congress, Amvets, CIO, Morris Ernst, Farmers Union of America, AVC, Institute for Education by Radio, Chester Girard, Co-operative League, U. S. A.

Also American Federation of Labor, Iowa Association of Radio News Editors, American Council of Christian Churches, Advertising Federation of America, Revere Racing Association, Committee for Constitutional Government, Progressive Citizens of America, Committee to Insure Non-Partisan Radio, Radio Writers Guild, American Federation of Radio Artists, Joint Religious Radio Committee.

And American Jewish Committee, Radio Directors Guild, National Association of Radio News Directors, Radio and Television Broadcast Engineers Union, National Association of Broadcast Engineers and Technicians, National Association of Educational Broadcasters, Association of Broadcast Unions and Guilds, American Federation of Musicians, American Association of Theatrical and Radio Press Agents.

Also FM Association, National Association of Broadcasters, T. A. M. Craven, WOL; WGN; Robert E. Cushman, WHCU; Burl Lottridge, WOC; Ralph Hardy, KSL; Phil Miller; William Quarton, WMT; William J. Scripps, WWJ; Dr. Frederick Seibert; E. R. Vadeboncoeur, WSYR; Frank Waldrop; Ronnie Loudermilk.

# Times-WQXR Inaugurate Facsimile Service Today

(Continued from Page 1)

ventions and manufactured by General Electric, have been installed in the following stores: Saks-34th, B. Altman & Co., Arnold Constable, Macy's, Gimbels, James McCreery, Lord & Taylor, Franklin Simon, Bloomingdale's, Wanamaker's, Abraham & Straus, Loeser's, Hearn's and Gertz Dept. Store. Another recorder has been installed at Columbia University's School of Journalism.

Two pages of each facsimile edition will carry spot news and pictures and will require a remake every hour. The other two pages, carrying features and woman's page, will remain the same throughout the day. Robert Simpson, veteran Times newsmen, heads up the special facsimile staff.

# WQXQ Is WQXR-FM

Call letters of FM outlet of WQXR have been changed from WQXQ to WQXR-FM. Outlet returned to the air Saturday following installation of new 10 kw. W. E. transmitter.



# California Commentary . . . !

● ● ● Haven MacQuarrie is all smiles these days. His "Noah Webster Says" got a 15.2 Pacific Coast Hooper rating for January. . . . Pat Weaver, vice-president in charge of radio of Young & Rubicam, is in from New York for a week of conferences at the Hollywood office. . . . Leo Rickett, who was recently made sales manager of KECA, believes in good timing. He

# Hollywood

bought a house in North Hollywood just as it was being completed. Rickett was formerly sales manager of KFBK, Sacramento. Thor Le Croix, chief engineer at KECA, has also bought a North Hollywood home. . . . John A. Bacon, formerly manager of WKBW, Buffalo, N. Y., who has been on a lengthy motor tour of the country, found time to visit Don Searle, Norman Ostby and other ABC officials in Hollywood. . . . Art Linkletter who was active in San Francisco radio before coming to Hollywood, flew to the Bay City to be honor guest at the annual Spinners Ball. Incidentally, Charles Henry, Young & Rubicam supervisor of GE House Party, has returned from a quickie vacation in Mexico.



● ● ● When a transcribed radio dramatic show is aired over 1,150 stations weekly, like "Proudly We Hail," the C. P. MacGregor Hollywood-produced U. S. Army and U. S. Air Force Recruiting program, fictional and real life coincidences arise. In the radio story, the Donaldsons wanted their first-born to be a boy, but a girl was born. In Florence, Ala., there is a real-life couple the E. S. Donaldsons, and they wanted a boy—and got a boy. The fictional Donaldsons had the first baby born in the New Year, while the real-life Donaldsons baby was the first born in their county of this New Year. While the cup of happy coincidence is being filled in this real life parallel, C. P. MacGregor is "proudly hailing" the happy event of the Alabama Donaldsons by sending a memento to their little "Tommy" in the form of an engraved silver baby cup. . . . Veteran Comedian Ed East is on CBS's Coast web with a husband-and-wife show with his better half, Polly. After a 13-week run, program is expected to go full-web.



● ● ● Bill Davidson, formerly program manager at KECA, and more recently with KCOY, Santa Maria, Calif., was seriously injured in an auto accident while en route to Hollywood from Santa Maria. After his recovery, Bill, who got his early radio training in Minneapolis, will rejoin KECA as an account executive. . . . Bob McAndrews, Young & Rubicam's Hollywood promotion manager, resumes his classes in Radio Advertising for the University of California extension Tuesdays nights at NBC studio B. Guest lecturers scheduled on the 18-week course include Gil Paltridge, manager, KGIL; Innes Harris, commercial supervisor, Young & Rubicam; Bob Richards, Foote, Cone & Belding; Russ Burroughs, sales manager KBMT, San Bernardino; Glad Hall Jones, account executive KRED and president of Los Angeles Advertising Women; Frank Ford, CBS merchandising manager; Don Sweeney, CBS trade news editor; Arthur Guddman, Barton A. Stebbins Advertising Agency.



● ● ● Little known facts about San Francisco, where the Eddie Cantor show will originate on Feb. 19, were passed on to Cantor on his Feb. 12 program by "Sam Spade" (Howard Duff.) Cantor will take his entire cast to the Golden Gate City, where on Feb. 18, he will participate in the world premiere of his newest motion picture, "If You Knew Susie." In his broadcast from San Francisco, Eddie will play host to industrialist Henry J. Kaiser. . . . When Judy Canova coaxed her three-year old daughter Tweeney to recite the flag pledge she said she'd learned at nursery school, this is the way it came out: "I pledge a legion to my flag and to the republic of Richard Sands, one nation and a vegetable, with liver tea and justice for all."

# 1800 Outlets To Aid '48 Red Cross Drive

(Continued from Page 1)

ter-hour capsule versions of popular network shows which were transcribed by the NBC Radio Recording Division in Hollywood under supervision of Louis Graf, Red Cross West Coast representative. Platters include: the shows of Bob Hope, Bing Crosby, Jack Benny, Dick Haymes, Kay Kyser and Frank Sinatra. Each program is a salute to the 1948 Red Cross Fund.

This series was made possible through the co-operation of sponsors, agencies, Advertising Council, AFRA, AFM, Radio Writers Guild and the Hollywood Coordinating Committee. Musical clearance was provided by BMI, ASCAP and SESAC.

Major networks and many independent stations will launch the campaign on Feb. 29 when they broadcast an address by President Truman from 10-10:05 p. m., EST. Mr. Truman will speak from Key West, Fla. March 1 will be observed as "Red Cross Radio Day."

# Dramatic Skits Included

Red Cross radio kit also contains four and one-half dramatic skits featuring Robert Montgomery, William Bendix and Ella Raines. There are a series of 45-second and station break messages recorded by Humphrey Bogart, Lauren Bacall, Amos 'n' Andy, Edward G. Robinson, James Stewart, Dorothy Lamour, Eddie Cantor, Herbert Marshall, Art Linkletter, Howard Petrie, Rod O'Connor and Bud Hiestand.

Dramatic skits and spot announcements, mailed through NAB direct to stations, were sent to 1,523 AM outlets and 337 FM stations. Live script material has also been prepared for all types of shows. Red Cross is sending special script material to 210 foreign language stations.

Ad Council will provide network allocations during the last week in February and the first three weeks in March. On Monday, March 1, all commercial network shows have been asked to carry a Red Cross message. Web program departments are expected to tie in the drive with all sustaining features.

# Four Set Participations On WCBS Daytime Shows

(Continued from Page 1)

in Arthur Godfrey's early morning show, one on Harry Marble stanza and also in Housewives Protective League and Starlight Salute.

Rosendale Knitting Co. (S. Duane Lyon) three spots weekly in Margaret Arlen program. War Assets Administration (Kudner) twice weekly in Starlight Salute. Loew's Criterion Theater (Donahue & Coe) This Is New York, Feb. 16-18, and Starlight Salute, Feb. 16-19.

Sapolin, Inc., renewed participation in the Godfrey and Marble stanzas for 52 weeks. Musterole Co. purchased daily station break spots, Monday through Saturday, through Erwin, Wasey.

California, Texas Top Station List; N. Y., 4th

(Continued from Page 1)

Without FM permits, but Puerto Rico has three. Overall total for California is 228, including 129 AM and 12 video. Texas reports 223 authorizations in all—153 AM, 66 FM and four television. Third Pennsylvania with 98, 80 and six, while New York tallied 178 authorizations—89 AM, 79 FM and 10 video. North Carolina, with 128 authorizations, is next. California's 12 television okays lead the list there, with New York's 10, Ohio's nine and Pennsylvania's six next.

In 18 states there are still no television grants. The tabulation of broadcast authorizations, by states, follows:

Table with columns: State, AM, FM, TV, Total. Lists states from Alabama to Wyoming with their respective broadcast authorizations.

★ THE WEEK IN RADIO ★

NAB Convention Set By VAL ADAMS

OVER-ALL plans for NAB's Los Angeles convention (May 17-21) completed. All sessions to be held at Biltmore Hotel but 14 others are lined up for living accommodations for radio execs. Reservations must be made through NAB. . . . Inter-American Association of Broadcasters worried about Argentine government taking over private radio completely. It's protested to the Argentine Congress.

RKO forced to cancel scheduled showing of large screen television in 58th Street Theater in New York. Company planned fight pickup via NBC but latter and 20th Century Sporting Club refused permission. . . . Various solutions for radio repair abuses offered in New York meeting. RMA, through Bond Geddes, opposed any kind of licensing for repairmen. He offered RMA plan whereby industry itself would clean up the situation.

First full-page newspaper ads appear informing public the live music ban is removed from FM. One ad came from a New York FM station, another by a Stromberg-Carlson distributor. . . . U. S. Air Forces operations in Alaska being spotlighted by three major networks. . . . Industry Music Committee making plans to force Petrillo to back down on recording ban. Members feel suitable legal instruments are at hand—such as Taft-Hartley law and others.

National Council of Protestant Episcopal Churches presenting address by Rt. Rev. Henry Knox Sherrill on some 600 stations Feb. 29. They're offering to pay all stations for time. . . . New plug technique

UN Issues Applications Re New Press Credentials

Department of Public Information of the United Nations announced over the weekend that all present accreditations of radio, press, tele and film representatives will lapse after March 1, and new credentials will be issued. Application blanks for new cards must be filled out in triplicate before that date. Full information as well as applications may be obtained from Miss Mary Ronay, Chief Accreditation Officer, Press & Publications Office, Department of Public Information, Room W-374A, United Nations, Lake Success, N. Y.

Move was necessitated by the Headquarters Agreement between UN and the United States. Shortwave Address Executive session of the U. S. Conference of Mayors at the Waldorf-Astoria today will be addressed via shortwave by French Foreign Minister Georges Bidault and Alcide Gasperi, foreign Minister of Italy. Talks will be beamed by French Radio Broadcasting Service and the Voice of America, from Paris and Rome, respectively, and will be aired locally by WNYC, 12 Noon.

may guarantee 12 BMI song hits a year. Idea was started by WNEW, New York, and with six other stations they dusted off an oldie, "There I Go," and it made a hit again. NBC to make pitch to sponsors showing them they can gain by keeping their shows going during the summer. At least NBC would like to stagger summer hiatuses. . . . Atlantic Refining and Supplee-Will-Jones Milk Co. to sponsor 160 major league baseball games over special network in Pennsylvania, Delaware and New Jersey. . . . Albers Milling Co. signed to sponsor "Aunt Mary," daytime serial, on 25 NBC stations in 11 western states.

American Heritage Foundation seeking radio support for 1948. . . . Annual Red Cross drive starts March 1. . . . E. K. Jett painted rosy picture of FM and television for Baltimore ad club. But he admitted "AM will be with us for many years to come." . . . FMA protested to FCC over AT&T's proposed cable rates. White Rock Corp. buying spot radio in behalf of its eight new soft drink beverages. Campaign will grow nation-wide as new White Rock distributor franchises are opened. . . . Hat Research Foundation using radio in 23 major markets for six-month campaign.

Tolls For Coaxial Cable Permitted After May 1

(Continued from Page 1) schedule for use of the cable between New York and Washington.

Officials of television companies, which for more than two years have been using the cable without charge, were revealed Friday as being somewhat disturbed by the action of the Commission, which may necessitate some alteration in the plans for telecasting the forthcoming national conventions from Philadelphia on a video network basis.

FCC Tells FMA-AT&T Agree Additionally, the FCC advised the FM Association and AT&T to get together and work out their differences in regard to 15,000-cycle cable tariffs. FMA objected last week that the proposed tariffs, which go into effect next week, are too high.

At the same time the Commission failed to disapprove the schedule as filed by the telephone company, which means that the rates between New York and Washington, through Philadelphia, will take effect February 18. A one-month trial of FM networking on this cable is planned.

Joins CBS Sales N. Fletcher Turner, with WCBS sales for the past four years, joins CBS Radio Sales today. He had been with the outlet since 1943.

Follow the Fleet

To reward result-producing efforts on behalf of recruiting for the Naval Reserve, the U. S. Navy has presented slick-paper citations to all six Westinghouse stations. . . plus a special award to KYW for assistance in the Philadelphia area.

Although we doubt that you want to recruit sailors in Philadelphia, we assume that you want to recruit sales. Follow the fleet, Cap'n, follow the fleet. . . to KYW, the NEC affiliate in Philadelphia.



WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

RIP LAWSON, ADVENTURER!!!

- 3 or 5 a week transcribed action series—beamed to the juvenile-family appeal. 130 episodes just completed with top acting—scripting—music and sound. Any episode for audition purposes, they stand on their individual merit. To fit your budget with sales results contact: James Allen, Soundscript Radio Productions, 6600 St. Francis Terrace, Hollywood 28, California.

## WHAM's "Radio City" Opens; Illness Cancels Coy's Talk

(Continued from Page 1)

ance at the last minute and was confined to his home in Washington by illness. Dinner audience heard an address by Dr. Howard Hanson of the Eastman School of Music who was director of WHAM in 1927 when it was sold to Stromberg-Carlson by the University of Rochester. Dr. Hanson reminisced of the early days of Rochester radio and complimented WHAM's present management on originating many network musical programs.

Saluted by Woolley  
Easton C. Woolley, director of NBC stations department, saluted WHAM of behalf of the network. Station is a member of NBC's basic network and has been an affiliate for 21 years. William A. Fay, vice president and general manager of the Stromberg-Carlson stations, announced company plans to go ahead with television and said a transmitter site has already been picked. Fay said WHAM will

bring television to Rochester early in 1949.

The dinner was attended by radio officials from as far west as Milwaukee, including Walter J. Damm of WTMJ. Everett Dillard of FMA and WASH came in from Washington and Maj. Edwin Armstrong, keenly interested in WHFM, which feeds the Rochester Symphony to the FM Continental Network, was a visitor from New York.

Other industry execs attending the dinner included William Hedges, John Royal, Sydney Eiges, E. B. Lyford, Charles Hammond and Charles Bevis, NBC; George Markham and William Purcell, WGY, Schenectady; Frank Kelly, WBEN, Buffalo; Harry C. Wilder and E. R. Vadeboncoeur, WSYR, Syracuse; William C. Swartley, WBZ, Boston; Thomas Pledge, United Press; Roy Harlowe, BMI; and A. B. Chamberlain, CBS chief engineer, formerly manager of WHAM.

### CP For Kentucky AM; Other Activity At FCC

(Continued from Page 1)

pany, Murray, Ky., for operation on the 1340 band with 250 watts. At the same time it turned down the applications for the same facilities of the Paris Broadcasting Co., Paris, Tenn. The Great Trails Broadcasting Company was given an okay for a Class B FM station in Dayton, Ohio, and its application removed from the hearing docket.

The Commission also denied the petition of Charles C. Carlson, WJBW, New Orleans, for re-hearing of the proceeding which resulted in a proposed decision late last year to refuse him a license renewal. Mrs. Louis Carlson, who is divorced from him, stands to get a construction permit for the facilities.

### Majestic Files Petition Under Bankruptcy Act

Chicago—Reorganization proceedings under chapter 11 of the Chandler bankruptcy act have been filed by the Majestic Radio & Television Corporation and Majestic Records, Inc., both of Elgin, Ill. The petition was granted by Judge Philip L. Sullivan, and authorizes the present management to operate the business under court supervision. It was announced by the two corporations that they intend to pay all creditors 100 cents on the dollar.

### Air Mantle Memorial

Memorial program for Burns Mantle, dean of New York drama critics who died last week, was aired yesterday by WINS, 4 p. m. Participating were six of Mantle's best-known colleagues: John Mason Brown, Brooks Atkinson, George Jean Nathan, John Chapman, Richard Watts and Ward Morehouse.

### FCC May Recall Pearson, Allen, Re WBAL Hearing

(Continued from Page 1)

worth twice the amount they have already subscribed, it appeared Friday. Although earlier in the week Commissioner Rosel H. Hyde, had refused to permit testimony on a plan to expand the capital of the Pearson-Allen combine, he relented Friday after attorney Marcus Cohn had charged WBAL, Baltimore, with having "altered" its corporate setup and assigning stock to a charitable organization after the current hearings had started.

Pearson and Allen are principal stockholders in the combine trying to win the frequency of WBAL on the ground that the station has not lived up to its programming responsibilities.

### Capitalization Called Insufficient

Capitalization of half a million dollars had been announced for the company, but WBAL attorneys have indicated their intention to demonstrate that such capitalization is insufficient. The new plan would raise the total to \$900,000—but Hyde refused last Tuesday to permit testimony on it because, as WBAL attorney William Dempsey pointed out, it was a change in the application.

In a motions hearing Friday Cohn detailed two instances during the hearing where changes in the WBAL ownership had allegedly occurred. Hyde refused to go to California to take testimony from WBAL owner William Randolph Hearst. Instead he ordered interrogatories—a series of written questions be sent the aged publisher. Cohn and Leonard Marks, co-counsel, argued that interrogatories would be unsatisfactory because they would not develop the information desired, and that the answers to the questions might be prepared by counsel and advisers to Hearst rather than by Hearst himself.

*Coming  
Soon!*  
A NEW  
TELEVISION  
STATION

CHANNEL  
13

ASK YOUR  
W A T M A N  
ABOUT  
WATV  
SERVING NEW  
JERSEY AND  
METROPOLITAN  
NEW YORK!

New Jersey's 1<sup>st</sup> Station  
WATV  
CHANNEL 13  
NEWARK-NEW JERSEY



### ON THE AIR AT CHANNEL 4 . . .

- MONDAY, FEBRUARY 16
- 7:50 Newsreel (Camels)
  - 8:00 Western Feature Film—"Idaho Kid"
  - 9:00 NBC Newsreel
  - 9:10 Cavalcade of Sports—St. Nicholas Arena—Boxing
  - 10:00 Feature Bout—Dennis Brady vs. Freddy Russo (Gillette)

### TUESDAY, FEBRUARY 17

- 7:50 Newsreel (Camels)
- 8:30 "The Nature of Things"—Dr. Roy Marshall
- 8:45 Wrestling—St. Nicholas Arena Primo Carnera vs. Dutch Rhode

### PREMIERE . . .

7:50 tonight sees the kick-off of network television's first daily newsreel, across the board for Camels on NBC. Congratulations to Wm. Esty—and R. J. Reynolds, of course—for making television history.

### BACKWARD SCANNING . . .

In a particularly clairvoyant moment in 1938, the Technical Committee of the Academy of Motion Picture Arts and Sciences reported on the beginning of television's public service. BUSINESS WEEK of that year carried the report this way: ". . . when television grows big it is much more apt to be a customer than a competitor."



A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY — Monday, Feb. 16, 1948 — TELEVISION DAILY is fully protected by register and copyright.

## BRITISH FIRM SETS PLANS FOR THEATER TELE

### TELE TOPICS

By JIM OWENS  
Associate Editor

**G**ILLETTE Safety Razor Co., has wrapped up the Louis-Walcott June fite rights for 100 G's. Sum is said to cover both radio and tele, with NBC probably getting the latter. Deal also cements option on the follow-up in September, which should be ailly if Jersey Joe can keep Louis on the deck this time. . . . Didja know that both CBS and Du Mont nixed RKO on that theater tele demo? Latter went after other sports events when NBC and Mike Jacobs objected to the original proposal. . . . "Author Meets the Critics" which gets hotter s a "live-action" seg each week, has been bought on WPTZ by the leading Philly home appliance store. . . . Video audience will ave trouble getting WATV for awhile, cause a lotta sets now in homes don't have channel 13 on their dials.

**S**TEVE MARVIN, ex-WWJ-TV staffer, joins WSPD-TV (Toledo) this week, and isn't it a bit early for TV stations to be swiping staffers from each other? . . . Bostonians got their first peek of political speech via tele last Thursday, Lincoln's birthday. WBZ-TV rounded up the brass of the Hub and showed 'em how Tom Dewey looked addressing a Hotel Statler audience. . . . Spieler Dennis James snagged he commercials on Kaiser-Frazer's "Amaeur Hour." . . . WPIX quietly auditioning he town's sports gabbers with an eye to building a polished crew when it hits the air, since the News is highly sports-conscious in its columns, they won't settle for anything but the best video sports staff.

**C**B and the Yankee Network have worked out a temporary arrangement for the exchange of tele programs. Schedule will be "experimental." . . . KSD-TV (St. Louis) has completed contracts for cover of the Cardinals' home sked next summer. Ford Motor Company will bankroll the Redskins,—and possibly the Browns. . . . Espy Manufacturing Co., which turns out a small video kit for servicemen, etc., now has 60 shops, schools on its client list. . . . Charley Crutchfield, manager of WBT, North Carolina, is making like Job regarding station's tele debut. He and his staff are holding off official launching of service till they complete exhaustive surveys of equipment, operational needs, etc.

### The Eyes Have It

A television scout caught the studio warm-up that Arlene Harris, ("Mummy") does prior to the "Baby Snooks Show" broadcast and liked it so well that he has signed Arlene to repeat the act on video station KTLA in Hollywood.

### WCBS-TV To Air "Gloves" Finals

Championship finals in the 22nd annual N. Y. Daily News "Golden Gloves" tournament, at Madison Square Garden, Monday night, Feb. 16 will be televised by WCBS-TV, tonight at 8:30 p.m. The bouts will be sponsored by the Ford Motor Company as part of its "Parade of Sports." Gil Fates, WCBS-TV master-of-ceremonies who called the 1947 Gloves finals, will again describe the fights and give behind-the-scenes color and anecdotes. He'll also interview celebrities between bouts.

### Tele An Opportunity For Vets—Poppelle

Employment in television will increase "by leaps and bounds" as the industry grows and expands, and it will open opportunities to the war veteran, Jack Poppelle, president of the Television Broadcasters Association, said yesterday in a talk on "The Veteran Wants To Know," aired over the Mutual web. Employment in the industry, now estimated by Poppelle at 30,000, will increase to 100,000 by 1950, he said.

"I think the coming of television will benefit the veteran who has the knowledge and ability to adapt himself to the various facts which television provides," the TBA prexy said. Although it can draw manpower from other similar arts, video will need "new blood," he said, including artists, actors and actresses, writers, etc.

### Five More Apply To FCC For Tele Sta.

Washington Bureau, RADIO DAILY

Washington — The FCC over the weekend announced receipt of five new commercial television applications. Filing included one for Houston, Texas, from KTRH; one from the Voice of Alabama, Birmingham; one from Mike Benton, Atlanta, and one from the Mississippi Valley Broadcasting Company, New Orleans. Only application not from the South was that of KCKN, Kansas City, Kan.

### WATV Today Begins Airing Test Pattern

WATV, video outlet of Bremer Broadcasting Service (WAAT), today begins transmission of test patterns, with air schedule set from 9 a. m. to 5 p. m.

First tele outlet in New Jersey, with studios and offices in the Mosque Theater Building in Newark, is expected to begin program operations some time next month.

### DuMont Denies Rumor Of Sale Of Company

Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., emphatically denied Friday recent rumors that the company contemplated selling any part of its television interests.

"DuMont pioneered in both the manufacture of television receivers and in television broadcasting. We have been in television since the beginning and we most emphatically intend to remain in television. The five divisions that comprise the Allen B. DuMont Laboratories: cathode-ray tubes, cathode-ray oscillographs, television receivers, television transmitters and the DuMont television network, are not for sale, nor will they be offered for sale," said DuMont.

### Cincy "Gloves" Profits Due To Tele Cover

Cincinnati—Television helps rather than hurts sports attendance in this city. Acknowledgment of that fact was made last week by Hulbert Taft, manager of WKRC, to James D. Shouse, president of WLW, Crosley Broadcasting Corp., whose tele affiliate covered the WKRC-sponsored Golden Gloves Tourney here.

WKRC started sponsorship of the Golden Gloves last year and lost money. This year it made a profit, and attributes the attendance gain to the television effectiveness of its competitor. Of the three bouts the first, on January 26 was telecast sustaining, and the other two were carried under commercial aegis of the Widemann Brewing Company.

### Gets New Post

Appointment of Robert J. Harrington as assistant director of sales for Industrial Television, Inc., was announced this week by Horace Atwood, Jr., company president. Harrington, who has been secretary-treasurer of the American Time Corp., Springfield, Mass., will begin his new duties immediately.

### Cinema Television To Experiment In Six Theaters

London—An experimental theater television service to six cinema palaces in the London area will be put into operation sometime this year, according to plans now being completed by the J. Arthur Rank Organization through its subsidiary, Cinema Television, Ltd.

Transmissions will use the instantaneous method and Schmidt optics, with anticipated standard between 900 and 1200 lines. The experiment is designed to secure more information on programming, technical problems and audience reaction to technique of presentation.

### Two Origination Points

Programs will originate from the BBC tele studios at Alexandra Palace and from the Rank film studios at Pinewood, and will be retransmitted from Crystal Palace. The latter is used by Cinema Television for receiving and re-transmitting and serves also as BBC's major transmission base.

Four of the participating theaters are located in the West End of London and the other two in the suburbs. In each, projectors will be installed in various parts of the house to determine the best working position. It is expected that a set-up in the front of the balcony with direct control from the normal projection booth will be used in most cases.

### Statement by West

In announcing the program, Captain A. G. D. West, director of Cinema Television, who recently visited America, said: "America has done a great deal with color in both small and large screen projection, but Britain's standard of black and white is unsurpassed. Obviously, an exchange of ideas between our two countries is profitable to all concerned, and will help in the very necessary standardization of equipment."

### Still They Come

Camden, N. J.—The signing of four new contracts for delivery of 5-kilowatt television transmitters and associated equipment was announced Friday by the RCA engineering products department. The four stations to receive the transmitters are WMC, of the Memphis Publishing Company, Memphis, Tenn.; WCON, of the Atlanta Constitution, Atlanta, Ga.; WAVE, of WAVE, Inc., Louisville, Ky.; and WJAR, of the Providence Quilo Company, Providence, R. I.

## PROMOTION

### WGAR Fan Album

A 36-page album of pictures of WGAR artists and personnel is being distributed by the Cleveland station. Printed on heavy white stock with a midnight-blue cover, the book also takes readers behind the scenes with pix of studios, equipment, transmitter plant and other phases of station operation not generally known to listeners. Progress of broadcasting in general is mirrored in four pages comparing station in 1930 and at present. Center spread features group shot of entire staff with each member identified by department. 150,000 copies are being sent out in Greater Cleveland area.

### Automobile Giveaways

A series of five weekly contests, with twenty 1948 Deluxe Ford Sedans and \$2500 in cash awards to be given away, has been announced by the Cudahy Packing Company, sponsors of the Sunday evening presentation, "Nick Carter" over the Mutual network. The contests, which will run through March 27th, are part of Cudahy's expanded advertising and production plans for Old Dutch Cleanser with its new ingredient, Seismotite. Each contest will offer four Super Deluxe Ford Sedans and fifty cash prizes of \$10 each, with winners selected from the writers of the best four-word jingles submitted about the cleansing product and Seismotite.

### General Mills Has Contest

General Mills, Inc., is starting a new contest through its sponsored program "Jack Armstrong," on ABC. In the contest, which commenced February 16, and ends February 29, one thousand bicycles will be awarded the winners. Listeners must submit a name for a bicycle, with name and address of the entrant and a Wheaties boxtop.

### Story Of U. S. Steel Corp.

United States Steel Corporation is sending out copies of a book, just off the press, titled "The Radio Story of the Industrial Family That Serves the Nation—United States Steel." The 200-page book, well printed and illustrated, contains the friendly and factual weekly messages spoken by George Hicks on the "Theater Guild on the Air" program during its first two seasons. United States Steel feels that through these messages it has been able to create a better understanding of its affairs and policies, and that the messages have served to bring about a greater appreciation of the part played by U. S. Steel and other American industries in the nation's economy. The book is interesting reading and an excellent means of promoting friendly public relations.

### Bacon To Speak

Milton Bacon, assistant to the general manager of CBS, will address the Rotary Club of Port Jefferson, Long Island, today, February 16.

## COAST-TO-COAST

### — ALABAMA —

**BIRMINGHAM**—A new hour-long sports show, giving coverage on national and local sports with emphasis on spring football practice at the University of Alabama and Alabama Polytechnic Institute, was recently inaugurated over WSGN and WSGN-FM here and WHBS and WHBS-FM in Huntsville. . . . WAFM has a new giveaway quiz show entitled "Talk of the Town." Emceed by Jimmie Wilson, the program has six prize-winning contestants who are eliminated in a spelling bee with the finalist having the opportunity of answering the week's Talk of the Town question for an extra award. Monday and Wednesday broadcasts are each used to select by phone two of the four contestants, the other two chosen from the studio audience.

### — CONNECTICUT —

**HARTFORD**—When the Connecticut Legislature convenes for a special session, on February 17th, to consider the problem of reducing the state's much-talked-of sales tax, the opening of the session will be fed to the Connecticut State Network by WHTT, key station of the web. The first half-hour of the session will be picked up by the station direct from the State Capitol. . . . Walter Haase, WDRC station manager, has been appointed publicity chairman of the \$50,000 fund drive of the Hartford Rehabilitation Workshop. . . . **NEW LONDON**—WNLC national sales manager Edward F. Darrell, has resigned to manage family interests in Stonington and Bermuda.

### — LOUISIANA —

**NEW ORLEANS**—The anniversary of the Boy Scouts of America was commemorated by WWL with a special half-hour show originating from the Grand Ballroom of the Roosevelt Hotel in this city. More than 3,000 loyal scouts were guests of the station. Broadcast featured the entire "Dawnbusters" crew, including Pinky Vidacovich and his orchestra; vocalists Margie O'Dair, Bonnie Dell and Johnny Diebold; emcee Henry Dupre and cowboy balladeers Chick Moore and Youise Bono. . . . **SHREVEPORT**—New member of the KTBS sales staff is Richard Wilcox. He replaces David Morris, who resigned to become manager of KNUZ, Houston, Texas.

### — OHIO —

**CANTON**—WHBC-FM recently began full-time operation at 94.1 megacycles, duplicating local and ABC programs of its AM affiliate. Station has been on limited schedule of six hours daily since January 13. . . . **CINCINNATI**—Walter Callahan, assistant general sales manager for WLW, last week celebrated his 21st anniversary in radio. Callahan joined WSAI 10 years ago when the station was operated by Crosley Broadcasting Corporation. Before that he was affiliated with WCPO and WFBE. . . . **COLUMBUS**—Ohio Development and Publicity Commission is planning a program to sell this state to the nation, using radio, newspaper and magazine publicity.

### — NEW HAMPSHIRE —

**MANCHESTER**—Recent personnel changes at WFEA find Jay Boivin handling the early morning trick. He replaces Al Maffie, who now is program director at WLNH, Laconia. . . . **PORTSMOUTH**—New manager for WHEB's studios in Dover is Lionel F. Ouellette who, for the past two years, has been station news editor.

### — MASSACHUSETTS —

**BOSTON**—WNAC and the Yankee Network recently aired a special program in connection with the docking of the Yankee Friend Ship in Scotland. Program was shortwaved to the network from that country by Arthur Mann, Yankee-Mutual correspondent there. . . . **WORCESTER**—WTAG will be host to sponsors and friends at a dinner meeting of the Advertising Club of this city to be held February 18th at the Hotel Sheraton. Miss Lee Hart, director of retail advertising for the NAB, will be guest speaker.

### — DISTRICT OF COLUMBIA —

**WASHINGTON, D. C.**—WWDC, which has been sponsoring the "Miss Washington" contest for the past six years, has received the exclusive franchise from the "Miss America" Pageant Committee, Atlantic City, to conduct the search for the girl who will represent the Metropolitan Washington area in 1948. This year, WWDC-FM will also carry the entire contest. . . . "Is Congress Doing the Job?" weekly radio forum aired over WINX, recently began its third year. Produced and moderated by former newsmen, Ed Hart, the forum has featured all of the top Congressional figures on its 15-minute programs.

### — OREGON —

**CORVALLIS**—The Beaver Coed Weekly, a 25-minute program for teenage girls, is being presented each Saturday over KOAC by the Associated Women Students of Oregon State College. Format includes such topics as Fashion Right, Letters to the Editor, Meet the People, High School and College Personalities, Teen Tips on Etiquette and Editorial Comment. . . . **PORTLAND**—KEX's 50,000-watt increase is nearing completion with the erection of the third and final 450-foot Blaw-Knox tower and the installation of the transmitter equipment which is now underway at the KEX 48-acre tract in Clackamas County.

### — WISCONSIN —

**MILWAUKEE**—Ralph Hermann, formerly pianist-arranger with Paul Whiteman and choral and orchestral arranger for NBC, has returned to this city as WMAW musical director. . . . Governor Oscar Rennebohm recently sent a message to WISN lauding it for the station's forthcoming Americanism Week program, "The Eagle's Cry" which will be produced by WISN's documentary unit as a public service on February 18. Program will be presented in conjunction with Americanism Week, which is sponsored by the Milwaukee Junior Chamber of Commerce between the birthday anniversaries of Lincoln and Washington.

## BEHIND THE MIKE

By SID WEISS

**DEAL** in the works for Les T. Mayne and his fotogenic br Alice Reinheart, to do a video " & Mrs." package.

The Herald's Trib's "Quizdo" airer, heard over WMCA, gets plenty of favorable comment.

Herb (20 ?'s) Polesic, on meet Guy Lombardo, said: "Oh, he's guy who plays the sweetest music this side of Petrillo."

"Charades Quiz," Telamuse Co. program on WABD, Thurz. nites 8:30, now the biggest mail puller video. Over 6,800 letters this week.

Herb Sheldon, emcee of the L. Quarter audience participation sh. has an offer to take the lunch item into a midtown vaude house.

Bret Morrison readying a televis package combining his narration poetry with music.

The Perry Comos will adopt a b daughter.

Mike Roshkind, ABC's Director Special Events, heard from Stand Oil that Walter Wanger was consid doing a movie on the oil biz Oklahoma. Seems Wanger got the i while listening to a broadcast of "O Town Speaks" over ABC. That p ticular afternoon, Tulsa, Oklahoi was being saluted.

Recommended: Laureen McCl stock's tome on how to teach your how to play the piano.

### Movie Head Uses Radio To Predict Movie Future

Eric Johnston, president of Motion Picture Association, don't the mantle of Jules Verne yester to predict a seemingly fantastic ture for motion pictures. To get message to the people, however, used a medium to which Buck R ers-type inventions are rather com nplace—radio.

Speaking on the Prudential Fam Hour over CBS, Johnston predi that 1975 moviegoers will sit arou a circle to view instantaneous rep duction in color of events anywher in the world, "through the mediu of guided missiles (bearing pho graphic pickup units) hurtlin through space."

Any resemblance of the foregoi system to television is purely coincidental, etc.

### Model Agency Program

New show featuring the audit talents of models bows in over WII today, 9-9:30 p.m., under sponsr ship of Saxi Holtzworth Mod Agency. Titled "Models on Paradi program will award year's contr with the sponsor to gal chosen i a panel of three judges. Fotog G Wagner will emcee. Judges for preri ere will be cartoonist Al Capp, com Irving Corey and Maurice Weel editor of "Salute." Commercial's w plug sponsor's service for clients al training for neophyte models.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 32

NEW YORK, TUESDAY, FEBRUARY 17, 1948

TEN CENTS

## FMA REGIONAL TOMORROW IN CHICAGO

### Okay 50 Kw. Outlet; WOOD Hearing Set

Washington Bureau, **RADIO DAILY**  
Washington—The FCC yesterday announced that it has granted the application of the Texas Star Broadcasting Company for a 50 kw. station in Harlingen, Texas, on the 1530 band. The applicant company is controlled by Judge Roy W. Hofheinz, an organizer of and first president of FMA, who is also licensee of KTRH, and KTRH-FM, Houston, Texas. The new station is for unlimited time, except for the period between local sunset at Cincinnati, O., and Sacramento, Calif.

Set for hearing March 22 is the

(Continued on Page 5)

### Kiernan Sponsors Grow On WJZ Morning Show

Total of 18 sponsors have bought participations in the early morning Walter Kiernan show on WJZ and the 7:15-7:55 a. m. portion of the program is sold out. Kiernan began the show last Jan. 5. List of sponsors whose schedule calls for at least five announcements a week includes Gruen Watch, Herald Tribune, Michigan Bulbs, Leeward Products, Blue Bonnet Margarine, Groves Cold Tab-

(Continued on Page 2)

### WOR Mobile Unit Used For Broadcasting News

Pressing its \$20,000 mobile unit into what may become frequent and regular service, WOR's news and special features division last night aired the entire 6 p.m. "News on the Human Side" from the vehicle as it cruised down the Avenue of the Americas

(Continued on Page 6)

### Delay Denied

Washington—The FCC yesterday denied the petition filed last week by NAB for a six-week continuance of the Mayflower hearings, due to start here March 1. NAB had claimed that press of other duties was making it difficult for some important witnesses to prepare for the hearing.

### CCNY Radio Confab Will Open April 14

Fourth annual CCNY radio and business conference has been set for Wednesday, April 14. Opening event will be an awards luncheon at the Hotel Biltmore, which is being arranged by Dean John Gray Peatman, chairman of the awards committee.

Afternoon session will be held at the Biltmore, with David E. Moser in charge of the program. Evening session, under direction of Joseph Beal, confab's publicity chief, will be held in the College's School of Business auditorium, 17 Lexington Ave.

Impressive list of industry brass,

(Continued on Page 5)

### Connolly Gets New Post With CBS Sales Dept.

Thomas D. Connolly, who has been director of CBS program promotion since 1940, has been named assistant manager of program sales effective immediately, William C. Gittinger, CBS vice-president in charge of sales, announced yesterday.

Gittinger said that Connolly's trans-

(Continued on Page 6)

### Will Discuss Web Vs. Local Programs During Meeting At The Sheraton; Expect Attendance Of 300

### Nielsen Report Shows Listening Up; Lux Top

Two shows heard Christmas Eve and two aired the following night made strong recoveries in Nielsen total audience rankings following a heavy holiday slump, according to the NRI report for Jan. 4-10, just released. Duffy's Tavern jumped from 54th to 16th; Kraft Music Hall, 51st to 15th; Burns & Allen, 55th to 20th, and Mr. District Attorney, 42nd to 9th.

Total radio usage, according to

(Continued on Page 6)

### New Voice of Amer. Series For Russian Radio B'casts

State Department's Voice of America begins a new series of Russian-language programs, on Feb. 27, designed to inform Soviet listeners of American methods of settling labor-management disputes. The series will

(Continued on Page 8)

### West'ghse Sets Record Production During 1947

Sunbury, Pa.—Westinghouse Home Radio Division established a new production record last year and plans for 1948 call for even greater output.

(Continued on Page 5)

Chicago—With an advance registration of 113, it is expected that attendance at the meeting of Region 3, FM Association, to be held at the Sheraton Hotel here tomorrow, will reach 300. Bill Bailey, FMA executive director, and Paul Moran have been in Chicago for several days arranging final details of the meeting. Several important topics are expected to come before the meeting, including the problem of AM network versus local FM shows. Under

(Continued on Page 6)

### Two-Day Radio Meet Set For New Orleans

Members of the Louisiana Association of Broadcasters and the Mississippi Broadcasters Association will hold a joint meeting in the International House in New Orleans, Feb. 27 and 28. James E. Gordon, president of the Louisiana association, announced yesterday.

Louisiana broadcasters will play hosts to the visitors. The entertainment committee consists of Fred

(Continued on Page 2)

### Clergymen to Broadcast During Brotherhood Week

In commemoration of American Brotherhood Week, Feb. 22 to 28, five clergymen representing various faiths and races, will offer prayers on Columbia's "Guiding Light" programs

(Continued on Page 5)

## VA Praises Benefits Of Radio To Hospitalized War Veterans

Increasing benefits of radio programs through aiding VA hospital patients to respond successfully to lengthy medical treatment are highlighted by the announcement that intra-hospital radio systems in VA hospitals carried 49,385 hours of programming last December, nearly 3,000 hours above the November figure. According to F. R. Kerr, assistant administrator for VA's Special Service, 73 per cent of the programming

came from commercial stations, 15 per cent originated in hospital studios and the remaining 12 per cent came from transcribed shows distributed by the Armed Forces Radio Service. Programs of a non-musical nature outnumbered musical programs by a six to four ratio in all three categories.

At the end of the year, 105 of VA's 126 hospitals had bedside radio sys-

(Continued on Page 5)

### Sequel

Joseph L. Bronchor, general manager of WGAY, Silver Springs, Maryland, writes on "Radio-What A Business!" in this week's issue of the Saturday Evening Post. Bronchor's piece is a sequel to an article on "You, Too, Can Own a Radio Station," which ran in the Post a year ago. Current piece deals with the station's first year operational problems.

### New 'Guess Who' Show

Chicago — "Who's Talking?" a new telephone quiz show, made its commercial debut yesterday over WAIT at 6 p.m., under sponsorship of the Monroe, Loop movie house. Recorded voices of celebrities giving clues about themselves in poetic form will be broadcast, and first person called who correctly identifies "Who's Talking?" will receive merchandise prizes.

# RADIO DAILY

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

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## WEST COAST OFFICES

Ralph Wink, Manager  
6425 Hollywood Blvd. Phone: Granite 6607  
WASHINGTON BUREAU  
Andrew H. Older, Chief 6417 Dahlonega Rd.  
Phone: Wisconsin 3271  
CHICAGO BUREAU  
Nat Green  
1417 Ashland Bldg., 155 N. Clark St.  
Phone: State 2332

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## FINANCIAL

(Feb. 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 1/8	7 1/8	7 1/8	+ 1/2
Am. Tel. & Tel.	149 7/8	149 1/8	149 7/8	+ 1/2
CBS A	24 1/4	24	24	.....
CBS B	23	23	23	.....
Gen. Electric	33 3/4	32 3/4	32 3/4	+ 1/4
Philco	29 3/4	29 3/4	29 3/4	+ 1/4
RCA Common	8 1/4	8	8 1/4	+ 1/4
RCA First pfd.	66	66	66	+ 1/4
Stewart-Warner	13 1/4	13	13 1/4	+ 3/8
Westinghouse	27	26	26 7/8	+ 7/8
Westinghouse pfd.	86 1/2	86 1/2	86 1/2	.....
Zenith Radio	20 7/8	20	20 7/8	+ 3/8

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	10 3/4	12
U. S. Television	1 1/2	1 3/4
WCAO (Baltimore)	27	31
WJR (Detroit)	11 1/2	12 1/2

## Forming AFA Group

The first organizational meeting of the newly-formed Show Business Squadron of the Air Force Association, an organization formed for past and present civilian members of the AAF who are identified in any way with the entertainment business, will be held at the Wings Club, Hotel Baltimore, New York, Thursday, Feb. 19.

## 10 YEARS AGO TODAY

(From the files of Radio Daily)

NAB convention unanimously approved NAB reorganization plan calling for paid president, 17 district directors and six directors-at-large. Among directors elected were John Shepard, Harry Wilde, Walter Tyson, Mark Ethridge, Walter Damm, Donald Thornburgh and Clair McCollough. . . . Sen. Wheeler warned the confab on dangers of possible monopolies in radio. . . . Radio fees to Ascop, totaled \$3,878,751 in 1937, providing the org's largest single revenue source.

## ★ COMING AND GOING ★

MARGARET CUTHBERT, manager of the operations division in the public affairs and education department of NBC, is in Washington to represent the network at a conference of the Women's Bureau of the Department of Labor today, tomorrow and Thursday.

GIL BERRY, sales manager of the American network's Central division, has arrived from Chicago on a short business trip.

BERT LOWN, director of station relations for Associated Program Service, is in Chicago for the regional meeting of the FMA.

ROBERT W. PHILLIPS, station manager of WSAM, Saginaw, Mich., was a visitor yesterday at the headquarters of NBC, with which the station is affiliated.

GENE HAMILTON, commentator and announcer on the Boston Symphony programs heard over ABC, is in New Haven for today's program, which will originate at Yale University.

ELAYNE FOX, who during those periods when she is not vacationing in Florida is associated with the Carl Fischer Recording Studios, is back in town following an extended stay at Daytona Beach.

JOHN W. O'HARROW, general sales manager of WJEF, Grand Rapids, Mich., and WKZO, Kalamazoo, to New York for conferences with officials of CBS and executives of the stations' national representatives.

NICK KEESELY has left for Hollywood to take over his new duties with the Sam Jaffe office out there. He'll be gone for at least two months.

THOMAS D. CORT, of the export division of Carter Products, Inc., manufacturers of Carter's Little Liver Pills and Arrid, is leaving on a business trip to South America that will take him to Chile, Colombia, Ecuador, Peru and Venezuela.

FRANCES UNGER MEADE, assistant to Edna Barnes, record librarian at WCBS, has returned from a honeymoon of two weeks spent in Bermuda.

J. F. HOPKINS, manager of WHRY, American network affiliate in Ann Arbor, Mich., is in Gotham on station business.

GORDON GRAY, vice-president of WIP, Philadelphia, Mutual affiliate, is in town on company business.

## WLIB On "Unfair List" Of N. Y. Local 802, AFM

New York Local 802 of the AFM has placed indie WLIB on its "unfair" list and is picketing station headquarters, it was learned yesterday. Action was taken by the local about two months ago in a dispute over the firing of a union musician by the station. In addition, the union has asked WLIB advertisers not to buy time on the outlet.

Union charges the station with breach of contract, while the station's position is that there is no contract. Written pact between the two parties expired some time before the dispute arose, but 802 claims it was renewed in a verbal agreement with Mrs. Dorothy S. Thackrey, owner of the station and also of the New York Post.

Musician in question is Hy Grossman, organist-pianist, who constituted the station's house band. Grossman was released with two weeks notice on Dec. 5, for economy reasons, according to the station, which maintains that it has no need for live music. The local is demanding that Grossman receive six weeks pay from the outlet since eight weeks notice is required by most union-station contracts, and that Grossman or another 802 member be placed on the payroll. The pianist was paid union scale of \$125 per week.

Mrs. Thackrey said WLIB has no contract with the union, and that two weeks dismissal notice is customary at the station since it is one of the provisions of a pact with ACA-CIO, which represents all non-executive employees. She added that when no agreement could be reached with the local, she offered to arbitrate the dispute and was told that "Local 802 does not arbitrate."

## FM Frequency Change

Newark — WAAT-FM operating from 1:30 to 9:00 p.m. seven days a week with WAAT-Newark programs changed its frequency on last Sunday, February 15th, to 94.7 megacycles on Channel 234.

## Kiernan Sponsors Grow On WJZ Morning Show

(Continued from Page 1)

lets, New England Confectionery, Citrus Fruits, Hat Research Foundation and War Assets Administration. Kiernan's program is split in two sections, first half being broadcast from 6:30-7 a.m.

Meantime, Kiernan's daily ABC co-op, 2 p.m., EST, is in its final week and will bow out Feb. 20. A co-op replacement will be announced in a few days.

## Two-Day Radio Meeting Planned For New Orleans

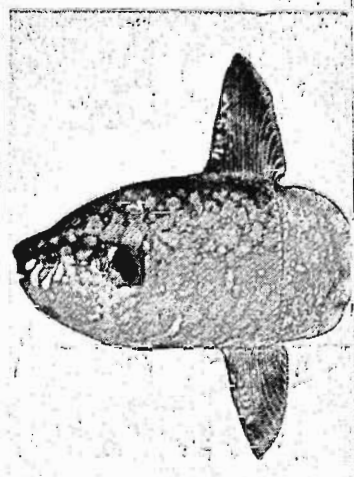
(Continued from Page 1)

Weber, Harold Wheelahan, Howard Summerville, Stanley Ray, Charles Carlson, Henry Wehrman and Joe Oswald.

Invitations have been extended to executives from the networks, NAB, BMI and BMB to participate in the two-day conference.

**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



## It is too a Sunfish!

That odd looking mounted specimen, if not seized in infancy, can grow from eight to thirteen feet in length, twelve or more feet in height, and may even exceed 2,000 pounds in weight. It's called a Mola or Sunfish. It's tough-skinned, tasteless and just as useless as they come.

We're back to our old point again. It isn't what you look like . . . but what you've got on the ball and how useful you are.

Down here in Baltimore, as you probably know, it's the successful independent that meets those two essentials in radio.

It's W-I-T-H that delivers more listeners - per - dollar - spent than any other station in this big 5-station town.

If you're after low sales costs in the country's 6th largest city—W-I-T-H is the way to do it!



# W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

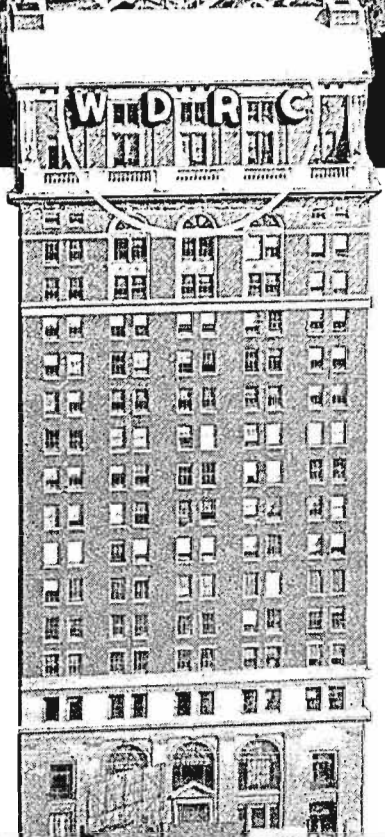
Represented Nationally By Headley-Red

# What A Market!



## WHAT A STATION...

The Hartford-New Britain Metropolitan Area is not only Connecticut's Major Market . . . it wins national top honors year after year. And for more than 25 years, WDRG has been Connecticut's First Station . . . first in service with both AM and FM . . . first as an advertising buy. You get all 3 on WDRG . . . coverage, programs, rate.



**BASIC CBS  
5000 WATTS**  
NATIONAL REPRESENTATIVE  
PAUL H. RAYMER CO.

**WDRG**  
HARTFORD 4 CONNECTICUT  
WDRG-FM

**WALTER HAASE  
STATION MANAGER**  
**WILLIAM MALO  
COMMERCIAL MANAGER**

**Studios Atop  
Hartford-Conn. Trust Co. Building**

- |  |   |   |
|--|---|---|
| <b>1<sup>ST</sup></b> Connecticut leads all 48 states with \$5,123 in net income per family. | <b>2<sup>ND</sup></b> Of the 200 U. S. Counties leading in population, Hartford County is second with \$5,983 in net income per family. | <b>3<sup>RD</sup></b> Of the 201 cities leading in population, the city of Hartford is third with \$6,695 in net income per family. |
| <b>1<sup>ST</sup></b> Connecticut leads all others with a Quality of Market Index of 128.    | <b>2<sup>ND</sup></b> Connecticut is the second highest state in Drug Store Sales, with \$125 per family.                               | <b>3<sup>RD</sup></b> Connecticut is the third highest state in Retail Sales with \$3,344 per family.                               |

## LOS ANGELES

By RALPH WILK

**MIKE NIDORF**, Jo Stafford's manager, is in Hollywood from New York for a four-week stay.

Benny Venuta had as her guest on her "Keep Up With the Kids," quiz show heard on Mutual Don Lee, Walter O'Keefe, who vied with his young son, Michael, 12, in the questions and answers game.

Jerry Devine, writer-director of ABC's top factual dramatic series, "This Is Your FBI," has opened new offices in the Guaranty Building in Hollywood, under the name of Jerry Devine Productions. Devine and staff were formerly occupying offices with Warwick & Legler Agency in Hollywood.

Robert O. Reynolds, vice-president and general manager of KMPC, announced the appointment of Michael Watson as advertising and production manager, effective Feb. 16th. Mr. Watson, formerly was associated with Steve Hannegan's publicity firm for two years and the president of his own publicity concern the past year, will conduct the station's promotion plans in the future. Betty Ann Hudson will continue as KMPC's publicity director as well as assist Mr. Watson in his promotion activities.

Milton Samuel, West Coast publicity director of Young & Rubicam, back this weekend from three-week swing around the Pacific Northwest. Bernard Lubet, general manager of Amusement Enterprises, Superchiefed to New York on company business.

Garry Moore's "Take It or Leave It" show will go on tour throughout the country beginning the first week in April. Moore will visit veterans' hospitals on the trip, scheduled for a four-week period. Cities to be visited include Oklahoma City, Memphis, Cleveland and Salt Lake City.

After making his next Monogram Western starting March 1, Jimmy Wakely will leave on a p.a. tour covering the Carolinas, Florida and Alabama. On April 15, Wakely will guest star on "Grand Old Opry" program originating at Nashville via NBC and also play several other radio guest spots.

J. S. Coerne, vice-president of Erwin, Wasey & Co., Ltd., Chicago, has been transferred to the agency's new Los Angeles office as account executive for Carnation Milk. He has served the Carnation account in the capacity since joining Erwin, Wasey in 1945. Russell H. Nagle, Chicago merchandising director, has also been transferred to the Los Angeles office.

Ira Cook is transcribing a new record program called "Demand Performance" for the East.



## Mainly About Manhattan . . . !

• • • Margaret Truman mulling over an offer to publish her autobiography and dramatize it for radio. . . Radio Row speculation is that Vic Damone will replace Frank Sinatra on the Hit Parade before the summer. . . Chas. Harroll takes over Tom Everett's post at ABC when latter leaves for freelance production. . . Harvey Stone sez those Russian composers were censured because their tunes never made the Hit Pa-Red. (Vishinsky won't make it so). . . Both CBS and NBC disappointed that Petrillo okayed Bing's continuing to wax his airers. (Webs had figured that Crosby might have gone over to either of them if he had to broadcast live). . . Jack Paar may get the nod as Bob Hope's summer replacement, we hear. Lovor Bros. interested in the lad, at any rate. . . FCC being pressured to do something about outfits in various cities that have obtained permits for video construction some time ago and haven't done anything about it as yet. . . Overheard at Salvin's: "I'm glad they decided against color television. After all, who cares what color eyes a wrestler has!" . . . Ralph Edwards bringing his entire "Truth or Consequences" troupe east for Feb 21st airing here. . . Phil Brito off for the Olympia Theater in Fla. and then back to Monogram for his first dramatic role in "Street Song." . . Don Pallini sez the most exciting mystery broadcast on the air these days is the weather report. You never know what to expect next.



• • • A few weeks ago, without fanfare, "Superman" launched a five-day contest as part of their tolerance education campaign. No box tops were required—no money—no commercial pitch whatsoever. It was all in the cause of tolerance. The first week's mail brought in a load of 43 sacks with a grand total of 900,000 letters! Another unusual aspect of the contest was that there were 1,000 winners, each of whom are being announced on the air at the rate of 100 a day for 10 days.



• • • THE MORNING MAIL: "Dear Sid," writes Charlie Speer. "As I'm digging material on a story about the late and great Graham MacNamee, I'd very much appreciate it if you could print something in RADIO DAILY that might bring me some good stuff. As you prob'ly know, I spent a year on the road with Mac and in that time and in some of those lonely towns, he gave me a mountain of reminiscent stuff on when radio was a pup. I'm working on the permissions now and I hope, natch, if the story goes, to balloon it into a pic. Incidentally, I talked to Graham on the telephone just two days before he died, kidding and asking when I could come up to see him. He put me off but I'll never forget the last words I ever heard him utter. He said: 'This may be it, kid, and maybe not. But if it is, I'm content. If I could live every day of my life over, I'd live it just like I actually did. No second guessing for me. I had a hell of a life, with the biggest bangs anybody ever had and life has been good, so if they're pulling that jack now, I've got no complaints.' That's a great philosophy, Sid, and I imagine now if ever there's an eerie whisper over NBC's humming wires, it might be Mac, chuckling in a ghostly voice and ribbing them, just as he did when he was here. He may be gone, but many's the heart that's brighter because of him. Perhaps now you can see why I'm itching to do the story of that wonderful, lovable, irrepressible guy who had a mike right in his tonsils and—in his heart. If you have any material to offer, my address is 7712-35th Ave., Jackson Heights, N. Y."



• • • SID-BITS: Our ed, Frank Burke, came back from that Rochester shindig singing the praises of a quartet of gals up there on WHAM who bill themselves as The Chordettes. Frank's been around a long, long time and if he sez he never heard anything the likes of these gals, well, what are you transcription lads waiting for, hmhmm?

## CHICAGO

By NAT GREEN

"THE CHICAGOANS," musical program featuring Caesar Petrillo orchestra and WBBM vocalists, will be heard over CBS Saturday, replacing the Philadelphia symphony orchestra for the one date, while the orchestra is on tour.

Clifton Utley, NBC commentator inaugurated a new series of weekly news commentaries Sunday over WMAQ and the network, replacing "The Story Behind the Headlines."

Wayne King, ork leader, has been named vice-chairman in charge of the speakers' bureau of the 1948 Chicago Red Cross fund campaign.

The "Northwestern University Reviewing Stand," heard over WGN and Mutual, will originate from KWK, St. Louis, Sunday.

Harry Conover and his wife, Cand Jones, in Chicago for the opening of Conover's Career Girl Studio, as scheduled to appear on several local radio shows.

Herman Felber, for more than 10 years director of the staff orchestra of WLS, and at present also director of the Northwestern University Symphony Orchestra, will conduct the Kalamazoo Orchestra Saturday in special coast-to-coast CBS broadcast "Orchestras of the Nation."

Dale Harrison, columnist on the Sun until the merger of the Sun and Times last week, was the "Mr. Question Mark" on WGN's nightly "Telephone Quiz" and was identified on the 77th phone call, the lucky listener dividing a \$1540 jackpot with the U. of Chicago cancer research foundation.

William Drips, NBC director agriculture, will be in Philadelphia for the "National Farm and Home" broadcast on February 21.

Andy Christian has been assigned as director-producer of WBBM "Melody Lane" variety. He also currently producing "Music for You" and "The Chicagoans" on WBBM.

THERE'S ONLY ONE  
*Lord Tarleton*  
MIAMI BEACH  
OCEAN FRONT • 40th to 41st Sts.  
Reservations Invited • Walter Jacobs

**WTA-g SHEET**

Promotion? We use -- and we do mean use -- three tape recorders.

**WTAQ CBS**  
GREEN BAY  
5000  
1360  
NO RED TAPE...see WEED

# VA Emphasizes Value Of Radio To Veterans

(Continued from Page 1)

ems operating an average of 13 hours daily. Twelve hospitals have two or more channels, largest being the five-channel network at the hospital in Joliet, Ill.

Specially constructed studios in hospitals originated 8,579 hours of programming in December, including newscasts, variety shows and quiz programs by patients and guest appearances by radio, stage and screen personalities. VA estimates that over 100 patients and 200 civilians (from nearby communities) are participating in shows produced in the hospitals.

In the McKinney, Texas, hospital two patients do a half-hour weekly variety show direct from their beds, the program consisting of news flashes, ad-libs, recordings and guest appearances by other patients. Show is carried not only on the hospital radio system but is picked up by KRRV in Sherman, Tex.

A radio workshop, conducted entirely by patients, has been established at the VA hospital in Walla Walla, Wash. By producing their own shows, GIs learn all phases of broadcasting.

In Richmond, Va., an all-patient orchestra broadcasts three times a week over the hospital's bedside network. One paraplegic veteran, a guitar player before the war, lost all interest in music after he was wounded but regained it when asked to take part in the broadcasts. A former Richmond hospital patient, paralyzed from the waist down, played bass viol in the band and now, following release from the hospital, is a member of a leading symphony orchestra.

# NBC Sets New Series On World Problems

New weekly documentary series on current problems bows in over NBC Feb. 29, 4:35-5 p. m. Titled "Living—1948," program will be produced by web's Public Affairs and Education Department in co-operation with American Institute of Public Opinion. Ben Grauer will narrate, with script by Lou Hazam. Wade Arnold will be program supervisor and James Harvey will direct, with music by Milton Katims.

# Approve 50 Kw. Outlet; WOOD Deal Before FCC

(Continued from Page 1)

matter of disposal of WOOD, Grand Rapids, Mich., which ABC seeks to sell for \$850,000. The station had been sold, subject to Commission approval, to the Liberty Broadcasting Company, composed of a number of Grand Rapids residents. Holder of 250 shares of the 3000 shares outstanding in the company is the Paul H. Raymer Company, national radio sales representative.

Although Commission approval was eventually given here, the company was unable to meet the terms of the sales contract when the time came to turn over the funds, so ABC contracted to sell to the Grandwood Broadcasting Company for the same price. Control of Grandwood rests with H. M. Bitner, Sr., and H. M. Bitner, Jr.—who also control WFEA, Manchester, N. H., and WFBM, Indianapolis.

At that point, with the AVCO decision in force, Liberty was able to offer the necessary funds, and the question of who should be permitted to buy WOOD will be put up to the FCC next month.

Transfer of control of WLAD and WLAD-FM, Danbury, Conn., was also okayed by the Commission, with 72.5 per cent of the stock turned over for a consideration of \$39,000. Of the 290 shares turned over, Lazarus Heyman owned 200, Burton Sherwood 55 and William Hanna 35, while John Doran purchased 100, Robert J. Doran 50, Cecil Previdi 25 and John P. Previdi 115.

The Commission also okayed a change in the corporate structure of the corporation holding the license to WABZ, Albemarle, N. C. Ira Leigh and G. H. Hendricks, both of nearby Concord, have entered the corporation, each as 20 per cent stockholders.

Birney Imes, turned down last month in his attempt to win the 1400 kc. assignment for Grenada, Miss., was permitted yesterday to waive section 1.363 of the Rules to file for the 1490 band, still seeking 250 watts unlimited.

# Clergymen to Broadcast During Brotherhood Week

(Continued from Page 1)

Monday through Friday, 1:45 to 2:00 p. m., EST., with the presentations originating in Hollywood.

The schedule of appearances of the Hollywood clergymen follows:

Feb. 23—Dr. Clair Boyd Gehagen, executive minister, First Presbyterian Church of Hollywood.

Feb. 24—Rabbi Morton I. Bauman, Temple Israel of Hollywood.

Feb. 25—The Rev. Patrick J. Roche, Superintendent of Schools, Archdiocese of Los Angeles.

Feb. 26—The Rev. M. Frederick Mitchell, pastor of the (Negro) Cosmopolitan Christian Church, Hollywood, and president of Inter-denominational Ministers Alliance.

Feb. 27—The Rev. Kojiro Unoura, pastor of Japanese Christian Church, Los Angeles, representing the Japanese Church Federation of So. Cal.

# West'ghse Sets Record Production During 1947

(Continued from Page 1)

it was reported over the weekend by F. M. Sloan, division manager.

More than 500,000 sets were turned out last year, for factory billing of \$22,500,000, Sloan said. Quotas for this year have been increased by 50 per cent, he added.

"Despite production increases well above the original 1947 plans, culminating in a December output of 70,000 table and console radios, a new monthly record, the year was marked by a continuous strong demand on the part of our distributors and dealers for more Westinghouse radios than we could manufacture," the report said. Firm's sets probably will continue in short supply "during a good part of this year," the statement added.

Outstanding new development in 1948 will be a new line of tele receivers, it was stated. First video set, a console with ten-inch tube in a Chinese Chippendale cabinet, has been introduced in New York and will be presented in Philadelphia, Boston, Washington and other centers in the near future.

# Mag Reprints Hayes Address

The February issue of "The Catholic Mind" has reprinted the address delivered by Arthur Hull Hayes before the Catholic Institute of the Press. The talk was titled "The Place of the Audience in Radio."

# CCNY Radio Confab Will Open April 14

(Continued from Page 1)

with stations, webs, FCC and NAB represented, comprises the advisory committee. Included are: Elon G. Borton, president, Advertising Federation of America; Earl Bunting, chairman of the board, NAM; Wayne Coy, chairman, FCC; Augustin Frigon, general manager, Canadian Broadcasting Corp.; William S. Hedges, vice-president, NBC; Ira A. Hirschmann, vice-president, Metropolitan Television, Inc., and Bernice Judis, vice-president, WNEW.

Also, Robert E. Kintner, executive vice-president, ABC; Al Paul Lefton, president, Al Paul Lefton Co.; H. L. McClinton, vice-president, N. W. Ayer & Son, Inc.; Howard S. Meighan, vice-president, CBS; Thomas L. Norton, Dean, The City College School of Business; Vergil D. Reed, associate director of research, J. Walter Thompson Co.; Theodore C. Streibert, president, WOR; Robert D. Swezey, vice-president and general manager, MBS, and A. D. Willard, executive vice-president, NAB.

# Join Continental Web

WKNB-FM, New Britain, Conn., has joined the Continental Network. Station picks up programs from W2XMN's FM tower in Alpine, N. J., and relays it to Chicopee, Mass.

**AGOG** Even we, accustomed to high ratings at **WOWO**, had to stare bug-eyed at the results of Mr. Conlan's most recent survey in the city of Fort Wayne. In overall share of morning audiences, **WOWO** rates 3 times as high as the next best station. Leads all other stations in afternoon and night audiences, too. Hearken, All Air Advertisers, hearken!

ABC  
Affiliate  
in  
Fort Wayne

**WOWO**



**WESTINGHOUSE RADIO STATIONS Inc**

KYW KDIA KEX WBZ WBZA WOWO

National Representatives: NBC Spot Sales—Except for KEX • For KEX, Free & Peters

**JOB WANTED**

... the job of **SELLING KANSAS** for YOU - at low cost • Just hire!

Ben Ludy, GEN'L. MGR.

**WIBW**

The Voice of Kansas  
**TOPEKA**

# FMA Regional Meet Tomorrow In Chicago

(Continued from Page 1)

the present setup. FM stations must take the full AM network schedule or none at all. To take the network schedule would necessitate discontinuing most of the local shows, from which the stations receive revenue. It is hoped that eventually a new optional schedule for both AM network and FM may be developed.

A scheduled display of new FM sets will not be made at the meeting, the manufacturers having decided against it, as a number of them are not yet in production. Westinghouse, GE, and other manufacturers have new sets coming out that will sell for less than prevailing prices but are not ready to display them.

Meeting will open Wednesday morning with Marion Claire presiding as temporary chairman. Everett L. Dillard, FMA president, will deliver the address of welcome. Bill Bailey, FMA executive director, will speak on "The FMA to Date and What's Ahead," and Joseph B. Eliott, vice-president in charge of home instrument division, RCA-Victor division, RCA, will talk on "The FM Set Picture." FM programming, sales and promotion will be discussed by Thomas F. McNulty, president of WMCP, Baltimore; Guy Farnsworth, general manager of WSRK, Shelbyville, Ind., and Fred Weber, vice-president and general manager of WDSU-FM, New Orleans.

### Marion Claire Toastmaster

Marion Claire will be toastmaster at luncheon in the Tally Ho Room of the Sheraton, Gene Flack, sales counsel and advertising manager, Sunshine Biscuits, Inc., will speak on "Timeliness of FM."

At the afternoon session Thomas F. McNulty will preside, and the topics and speakers will be as follows: "FM Relay Networking," C. M. Jansky, Jr., of Jansky & Bailey, Washington consulting engineers and engineering counsel for FMA; "Promoting FM," William E. Ware, general manager, KFMX, Council Bluffs, Iowa, vice-president of FM (talk illustrated with motion pictures), and "Selling FM," David S. Ballou, vice-president, FM Repts, Inc.

Following reports of committees, officers for Region 3 will be elected.

The national FMA convention will be held in Chicago next fall.

## CALLING ALL RADIO EXECES:

Warning!... AT LARGE... recent escapee from prominent advertising agency... claims to be a radio director... has delusions of having produced top air shows... contends he is also deft at television and transcriptions... proceed with caution, this man may be dangerous... he insists he is willing to work!... for possible capture contact BOX 113, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

# ROCHESTER ROUNDUP

By FRANK BURKE, Editor, RADIO DAILY

CIVIC leaders, church dignitaries, industrialists and newspapermen of Rochester gathered in tribute to Stromberg-Carlson's new Radio City at a dinner last Friday night in a forceful demonstration of a community's affection for broadcaster and the station's public service role. . . . Modest Bill Fay, vice-president and director of broadcasting for WHAM, seemed to share the spotlight with the company's new radio home and Radio City night might have been called "Bill Fay Night" too. . . . Fay, whose sense of humor belies his countenance, made an excellent toastmaster and a gracious host.



Dave Kline, a department store advertising executive, was there and spoke affectionately of Bill Fay and WHAM as an advertising medium. . . . Personable Mr. Kelly, the public utilities public relations man, also was among the well wishers. . . . Kelly too did some reminiscing about radio and remembered that the harpist in the orchestra had been around for a long, long time. . . . Eastman Kodak Company "brass" were out in numbers and pointed to Dr. Ray Manson, president of Stromberg-Carlson, as one of their best amateur photographers. . . . Dr. Manson, incidentally, has a photographic history of "Radio City" from the time the first stone was laid four years ago. . . . He also has some fetching pictures of the girl guides, singers, and the modernistic setting of the large studios.



It snowed in Rochester Friday night and trains and planes were delayed and some of the out of towners didn't get there for the festivities. . . . Among the arrivals, however, were Bill Hedges, John Royal, Easton Woolley, Syd Eiges, E. B. Lyford and Charles Bevis. . . . they hadn't minded the weather for they had a red hot card game on the Empire State enroute to Rochester. . . . George E. Markham and Bill Purcell of WGY, Schenectady, dropped over to pay their respects to Bill Fay and Radio City. . . . ditto for Colonel Harry S. Wilder of WSYR, Syracuse, and his able assistant Curley Vadeboncoeur. . . . Scholarly Roy Harlowe of BMI regaled with stories of the music business while Tom Pledge of United Press worried about whether he'd fly to New York or go home by train. . . . A. B. Chamberlain, chief engineer of CBS, who once managed WHAM, renewed acquaintances and had good natured retorts for those who inquired about a CBS executive attending an NBC opening. . . . Mort Nussbaum, former New York radio and movie public relations exec., greeted only friends from Manhattan. . . . Mort, incidentally, is a hit in his old home town with two top shows, "Cinderella Weekend" and a disc jockey show scoring solidly on WHAM. . . . Frank Kelly of WBen, Buffalo, caught in the lobby of the Sheraton, chatting with Syd Eiges of NBC with William Swartley of WBZ, standing close by. . . . Everyone talking about the fine address made by Dr. Howard Hanson of the Eastman School of Music. . . . Dr. Hanson was pinch hitting for Chairman Wayne Coy of the FCC who could not be there because of illness.



WVET and WHEC sent wire recorder crews to Radio City to do tour broadcasts of WHAM's new plant. . . . In fact all of Rochester radio turned out to aid in the opening. . . . Seen at the dinner were George B. Kelly of WRNY, Gunnar O. Wiig of WHEC, Gordon Brown of WSAY, Bill Maillifert, of WVET. . . . WHAM's crew were there in force. . . . Among them were John Kennedy, Charles Siverston and Ben Bender. . . . Bender was pinch hitting for Truman Brazee, sales promotion director, home with the mumps. . . . After Friday's big doings, Rochester radio settled down to normal operations on Saturday with the public getting their first view of studio shows at Radio City. . . . long lines poured through the building all day Saturday and Sunday and prospects were for turn-away crowds during the week. . . . Bill Fay, still able to shake hands, turned his efforts from opening Radio City to planning a celebration commemorating the completion of the roof on his new suburban home.

## Connolly Gets New Post With CBS Sales Dept.

(Continued from Page 1)

fer was being made as "a further step in our expansion plans for the sale of CBS package shows." In his new assignment Connolly will report to Robert J. Mann, manager of program sales.

## Deadline Thursday, Feb. 19 For New WNYC Spielers

This Thursday, Feb. 19, is the deadline for filing applications for announcing positions with the city station WNYC. Civil Service exams will be given applicants this Spring. Applications must be sent to Municipal Civil Service Commission, 299 B'way.

# Nielsen Report Shows Listening Up; Lux Top

(Continued from Page 1)

Nielsen, held at 4.9 hours per day per home for an increase of three per cent over the year-ago figure. Daytime listening accounted for most of the gain.

Other gains registered by evening shows were those for Amos 'n' Andy, 8th to 2nd; Truth or Consequences, 12th to 6th; Godfrey's Talent Scouts, 25th to 11th, and Inner Sanctum, 41st to 18th.

Leading shows in the evening two-to-five a week category were Lone Ranger, Bill Henry News and Supper Club. Top daytimers were Right to Happiness, Backstage Wife, When a Girl Marries, Stella Dallas and Young Widder Brown. Weekend daytime programs were led by True Detective, the Shadow and House of Mystery.

Top twenty evening shows on the NRI list, in order, were: Lux Theater; Amos 'n' Andy; Fibber McGee & Molly; Fred Allen; Charlie McCarthy; Truth or Consequences; Bob Hope; Fitch Bandwagon; Mr. D. A.; My Friend Irma; Talent Scouts; Red Skelton; Jack Benny; Life of Riley; Music Hall; Duffy's Tavern; Hit Parade; Inner Sanctum; Sam Spade, and Burns & Allen.

## WOR Mobile Unit Used For Broadcasting News

(Continued from Page 1)

headed for the Washington News residence of Rt. Rev. William T. Manning, who was interviewed during the program. Aboard the mobile unit were Lyle Van, regular 6 p. m. newscaster, John Wingate, of WOR's news staff Ed Higgins, news editor, and several engineers.

For some time WOR has planned to use the mobile unit for airing regular newscasts in those instances where the news staff and the unit could literally drive right up to people or events making the news. A news story yesterday—of retired Bishop Manning and three other persons proposing a "living art center" for Washington Square—gave WOR a peg on which to hang its stunt.

HIT THE Core  
Plus Plenty More  
IN WORCESTER  
WTAG

# TELEVISION DAILY

Daily section of RADIO DAILY — Tuesday, Feb. 17, 1948 — TELEVISION DAILY is fully protected by register and copyright.

## CIRCY SURVEY SHOWS TELE AS SPORTS AID

### TELE TOPICS

By JIM OWENS  
Associate Editor

CBS reported planning a complete overhaul of its studio facilities on Vanderbilt Ave., including the transfer of third-floor offices upstairs to provide extra space. Details are expected to be announced at a press confab today. . . . Crosley and DuMont said to have pacted a deal wherein the latter will manufacture a certain number of video sets, on a "farming out" basis. Crosley, you'll recall, had its label on about 10,000 RCA-made sets last year. . . . Hollywood film studios feverishly setting up video departments against the day (coming soon) when they'll be expected to talk the language with authority with b'casters.

Hudson Motor Car Co., will break into video with a daily spot sked on the DuMont network, designed as a "feeler" of the medium's sales pull. Firm may then make a heavier plunge in tele. . . . Life magazine will run a photo-feature on tele next, this time on audiences at sports events, etc., as seen on a viewing tube. . . . Klaus Landsberg, KTLA (Hollywood) topper, in Gotham for a looksee at the tele situash. . . . Lawrence Phillips will give the Advertising Women of New York an careful of video facts today at the Astor. To illustrate his talk he'll bring an eye-ful—Sylvie St. Clair, tele's "new look."

RADIO, Inc., New Jersey manufacturer, unveiled new system of large-screen tele the other nite which purported to be the best thing in the field to date. Demonstration was held at the Coconut Grove in the Park Central and attended by several dozen dealers, restaurant owners, etc.—men who are vitally interested in the future of tele. What they saw made 'em vince, because the show was a dismal flop. Images were extremely fuzzy, dark and shadowy, and all four screen corners virtually without light. Object seemed to be quantity of picture rather than quality—the one thing sincere manufacturers avoid with a vengeance. Demonstrations of this sort hurt tele immeasurably, particularly because the uninitiated attribute defects to the medium itself.

### New Set

New 15-inch table model television receiver, with FM radio was announced this week by Sigmastar, slated to sell at retail for \$595, plus installation. Set has a direct-view tube, can receive all channels in any area in the U. S., and has complete FM tuning range. Company also provides a table to go with it, at an additional price of \$19.95.

### To Air Jefferson-Jackson Dinner

Washington Bureau, RADIO DAILY

Washington—The Jefferson-Jackson Day Centennial Dinner, usually the occasion for a major political message during an election year, will be televised on a pooled basis here Thursday night (Feb. 19th) from the Mayflower Hotel, with President Truman as the principal guest-speaker. Program, which will be aired at 9:30 p.m., (EST), and made available to all stations on the eastern video network, will mark the first telecast of the annual Democratic Party dinner.

WNBT and WABD will carry the proceedings in New York.

### 9 File For Channels; FCC Grants WAVE CP

Washington Bureau, RADIO DAILY

Washington—FCC announced yesterday receipt of nine new applications for television stations and the grant of a construction permit to WAVE, Louisville, Ky.

Included among new applicants are: Houston Post Co., owners and operators of KPRC and KPRC-FM, and Roy Hofheinz, owner of KTHH and KOPY (FM) operating as Texas Television Company. Two competing applications were received for television Channel 10 in San Diego, Calif. Competing are The Airfan Radio Corporation, Ltd., and Television Broadcasting Company. Cowles Broadcasting Corporation, Des Moines, Iowa, for Channel 9; WHB, Kansas City, Mo., for Channel 5, and Harris County Broadcasting Company, Houston, Tex.; seeking to withdraw its application for Niagara Falls is the Empire Coil Company.

### Study Of Thea. Video To Be Made By SMPE

Further to reflect mounting interest in development of theater tele is the announcement yesterday by the Society of Motion Picture Engineers that a technical report in the field of theater video is in preparation, as part of its 1948 program of engineering advancement, standardization and dissemination of scientific information in the movie and tele industries. Program was set up by the board of governors of SMPE at its annual meeting last week.

### GE To Plug Tele Sets

The electronics department of the General Electric Company has purchased the NBC-produced television newsreel for sponsorship Fridays beginning Mar. 5, it was announced Friday by Reynold R. Kraft, NBC television sales manager.

### WNAC-TV-CBS In Pact To Exchange TV Shows

Boston—WNAC-TV, key outlet of the Yankee Network, has concluded negotiations with the CBS web for an exchange of video programs on an experimental basis, it was announced here at the second meeting of the Network's Television Clinic. Meeting, which was presided over by Linus Travers, exec veepee and general manager of the web, heard talks on tele by R. G. Winnie, WTMJ-TV, and Len Hole, associate director of tele for CBS.

Hole warned the assemblage, many of whom were ad execs, that program costs would not remain long in the current low bracket, but would increase with the month-to-month growth of video throughout the country.

### Constr. Work Started On WPIX, News Outlet

Construction work on WPIX, The News television station, has started, it was announced yesterday by Robert L. Coe, station manager. Engineers started making surveys for the installation of steel for the transmitter house and the 307-foot tower on top of The News building a few days ago. Similar work is underway on the roof of the adjoining nine-story plant where the studios will be located.

Working at top speed, the Turner Construction Company plans to have the station ready to go on the air about June 15th, according to Coe.

### DuMont To Address ATS Meet At Astor Thurs.

Dr. Allen B. DuMont, president of Allan B. DuMont Laboratories, Inc., will be the principal speaker at the monthly luncheon meeting of the American Television Society Thursday (Feb. 19) at the Hotel Astor.

### Sport Events Aided By Video Cover Via WLWT

Cincinnati—Increased attendance at major sports events here in recent months can be directly attributed to the fact that more and more events of this type are being televised on a regular basis, thus developing the public's appetite for such fare, according to a study made last week by WLWT, the Crosley station here. Station, which made its official debut as a commercial outlet last Sunday (Feb. 15) queried set owners, sports execs, and promoters on the subject and came up with highly favorable comments.

### Cincinnati Educator Heard

Information offered to WLWT execs affirmed the fact that tele coverage of such events as boxing, wrestling and basketball has enhanced attendance rather than hindered it. Angus King, Cincinnati public schools official, declared that telecasting of school athletics "will not detract . . . but will increase attendance," because the audience, having seen the action on a video set, "will want to see the real 'live' activity." Ross Leader, wrestling promoter, elaborated further with the comment: "Since television of wrestling began in September . . . interest has increased materially."

### "Will Not Kill the Crows"

Xavier U.'s public relations director E. P. Vonderhaar told WLWT execs that his university feels tele coverage "will not kill the crowd . . . but will rather enhance it and give real public service to the stay-at-homes."

Further to emphasize tele's aid to sports was the comment of Al Bechtold, chairman of the Cincinnati Boxing Commission: "I am sure of this fact: television does not affect attendance. To the contrary, I believe it has brought many persons to the sport who have seen these (sporting events) through television and were eager to see the real thing."

### Tele Pulls

Washington — WTTG has an abiding belief in the power of its own medium. Station was recently faced by the housing shortage in the Capital—that is, its two mobile units had no "home,"—nor did the crew have a shop in which to make repairs, etc. So station execs decided to make their plight known to the video audience, via pictures of the trucks, etc. A week later it had a two-year lease for both,—and at good prices.

COAST-TO-COAST

—ALABAMA—

BIRMINGHAM—Starting February 19th, WTNB, with the co-operation of "The Catholic Week," will carry a quarter-hour program on Catholic news and views as a weekly public service feature. Acting as moderator will be the Rev. Frank Wade, editor of "The Catholic Week." . . . WAFM is airing all varsity games of the University of Alabama and Alabama Polytechnic Institute. . . . TUSCALOOSA—Students in the University of Alabama's department of radio arts have organized WABP, said to be the largest campus wired student station in this country at present. Station's staff includes Don Smith as manager; Bert Craig, program director; Charles Britt, commercial manager; Audrey Weiskopf and Helen Holman.

—NEBRASKA—

OMAHA—"Music From the Heart of America" new program, featuring the most beloved of musical Americana, recently made its debut over WOW. Sharing vocal honors with a nine-voice choir under the direction of Fred Jacky are featured baritone, Jack Haskell and Elvita Clementi, soprano. A 34-piece orchestra is heard under the direction of Joseph Galliechio, musical director of the NBC Central Division. . . . NORTH PLATTE—Charley Craig, KODY news editor, has been re-elected county chairman of the Lincoln County Red Cross, fourth largest chapter in this state.

—MICHIGAN—

DETROIT—New music show on WJBK is "Dr. Heckle & Mr. Jive," featuring Stu Strand as the long-haired lover of classics and Bob Murphy as the proponent of "be-bop" and progressive jazz. The program, which will be aired each Sunday from 2:00-3:00 p.m., is designed to give all music lovers, varied as their tastes may be, a taste of the sweetest in musical tidbits. . . . The soothing music of Wayne King was brought into dialing range of local radio listeners when the new Wayne King Show premiered on WJR last Sunday. Program is sponsored by the Sperry Candy Company and is produced by Ziv transcribed radio productions.

—DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—Jerry Strong, WINX morning man, made his vocal debut on records this past week with the release of his first two discs, "Basin Street Blues" and "My Mother's Eyes." Although a newcomer to records, Jerry, a cousin of John Charles Thomas, is not new in music circles. In 1934 he won the NBC National Voice contest and has done night club and concert work. . . . Special events director, of WWDC and WWDC-FM, Ira Walsh, was among the six men recently cited by the Washington Afro-American for their public service in 1947 and their work in promoting greater understanding among different minority groups. Walsh pioneered the Scholastic Sports Association, an interracial teenage project that is heard each Saturday over the Washington, D. C., station.

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 February 6-12, 1948.

Table with 2 columns: TITLE and PUBLISHER. Lists 30 songs and their publishers, including 'A Few More Kisses', 'All Dressed Up With A Broken Heart', 'Ballarina', etc.

Second Group

Table with 2 columns: TITLE and PUBLISHER. Lists 15 songs and their publishers, including 'An Old Sombrero', 'At The Candlelight Cafe', 'Dickey-Bird Song', etc.

Copyright, 1948, by Office of Research, Inc.

AGENCIES

C. J. LaROCHE, president of L. Roche & Ellis, Inc., has announced that Robert R. Ferry has joined the firm in an executive capacity. Ferry has disposed of his interest in Ridway, Ferry and Yocum, Inc. During the war he served as assistant director of the Office of War Information, in charge of domestic operations and a consultant to the War Shipping Administration. Previously he was with Geyer, Cornell and Newell and Young & Rubicam, serving in both accounting executive and creative capacities.

BROADCAST MUSIC, INC., announces that its telephone number has been changed. It now is PL 7-1800.

JOHN H. MILLS, manager of the Aer-o-sol division of Bridgeport Brass, has revealed that major sales and advertising campaigns are planned for 1948 for the line of Aer-o-Sol insecticides, as well as new consumer products to be introduced this year.

GEORGE P. HOLLINGBERG COMPANY, Chicago, has been engaged as national sales representative for KNEW, Spokane, and KVI, Coeur d'Alene, Idaho. The stations comprise the Washington-Idaho network and are Don Lee-Mutual outlets.

New Voice of Amer. Series For Russian Radio Broadcast

(Continued from Page 1) be based on WMCA's "Labor Arttration" stanza, which has been the air locally for eight years under the guidance of Samuel R. Zack. Voice of America has been recording the WMCA show to build up stockpile. Condensed versions of the program will be translated and beamed to the Soviet Union on alternate Fridays at 1:15 p.m., EST. Casual version will open with actual recording of Zack's show to establish the voices of the participants. They will be faded and the Russian announcers will take over. Series was previewed in an October broadcast last Friday, when Zack explained American arbitration methods in an interview with a Russian announcer.

IF YOU NEED

Promotion, Special Events, Public Relations, Writing, Editing—

A newspaperman, scripter for locals and networks, newscaster, playwright, scenarist, picture man, book editor, AAF photographer, and publicist with 15 years of N. Y. C. experience is looking for a better berth. Write: Box 112, Radio Daily, 1501 Broadway, New York City.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 33

NEW YORK, WEDNESDAY, FEBRUARY 18, 1948

TEN CENTS

## REVEAL UNESCO PLANS FOR INT'L RADIO

### Promotional Needs Viewed By Clients

Major radio advertisers through their agencies are expected to intensify their demands on network promotion departments and stations for support of promotional campaigns during the coming months in the interest of summer replacement programs.

During the past few weeks some of the biggest users of radio time have been quietly checking on the promotional support they have been receiving and in some instances have

(Continued on Page 3)

### FMA President To Speak At REC Luncheon Session

Everett Dillard, president of the Frequency Modulation Association, will be the principal speaker at the luncheon tomorrow of the Radio Executives Club at the Hotel Roosevelt in New York. Dillard will speak on "Current Problems and the Future Prospects of FM as an Advertising Medium."

It was announced yesterday by William Hedges, president of REC, that Robert E. Swezey, vice-president and general manager of Mutual, will

(Continued on Page 2)

### Shortwave Distress Call Circuits North America

Shediac, N. B.—Radioed distress call making a nonscheduled three-stop circuit around North America in eight minutes brought firemen from Moncton 25 miles distant to help save this seaside village when fire destroyed five buildings with loss amounting to \$200,000. Eugene Fou-

(Continued on Page 2)

### Seek Radio Engineers

New York Civil Service Commission, 299 Broadway, will accept applications for radio operators for city stations for two weeks beginning Mar. 15. Applicants must have high school diploma and first-class FCC license. About 18 engineers are needed for various city departments. Salaries range from \$2,400 to \$3,000.

### Pet Milk Buys ET's In 24 S. W. Markets

Sale of "Smiths of Hollywood," half-hour transcribed comedy drama, to the Pet Milk Company for 24 markets in the south-west states was announced yesterday by Louis G. Cowan, Inc., in New York City. In addition the Pet company bought the Tommy Dorsey recorded show for two markets in which the Cowan agency was not able to deliver the dramatic show.

### Heavy Reservations At Chi. FM Meeting

Chicago—Advance reservations last night indicated over 300 will attend the one-day conference of Region 3, FM Association, which will be held today at the Sheraton Hotel. The registration last night passed the 200 mark with 176 FM stations in the midwest area represented. Marion Claire, director of WGN-FM, will open the session at 10 a.m., with Everett L. Dillard, FMA president, and Bill Bailey, executive director of FMA, among the speakers.

## Daylight-Time Shift Apr. 25; Annual Network Headache

Radio's biggest single operation headache, an annual springtime occurrence, takes place April 25 when all networks and many stations switch to daylight saving time. If everybody switched there'd be no rub but some areas remain on standard time and thereby lies the problem—particularly for ABC and MBS. NBC and CBS don't find daylight saving much of a problem. These

### Provide For Radio Program Committee And Educational Broadcasting Unit; Seek 12-Nation Confab In Paris

### Talent Agency Studies Outlook For Artists

Faced with dwindling returns from one night stand name dance band tours, location spots, and the use of name orchestras on commercial radio programs, Music Corporation of America is reported making ready to get into the television talent field on a large scale.

MCA executives in New York, Chicago and Los Angeles recently made surveys and held discussions regarding artists under their management

(Continued on Page 2)

### DuMont-Crosley Announce Manufacturing Agreement

Confirming reports that the two companies had entered into a manufacturing agreement, Dr. Allen B. DuMont, president of DuMont Laboratories, Inc., and R. C. Cosgrove, vice-president of Avon Manufactur-

(Continued on Page 3)

### WOV-Transfer Petition Goes To FCC This Week

Petition will be filed with the FCC sometime this week for transfer of WOV from Arde Bulova to Herman Bess, Richard O'Dea and Harry Reich-

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Secretary of State Marshall and President Truman both yesterday welcomed the fourth meeting of the United States Commission for UNESCO, which will wind up its sessions here today. So far as the mass media—radio, press and films—were concerned, the major interest of the present meeting lay in the detailed reports given yesterday on the November sessions of UNESCO in Mexico City. That meeting provided

(Continued on Page 3)

### Ziv Sales Up 36% In Six Weeks Of '48

Packaged music programs produced by the Frederic W. Ziv Company set a new high in sales for the first six weeks of this year, with an increase of 36 per cent over the corresponding period of 1947. According to John L. Sinn, executive vice presy, music market began to soar sharply at the

(Continued on Page 2)

### Only Webs, Advertisers Get 'U. S. Hooperatings'

C. E. Hooper's new twice a year service, called "U. S. Hooperatings," can be bought only by networks, national advertisers and their agencies who are subscribers to "Program Hooperatings." It was revealed in a client conference at the Billmore Hotel yesterday. U. S. Hooperatings.

(Continued on Page 3)

**Public Service**  
Milwaukee—In observance of Americanism Week sponsored locally by the Junior Chamber of Commerce, WISN tonight will air a special half-hour dramatic documentary titled, "The Eagle's Cry." Gov. Oscar Rennebohn of Wisconsin, in a telegram, commended WISN for this public service program emphasizing the importance of "Americanism Week."

**FM First**  
Ottawa—First FM radio station to operate in the Ottawa area, CBC's station CBO will begin broadcasting today. CBC announced the station will operate daily from noon to midnight on a frequency of 103.3 megacycles. It will carry the regular programs of CBO and will be identified as CBO-FM. Dr. Augustin Frigon, general manager of CBC, also heads CBO.

## CBS Sets Studio And Network Expansion Program

TURN TO PAGE 7



Vol. 42, No. 33 Wed., Feb. 18, 1948 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; James Owens, Associate 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 WI 5consin 7-6336, 7-6337, 7-6338.

WEST COAST OFFICES
Ralph Wiik, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
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.

COMING AND GOING

HARRY WISMER, director of sports at ABC, spoke Monday at a sports banquet in Providence, and will deliver an address tonight at a football dinner sponsored by the Chamber of Commerce, Massena, N. Y.

WAUHILLAU LAHAY, publicity manager for N. W. Ayer & Son; RUTH BORDEN, radio scripter, and VIRGINIA RUARK, wife of the columnist, Robert Ruark, leave New York by plane Friday for a vacation of several weeks in Acapulco, Mexico.

IRVING MANSFIELD, producer of the Arthur Godfrey talent scouts program on CBS, and JACK CARNEY, director of the show, have returned from Florida.

JOHNNY LONG and the members of his orchestra are back in New York following completion of a series of 40 one-night stands.

JOHN D. COWDEN, director of promotion service for Columbia-owned stations, left yesterday for New Orleans.

DANTON WALKER and HY GARDNER are at the Lord Tarleton, Miami Beach. They are broadcasting their Mutual network program, "Twin Views of the News," from WKAT, the local outlet of MBS.

EDMUND CHESTER, shortwave head at CBS, and TONY KRABER, his assistant, have left for Chicago.

CECIL BROWN, Mutual network commentator who has been lecturing in Florida, returns today to New York and will resume his origination from this point.

EDGAR KOBAK, president of the Mutual network, who has been visiting affiliates in St. Louis, Chicago and Buffalo, now is back in New York.

JOHN KAROL, sales manager of CBS, goes down to Philadelphia today on business.

TED MALONE, human-interest story teller heard on the American network, is broadcasting this week's programs from Winter Haven, Fla., scene of the Florida Citrus Exposition.

M. S. NOVIK is in Chicago for the regional meeting of the FMA. He'll go from there to Cleveland, Pittsburgh and Philadelphia, returning to New York at the end of the week.

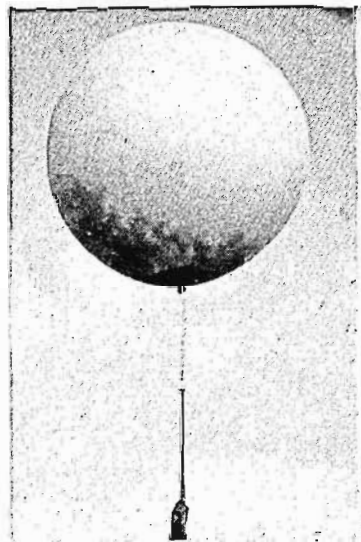
ABE SCHECHTER, vice-president of the Mutual network in charge of news, special events and publicity, has left on a coast-to-coast trip. He has scheduled numerous stopovers for conferences with affiliates of the web.

R. G. THOMPSON, head of technical engineering at CBS, off today on a short business trip to Philadelphia.

HARRY LINK, head of M-G-M music publishers, is vacationing in Florida.

ROY HARLOW, director of station relations for BMI, leaves today for Philadelphia, to confer with Quaker City executives.

AL PASCHALL, of the "Truth or Consequences" program on NBC, arrives in New York today from Davenport, Iowa, where the Ralph Edwards show is a feature of the Mississippi Valley Food Exposition.



Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

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

Alert advertisers know it. So do the feet-on-the-ground time buyers!



W-I-T-H
AM and FM
Baltimore 3, Maryland
TOM TINSLEY, President
Represented Nationally By Headley-Reed

FINANCIAL

(Feb. 17)

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 various bonds and currencies like Stromberg-Carlson, U. S. Television, etc.

Ziv Sales Up 36% In Six Weeks Of '48

(Continued from Page 1) end of '47 when the AFM ban on ETs went into effect.

In the first 10 days of January Ziv sales were hiked 27 per cent and for the first 32 days of the period up 45 per cent with an overall average thus far of 36 per cent.

New sales thus far include: the Barry Wood Show, sold to five clients in eight markets; Guy Lombardo show to seven clients in the same number of markets; Wayne King show to four clients in four markets; Korn Kobbler to two in two markets; "Pleasure Parade" and "Sincerely Kenny Baker" to one client each in one market.

Wedding Bells

Mildred O'Neil and Johnny Kane of WOV were married Feb. 14 at the Long Island home of the bride's parents.

Talent Agency Studies Prospects For Artists

(Continued from Page 1) qualified as television talent. They also considered the development of live entertainment package shows for television sale.

First instance of the talent agency offering artists for video occurred in Los Angeles recently when MCA handled the deal for the sale of the Bobby Riggs-Jack Kramer tennis matches to Standard Oil Company. The matches were televised over KTLA.

The band booking business, especially in the one night stand tour department, has dropped off heavily since the wartime years when phenomenal grosses were the order. Then, too, the lack of recording dates for orchestras due to the Petrillo recording ban has affected the employment of some of the better known name orchestra leaders.

FMA President To Speak At REC Luncheon Session

(Continued from Page 1) serve as chairman of the club's nominating committee. Other committee members are Warren Jennings of WLW; M. B. Grabhorn of ABC; Beth Black of the Joseph Katz agency and Frank M. Headley of Headley-Reed Co.

Shortwave Distress Call Circuits North America

(Continued from Page 1) gere's home-made radio transmitter sent out the call for help to Moncton flashing it to a ham in Alaska who relayed it. Station WINX, Boston, heard and called Moncton.

WOV-Transfer Petition Goes To FCC This Week

(Continued from Page 1) einstein, New Jersey plastics manufacturer. Contract for the sale was signed in the office of Bulova Monday evening.

In his first statement about program plans for WOV, Bess, who will be president of the outlet if FCC approves the sale, said there will be no change in major policies. Outlet's Italian-Janguage programming will be retained, he said, and "greater expenditures for program planning and talent are contemplated."



Emphasis will be on live talent and public service in the station's English program structure, Bess said. "In the field of public service," he said, "we shall seek out worthy causes, rather than await their call, and the facilities of our planning and programming staff will be available for the production of public service features of wide appeal."

Harlem Show On WNEW

Mutual's "Harlem Hospitality Club," which has had difficulty finding an outlet in New York even though the program originates at Manhattan's Savoy Ballroom, will be carried by WNEW, 5-5:30 p. m. beginning Saturday. Show was aired by WOR intermittently between Nov. 1946 and Nov. 1947, and for three months last Spring was carried by WINS.

## UNESCO Suggestion For Int'l Radio Told

(Continued from Page 1)

for a Radio Program Committee and a Council for Educational Broadcasting to work on radio matters with an overall production unit to be set up to assist and further radio production designed to spread the aims of UNESCO.

It was also agreed at the meeting that UNESCO co-operate in the operation of a world radio network if one is set up by UN. If not, it was reported, "UNESCO will re-examine the possibility and advisability of establishing its own world radio network."

This year is supposed to see the calling of a meeting in Paris of a Radio Program Committee to include 12 experts from Australia, Belgium, Brazil, Canada, Czechoslovakia, China, France, Mexico, Poland, United Kingdom, United States, Switzerland and six other experts from six other countries—including India. Sub-committees of this group are also to be called.

Among the objectives to be worked out are "multilateral agreements between national broadcasting organizations for the production and exchange of programs," and production of "a limited number of high quality programs in co-operation with, and for the use of, national broadcasting organizations."

Also proposed is collaboration between top broadcasting organizations of the national groups, and collaboration between national groups to produce a "World University of the Air," and other international shows.

## Promotional-Drive Needs Viewed By Radio Clients

(Continued from Page 1)

been dissatisfied. Major complaint seems to be indifference on the part of stations to network inspired campaigns and little or no originality in the execution of these campaigns.

One agency executive points to the transcription companies as being more alert and better merchandisers than some of the broadcasters. Another declared that some network and station officials are losing their perspective on radio programming and devoting too much of their time towards the furtherance of television.

### RIP LAWSON, ADVENTURER!!!

- 3 or 5 a week transcribed action series—beamed to the juvenile-family appeal.
- 130 episodes just completed with top acting—scripting—music and sound.
- Any episode for audition purposes, they stand on their individual merit.
- To fit your budget with sales results contact: James Allen, Soundscript Radio Productions, 6600 St. Francis Terrace, Hollywood 28, California.

## Daylight-Time Shift Apr. 25; Annual Network Headache

(Continued from Page 1)

MBS, with nearly 500, find a big problem on their hands. About 60 per cent of ABC's audience remains on standard time and ABC uses a plan aimed at maintaining all its programs in all time zones in the same slot the year around.

According to Charles E. Rynd, the network veepee who supervises daylight saving time operations, the plan embraces special broadcast lines and recordings, thus allowing playbacks

for those stations which remain on standard time.

This is the same plan which Mutual expects to put into effect this year for the first time—that is, for the full broadcasting day. MBS went in for delayed broadcasts last summer but only in a small way. MBS affiliates asked for a change so they would not face wholesale program reshuffles and interfere with local advertising commitments.

## Only Webs, Advertisers Get 'U. S. Hooperatings'

(Continued from Page 1)

scheduled for its first release next April 30, will appear in both complete and limited form, each report governed by a separate and distinct set of conditions for use.

Complete edition will contain ratings for city (50,000 and above), town (2,500 to 5,000) and rural areas (less than 2,500 including farms). Also included is a report on U. S. Listening Homes (projection).

The Limited Edition will contain identical information listed above but "confined to programs of national radio advertisers which as of January, 1948, were subscribers to Program Hooperatings." Various data not contained in these editions, such as frequency of listening, duplication between programs, and turnover of listeners, will be provided by Hooper on special order at "equitable rates."

Hooper is placing highly restrictive measures on the use of U. S. Hooperatings and for the most part they are to be used "inside" the organization of subscribers. A network or agency can, however, show them to potential clients.

A sales letter from Hooper to the networks will be in the mail this week which will put a price tag on the service. Figure has not been officially announced but it's reported that the price to CBS and NBC will be \$15,000 and \$10,000 for ABC and MBS for the report out April 30.

In only one instance is there a definite "no charge" without qualification for the new service, other than being a subscriber to Program Hooperatings. One copy of the Limited Edition is available to an advertiser at no cost. He gets one copy of the Complete Edition for \$1,000.

An agency will be given one copy of the Complete Edition at no cost "provided all network-using radio clients subscribe individually to Program Hooperatings." A Limited Edition is available to agencies gratis "provided one or more network-using radio client subscribes individually to Program Hooperatings."

Hooper office said yesterday that three clients had subscribed for U. S. Hooperatings—all advertisers. ABC and MBS have made no decision but NBC and CBS are not likely to buy—at least that's the opinion of the latter two at this point.

## DuMont-Crosley Announce Manufacturing Agreement

(Continued on Page 7)

ing Corporation and general manager of its Crosley division, issued a joint statement yesterday. Statement said:

"Allen B. DuMont Laboratories, Inc., and the Crosley Division, Avco Manufacturing Corporation, have effected an agreement with respect to the manufacture of television receivers under DuMont patents and the exchange of engineering and manufacturing information."

Deal means that Crosley will use DuMont circuits and direct image picture tubes in the manufacturing of the new Crosley line of receivers, according to reports.

## 'American Forum Of Air' Dropped By MBS Web

"American Forum of the Air," which last week celebrated its 20th anniversary in radio, has been dropped by MBS following its final broadcast over that network last night. Mutual's reason for dropping the show is that it will revive its own forum, "Opinionaire," which was tried out briefly last year. "Opinionaire," however, won't go into American Forum's former Tuesday night spot but will be spotted at 10 p. m., EST., on Wednesdays, starting March 3. Theodore Granik's show will be replaced for four weeks by a documentary on civil rights, but nothing has been set beyond March 15.

## Jingles On We The People

"Little Songs About Big Subjects," tolerance jingles conceived and produced by WNEW, will have first network performance Tuesday, Feb. 24, on "We The People" CBS. Hy Zaret and Lou Singer, who wrote and composed, will be interviewed.

## New Quiz Show On Associated

Montreal—Jingle-Jell, a new jelly dessert manufactured by S. W. Ewing, Ltd., one of Associated Broadcasting Company's newest accounts, has commenced a new 5-minute, 5-day-a-week quiz show, which will end February next year. The program is going to select French and English markets in Quebec and the Maritimes. It features the usual small cash prizes and jackpot, and is identified by an opening and closing name signature.

Established 1936  
EASTON, PA.



REPRESENTED BY

ROBERT  
MEEKER  
ASSOCIATES

New York • Chicago  
San Francisco • Los Angeles



A STEINMAN STATION

# “OUT, DAMNED SPOT”

Lady Macbeth needed more than all the “perfumes of Arabia” to put it out. We, too, should put out Spot as a misleading name for one of the greatest advertising mediums ever known. What kind of radio is Spot Radio? Seven out of ten advertising people don’t know. Moreover, they believe it to be something it isn’t.

Spot Radio is a system of doing business—an advertising medium that compares in size and quality with the greatest in the field—network, newspaper and magazine. For radio stations AM, FM or TV, it offers the greatest potential for new income. Yet its name is lost in a maze of confusion.

The extent of this confusion was established by a recent survey of advertising managers. These men—and there are thousands like them—are the most logical sales prospects for Spot Radio. To buy it and use it they should first be able to name it. To seven out of ten of them Spot Radio business is “spots”—announcements, chainbreaks, jingles, “nuisance” advertising, or something that is left over and can be fitted in between “regular” program broadcasting. “Spot Radio” now means “announcement radio” to the advertising world. For all practical

*Paul H. Raymer Company*

NEW YORK • BOSTON • DETROIT • ATLANTA

# ! OUT, I SAY!"

purposes "national non-network" — a clumsy, awkward and negative phrase known only to insiders — is just as useless.

Radio stations have here a \$100,000,000 a year business. It is their most profitable kind of business and the type of business with the greatest potential for development, and yet it is struggling under an ambiguous, misleading name. Like Topsy, this business has grown to this truly amazing size without direction, promotion or national coordination. But, at least, Topsy had her name. With a little cooperation and a correct name — how much further and faster might it grow! From the vast field of national and regional advertisers we should have many *program* advertisers on transcriptions using big name talent with big Hoopers.

With this great medium, an advertiser can select his station, select his markets, select his program, select his time. One name, *National Selective Radio*, or just *Selective*, has been proposed. It has a dignity worthy of the medium; it is descriptive and appropriate. Can you propose a better one?

Let's give this business a name.

*Inc. • Radio Advertising*

LAGO • LOS ANGELES • SAN FRANCISCO

# LOS ANGELES

By RALPH WILK

**T**HE party that Martin Block tossed at the Le Papillon in honor of his 13th anniversary in radio, drew a swell turnout, including leading figures of screen, radio and recording fields.

Comedian Jack Benny was honored February 2nd at the 25th Anniversary Banquet of the Beverly Hills Chamber of Commerce at the Beverly Hills Hotel, with 600 leading Beverly Hills residents attending. The Waukegan Wit has been master of ceremonies at the yearly dinner for the past ten years, following in the footsteps of the late Will Rogers who helped inaugurate entertainment at the event.

The Radio News Club of Southern California now has its own private club room at Eddie Spivak's on Hollywood Boulevard for the use of its members and their guests. The club room was officially opened February 4th, with Don McNamara of Telefilms, and Dave Crandal, program director of the Los Angeles Times, as guest speakers. They both spoke on the future of television news coverage.

Ralph Edwards and his Truth or Consequence gang were in Davenport, Iowa, for February 14 show. February 21st show originates in New York where Edwards goes as special guest for opening of Martha Graham (Miss Hush) recital.

Ira Cook's successful transcribed show, "Meet Your Music Makers," heard in Salt Lake City and the mountain area is being readied for live local matinee broadcast from Music City, Sunset and Vine, Hollywood.

Monogram cowboy star, Jimmy Wakely, was a guest on "Redd Harper's Hollywood Round-Up," transcribed exclusively for the Armed Forces Radio Service.

## Gets Film Post

Helen Buck, head of the WCAU transcription department, has been appointed film editor and in charge of the film library for WCAU-TV, the Philadelphia Bulletin television station. In her new capacity Miss Buck will edit and select all film material for the new television outlet which expects to debut this month. Also, she will catalogue and place all stock and active film used by the station.

1906 *Henri* 1948  
CONFISEUR  
**FRENCH RESTAURANT**  
LUNCHEON DINNER  
COCKTAIL BAR  
*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED



## Notes From An Aisle . . . !

● ● ● Tom Broneman has been ordered to take a complete rest by his medico and the Compton agency is reported seeking a temporary substitute for him on "Breakfast in Hollywood." (We hear that Garry Moore may get the assignment). . . . Roy de Groot being 'soon around with E. B. Wortman, of the Wortman, Barton & Gould agency. May make a deal whereby former will handle radio accounts for the agency which doesn't have a radio dep't. . . . Telotone Radio outfit will be out with a video set under \$150 by summertime. . . . To promote their pics, MGM is using transcriptions featuring interviews with their stars. Stations get free programs with the payoff being plugs on whatever films Metro wants to ballyhoo. . . . Abe Burrows turns Washington's Birthday into an occasion for a tender love ballad—"If Washington Told The Truth To His Father, Why Should You Lie To Me?" . . . Radio scribes want better rates for half-hour video shows than they now get for network radio shows under guild agreements. They claim it amounts to a virtual screenplay. . . . Ted Dale, leaving for the Coast soon with the Carnation show, is being flooded with offers for his Long Island home, natch.

★ ★ ★ THAWTS WHILE THINKING: All that glitters dramatically is generally Guild, Theater Guild of the Air, that is. . . . Ozzie and Harriet—blissful thinking. . . . Kraft Music Hall—the comeback of the mammy singer makes him sound so young that it's "Jolsonny Boy" now. . . . Walter Kiernan needs a better time for his wonderful sense of humor. Any guy that can get us up at 6:30 in the ayem to listen to his nonsense has gotta be wonderful. . . . Annie Shelton, the gal getting the build-up from London Records, sounds like Kate Smith did 10 years ago.

★ ★ ★ AROUND TOWN: Florida papers, please copy: Fletcher Markle took his entire cast (including Madeleine Carroll) of "Studio One" out in Central Pk. yesterday for a two-hour rehearsal! ! ! . . . Plenty of action in the Frank Cooper stable with his "Going Nowhere" show (conceived by Herb Moss, Joe Stein and Will Glickman and starring Jim Backus) plus "The Case Book of Gregory Hood," with Wm. Conrad sold to Mutual. . . . Sponsors looking for sure-fire television material oughta take a peek at "Charade Quiz," which merely drew 9,000 letters last week. . . . Larry Finley wonders whether you'd refer to "It Pays To Be Ignorant" as a doap opera. . . . And Harvey Stone sez he's ready to sign a contract with a network or a reasonable facsimile station. . . . Leo Pilot has resigned from handling special events for Columbia Pictures to become personal rep for Sid Caesar, currently starring in the B'way smash, "Make Mine Manhattan." . . . Les Tremayne will soon be back on B'way in a new play. . . . Jack Donahue off for H'wood to peddle his "Hollywood Heartbeat" script. . . . Keep watching Diana Craig, converted from dancer to radio thrush with looks to match her pipes.

★ ★ ★ Smart move on Steve Ellis' part to grab off the television spieling of the Giant home games for Chesterfield on WNBT—and smart move on the part of the ciggie outfit to get Stevie, one of the first of the 'name' sportscasters to move into the new medium from radio. The regular air chores will be handled by Frankie Frisch, assisted by Maury Farrell.

★ ★ ★ Phil Ingalls, musical director for "Angel in the Wings," writes: "Swell paragraph on Kay Thompson, but I think you should add that her uphill fight for recognition included singing at KMOX, St. Louis, plus a series as singer and choral director with Kosty for a ciggie sponsor. How d'ya like this 'new talent' ballyhoo? She was great 10 years ago! Calling her 'new' would be like saying Joe DiMaggio's a rookie."

W N B T

scope



## ON THE AIR AT CHANNEL 4 . . .

WEDNESDAY, FEBRUARY 18

5:00 Playtime—From Washington  
7:38 Press Releases  
7:50 Television Newsreel (Camel)  
8:00 Americana  
8:29 Weather Report (Vick's)  
8:30 Alma Kitchell (Kelvinator)  
8:45 Story of the Week—Richard Harkness. Guest: Wilson Wyatt—From Washington.  
9:00 Kraft Television Theater—"Apple of My Eye"

THURSDAY, FEBRUARY 19

5:00 Puppet Playhouse  
7:50 Television Newsreel (Camel)  
8:30 Television Screen Magazine  
9:00 You Are an Artist—John Gnagy (Gulf)  
9:15 NBC Newsreel  
9:30 President Truman—Jackson-Jefferson Day Dinner—From Washington

## DEPARTMENT STORE SCANNING . . .

"On the 'Gimbel's Views the News' program, a fifteen minute show over WTMJ-TV, Milwaukee, a sample lipstick and a pad of lipstick tissues was offered to any person asking for them at the Gimbel's cosmetic counter the next day. The offer was made Only on television—and the following day 306 persons stopped at the counter and picked up the samples. 306 people—with about 1,000 sets installed in Milwaukee."—Television. Nothing, but nothing, but television.

## EPICURE'S CORNER . . .

If you're concerned about what to serve on George Washington's birthday, here's a tip. Catch the Kelvinator Kitchen on WNBT tonight. A prediction: many set owners will be sitting down to cherry tarts, like them or not. The power of women, you know.

NBC  
Television

A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY—Wednesday, Feb. 18, 1948—TELEVISION DAILY is fully protected by register and copyright.

## CBS SETS STUDIO, WEB EXPANSION PROGRAM

### TELE TOPICS

By JIM OWENS  
Associate Editor

STEVE ELLIS, one of the town's top sportscasters, for many a moon, will all the Giants (baseball) sked for Chesterfield ciggies over WNBT next summer. Sked includes 77 home games, 14 of 'em at ite. . . . Top film stars said to be gnashing pretty teeth at that "no tele" clause in their contracts. Eddie Cantor for one, has publicly stated he wants to turn his talents to the medium. . . . NBC has all but scrapped a single sponsor for both the heater Guild and ANTA segs on tele. Deal said to be way up in the six figures. . . . WFIL-TV, on the air since last September with a daily film newsreel, expanding it to 5-minutes seven days per.

CBS prexy Frank Stanton, looking more like a H'wood leading man than a high-powered industry exec, handled that huge press confab yestiddy with the smooth plumb of a guy who does it Monday-through-Friday. "Doc" exhibited uncommon savvy of the video status quo, and although he was flanked by such web brass as Adrian Murphy, Larry Lowman, A. B. Chamberlain and Herb Akerberg—the facts-and-figures men—he rarely needed their help on the toughie posed by the newspaper crowd. And he's a cinch to replace Peter Donald as the guy who never needs a haircut.

WASHINGTON'S Birthday (Feb. 22) show staged by the Grand Lodge of Masons of New York State will be aired by WNBT and WRGB (Schenectady) at 9 p.m. Group which has never used tele before, will tribute G. Washington with a film made during the Bi-Centennial in '32. . . . WABD's "Court of Public Opinion," which hashes current topics sans kid gloves, now a regular DuMont web feature. Network, incidentally, is donating a table model receiver to the Sports Broadcasters Association's first annual dinner at Rupperts on the 24th.

### Sports Seg

Milwaukee—WTMJ-TV, The Milwaukee Journal station, added another commercial program to its schedule this week with signing of a 13-week contract by Ennis Motors. Milwaukee dealer of used cars, for a sports demonstration program. Titled "The Sportsman," show will be broadcast Sunday evenings on WTMJ-TV from 8:30 to 8:45 p.m. The "Sportsman" will feature Bob Helms, popular sportscaster, as emcee. Prominent sports stars will be featured on the programs and will give demonstrations.

## To Build 2 New Tele Studios, Will Push Program Expansion

Major stride in the development of a nationwide video network by CBS will be the construction of a huge studio plant to serve as program center for web operations, it was announced yesterday by Frank Stanton, president, who predicted the move would be a spur to over-all development of the medium and an aid to affiliate stations with limited program sources.

Construction of the new studio plant, on the current premises in the Grand Central Terminal building in midtown New York, will be made at a cost of "several hundred thousand dollars," Stanton said, and work will begin immediately. Project calls for

the building of two studios and facilities, occupying more than 700,000 cubic feet of space, and the scrapping of most existing studio and control equipment. New studios will measure approximately 55 ft. by 85 ft., each with a 45 ft. ceiling. First of the studios will be put into use by early April, Stanton said, the other by next summer. A large part of the initial order for new equipment will be placed with RCA, the CBS chief said, although other manufacturers' products will also be used.

Stanton said the construction of the new studios,—which he described as "absolutely the largest and finest in the world"—would permit CBS to operate on the same principle as Hollywood film companies, in that several cameras and camera units will move from set to set, etc. He said the project is the result of CBS' conviction that "program service is the thing" in video network operations, and declared that "the only way to provide top-flight, adequate service is with the most adequate studio facilities." He added succinctly: "We mean to be tops in television."

Availability of the new facilities

### S. I. Newhouse Applies For TV In Syracuse

Syracuse—Application for a television station here has been filed with the FCC by Radio Projects, Inc., of which Samuel I. Newhouse, prominent newspaper publisher, is president. Firm also has an application before the FCC to buy all stock of the Central New York Broadcasting Corp., operators of WSYR and WSYR-FM.

### Schmunk In WEWS Post

Cleveland — John R. Schmunk, widely-known Cleveland advertising man, has been named advertising-sales manager for the combined FM-television operation of station WEWS, according to James C. Hanrahan, general manager of the Scripps-Howard outlet.

will increase operational hours to 35-40 hours and will expand the current five-day sked to seven days per week. Program fare, which will include continuation of present "actuality" telecasts, will cover all phases of entertainment from sports to variety shows, and the ultimate use of music when that art is freed from existing AFM bans."

"Our new facilities will provide freedom for the creative effort in studio programming which is generally accepted as one of television's most urgent needs," Stanton asserted.

### Tells of Stock Buy

Discussing the wide scope of operations planned by CBS, Stanton disclosed that the network has recently acquired a stock interest—said to be about three per cent—in the Madison Square Garden Corporation, from which CBS currently airs all sports events save professional boxing. Although he didn't elaborate on the subject, it's expected that the network may participate, to a moderate extent, in future planning of sports events and their video coverage in the huge Eighth Ave. arena.

### Mutual Preps Tele Study; Eyes Affiliates Progress

Although its video plans are still in the formative stage, Mutual is keeping a watchful eye on video and it hopes to build its own network around New York, Washington, Chicago and Los Angeles, in which cities the web's AM affiliates now have CP's or are already in operation.

Edgar Kobak, MBS prexy and veepee E. P. H. James are working up a report on video development and the facts and figures compiled therein are expected to form the nucleus of the web's future participation in tele. Net station W6XAO (Don Lee) on west coast has been operating experimentally for some time, while WGN-TV, Chicago, is expected to hit the air with regular shows soon.

## WOW Sets TV Study For Agencies, Clients

Omaha—Plans for "sharing" its television knowledge with local ad agencies and prospective clients in this area via a training program were announced this week by John J. Gillin, Jr., president and general manager of WOW Station, which was recently granted a CP on Channel six here. Plans to be on the air before the end of the year.

In a letter to agencies and ad personnel of major companies Gillin outlined a plan whereby staffers from WOW would work closely with representatives of outside organizations in a series of discussions to be held in Creighton University. Session will be held on March 12, 19 and 26th. Gillin hopes the plan will arouse interest in tele here to the point that WOW-TV will have several local clients ready when the station debuts.

## Herald-Trib. School Forum To Be Aired By WCBS-TV

Third annual Herald-Tribune Forum for High Schools, to be held in the Grand Ballroom of the Waldorf-Astoria Hotel Saturday, March 6, will be broadcast over WCBS-TV. The 1948 forum theme, as formerly, is the "World We Want." Twenty-nine English-speaking high school students from Scandinavian countries, the British Isles, Eire and Australia will voice their thoughts and views on a better world for all.

## WPIX Adds Two

William Sloat and John Merry have been added to the engineering staff of WPIX. The News television station, Robert L. Coe, station manager, announced yesterday. They will work with Tom Howard, chief engineer of the station.

## A Lotta Critics!

Results of the first show in the current fashion series, "Television Fashions on Parade on WABD," sponsored by Bergdorf-Goodman, Inc., provided sharp proof this type of programming holds an interested audience. Last Friday's show (Feb. 13, 8 p.m.) asked viewers to mail their opinions on the format, etc., which mixes fashions with entertainment. Within 68 hours after the show WABD had 1,000 letters in its mailbox.

## PROMOTION

### New ET Series

Boston—Nation-wide promotion on behalf of a new 30-minute musical ET series titled "The Spice of Life" has been begun by Kasper-Gordon, Inc. Brochure on the show is now in print and will be distributed together with gift package of D & L Slade spices. To kick-off the campaign, the transcription firm has distributed a 32-line rhyme describing the show, in addition to glossy 8-by-10 prints of featured artists.

### Adopt Slogan

Greensboro, N. C.—The "Magic Circle" promotional slogan of WBIG, CBS affiliate here, has been adopted by the Greensboro Merchants Association and Chamber of Commerce to plug the town's annual "March of Styles" which will be held Mar. 14-20. Slogan is based on the station's 50-mile radius, which purportedly makes up the country's sixth city. Theme is being used on all promotion for the style campaign.

### Maloney Gets Post On CBS's "Of Men And Books"

Russell Maloney, ex-New Yorker critic, has been chosen as permanent book critic on the CBS "Of Men and Books" program, it was announced yesterday by Davidson Taylor, CBS vice-president and director of public affairs. The program is heard Thursdays, 6:15-6:30 p. m., and returned to the air last month after a 15-week absence.

### Will Sponsor Auditions

Hollywood—On March 3rd KFI's "Hollywood Bowl Audition" returns to the air sponsored by Forest Lawn Memorial Park, the first time program has been sponsored. The winning vocalist and instrumentalist will make a professional appearance in the Hollywood Bowl during the regular season of Symphony Under the Stars. Program will be conducted by James Sample.

### G. E. Promotes 3 Engineers

Promotion of three engineers in the General Electric Company's receiver division has been announced by C. G. Fick, division engineer. Donald W. Pugsley, formerly section leader for television receivers, has been named designing engineer with responsibility for the technical design of television receivers. N. F. Shofstall, formerly designing engineer, has been appointed assistant division engineer. C. R. Miner, formerly section leader for standard line and Musaphonic receivers, is now designing engineer with responsibility for the technical design of Musaphonic standard line, portable, contract and export receivers.

Both Shofstall and Miner have their offices in Electronics Park, Syracuse, the new headquarters for the company's Electronics Department. Pugsley is located in the G. E. Bridgeport, Conn., plant.

## COAST-TO-COAST

### —CONNECTICUT—

BRIDGEPORT—"Teen Table," with Hank and Nancy Cable, is teen program recently inaugurated by WLIZ. The Cables attend professional children's school in New York and have appeared on WMCA and in several movies. Nancy is also a Conover model. . . . HARTFORD—Muriel Carter has joined WONS as secretary to program director, Ralph Klein. Station newsman, Tom Conway, has resigned in order to take a position in the South. . . . NEW HAVEN—To help build a baseball audience for the coming Atlantic Refining summer series of play-by-play broadcasts of the Boston Braves and Red Sox games, WNHC will air 22 exhibition games during March from the two winter training camps of these clubs in Florida.

### —COLORADO—

DENVER—Managers of five city radio stations were honored recently by the Advertising Club of Denver in a special radio day celebration at the Chamber of Commerce dining rooms. They are Lloyd Yoder, James MacPherson and Randy Smith, KOA; Frank Bishop and Leo Freemont, KFEL; Con Hecker, KVOD; Al Meyer and Elwood Meyer, KMYR; Hugh Terry and Lee Fondren, KLZ. . . . GRAND JUNCTION—Rex Howell, manager and co-owner of KFXJ, has been made a member of the executive committee of the Rocky Mountain Radio Council.

### —INDIANA—

INDIANAPOLIS—Two WIRE men have joined the teaching staff at Jordan Conservatory. They are Daniel C. Park, station general sales manager who will teach radio advertising and sales, and Fred Holt, WIRE's newscaster, who will give a course titled, "Introduction to Radio." Tom Carnegie, station sportscaster, has been in charge of the radio department at Jordan for the past year. . . . COLUMBUS—New ladies' feature on WCSI is "Listen, Ladies" and is incorporated in the hour-long afternoon musical show, "Housewives' Prom." Fran Martin is the announcer for the program, which highlights menus, latest fashion news and news from ladies' clubs all over Southern Indiana.

### —MASSACHUSETTS—

PITTSFIELD—Arlene Segrave Wood and Zell Pianarosa, WBEC's women commentators, are conducting an unusual request program over this station entitled, "Care On the Air." Show, which is for the benefit of "Co-operative American remittances to Europe," consists of an explanation of "CARE's" purpose and contributions being accepted over a telephone in the studio. The contributor's favorite selection is played on the air. . . . BOSTON—Studebaker dealers of this city have signed for one year's sponsorship of WDHD's "World News Roundup" series which is broadcast by, and features, John Day, Monday thru Saturday.

### 'Hour Of Charm' Going Off CBS Network On May 2

Electric Companies Advertising Program, sponsor of Phil Spitalny's "Hour of Charm" over CBS for the last two years, will drop the show after the May 2 broadcast, reportedly to replace it next fall with a lower budgeted program. There'll also be a summer replacement but the show has not been selected.

"Hour of Charm" is broadcast every Sunday from 5:30-6 p. m., EST., and has a talent and production cost hitting close to \$10,000 a week. Sponsor, through N. W. Ayer & Son, anticipates a new program for next fall.

As a summer replacement last year, ECAP used Woody Herman and Peggy Lee with Dave Barbour's orchestra.

### Bryson Named Chairman

Lyman Bryson, CBS counsellor on public affairs, has been named chairman of the American National Commission on Mental Health and World Citizenship. The group will collate material in preparation of the International Congress on Mental Health, slated for London, Aug. 11-21.

### Named WINS P. A.

Appointment of Larry Lowenstein as publicity manager of WINS effective March 1, was announced yesterday by Charles Oppenheim, promotional director of the Crosley outlet. Lowenstein has been with WHLI, WOR and WQXR.

### WFIL To Plug Sked Via Shows "On Road"

Philadelphia—Series of road tours to publicize programs and talent in listening areas in Pennsylvania, Maryland and Delaware was begun by WFIL Saturday with broadcast of "The WFIL Sports Clinic" from Phoenixville, Pa.

### Full Participation Planned

Virtually all of the station's local programs will participate in the campaign, which will be plugged heavily by the outlet's promotion department. Window cards will be distributed in advance of each appearance, marquee signs have been prepared and handbills will be distributed among schools and civic groups. Label buttons will be given to students, and local papers will be furnished with publicity material.

Plan will give many listeners first opportunity to witness broadcast operations. In each community, programs will be staged in co-operation with a local civic agency, with ticket distribution handled by local authorities.

### Takes Station Post

Hugh Rowlands, of the NBC central division continuity acceptance staff, has resigned to accept the assistant managership of Station WGNS (Murphysboro, Tenn.). He will be replaced by Joe Lutzke, of the NBC central division music library, according to Robert Guilbert, continuity acceptance editor.

TIME BUYERS  
ARE PEOPLE,  
TOO!

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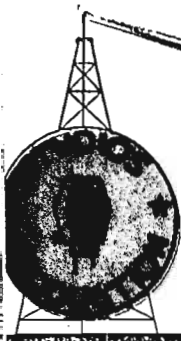
HARRY R. BURTON  
Pacific Northwest Manager  
McCann-Erickson Inc.

We should tell you about KGW and the Oregon Market, Harry Burton. As local manager of the agency which represents Pacific Power & Light, you could tell readers of this ad that use of electricity in Oregon and Washington homes is the highest in the nation and the average price for this service is the lowest in the nation. That's one reason why radio set ownership in the KGW Market is among the highest in the nation. More than 90% of the farms in the area are electrified and the electro-metallurgical and electrochemical industries find here the cheapest power in the United States. We think you'd also agree, Harry, that the power of KGW to move merchandise is unsurpassed. We'll be seeing you, Mr. Burton!

**KGW**  
PORTLAND, OREGON  
AFFILIATED  
WITH

REPRESENTED NATIONALLY  
BY EDWARD PETRY & CO.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 34

NEW YORK, THURSDAY, FEBRUARY 19, 1948

TEN CENTS

## FM MEET REVIEWS PAST, SCANS FUTURE

### NAB Urges Hearing On 'Port Huron' Edict

Washington Bureau, RADIO DAILY  
Washington—Asking a public hearing, NAB yesterday said the FCC's recent "proposed Port Huron ruling" that broadcasting stations may not delete libelous and slanderous remarks from political broadcasts, and are not liable for them under state law is causing "confusion and consternation" among station licensees and candidates for public office. NAB said it involves a "delicate adjustment between Federal and state authority

(Continued on Page 6)

### ABC's Recording Plan Studied By Other Webs

ABC's plan of making recording tape broadcasts of network programs available to stations on Standard Time during the Daylight Saving Time period beginning April 26 will probably be adopted by CBS, NBC and Mutual, it was learned yesterday.

CBS stations have been polled by the network and in most instances are willing to carry the recorded shows on a delayed basis to conform with the scheduled program time in their area. NBC, according to re-

(Continued on Page 2)

### Spike Move To Censor Radio, Films In Boston

Boston — Massachusetts House of Representatives yesterday rejected a proposal to establish a six-man board of censors to govern radio broadcasts, motion pictures and stage productions, concluding that the Commonwealth had sufficient laws to protect its morals.

### Weather Note

Cal Culver, program director of KFJR, Bismarck, N. D., takes issue with WJBK, Detroit, as to which station was first with a weather guessing contest. Culver claims that KFJR listeners have been guessing temperatures on the "What's the Weather?" program for five years. He adds that Russell Storm of Thunder, S. D., was a recent contest winner.

### To Be Knighted

Los Angeles—For the first time in the 11-year history of the "Dr. Christian" radio show, Joan Horsholt, star of the CBS program since its inception, will be absent from the air for six weeks this summer when he goes to Europe to accept a knighthood from the Danish government given him by the late King Christian X.

### Committee Absolves Petrillo Prosecutor

Chicago — A Congressional subcommittee headed by Rep. Hoffman (R.) of Michigan, meeting here Tuesday, absolved U. S. Attorney Otto Kerner, Jr., and his assistant, LeRoy Krein of laxity in their recent prosecution of James C. Petrillo for alleged violation of the Lea Act. Kerner testified that the Government made every possible effort to prove radio station WAAF did not need three additional employees, but that Judge Walter LaBuy ruled that Petrillo did not know they were not needed.

### Yankee Web To Present New FM Transit Radio

The Yankee Network has the exclusive New England franchise for Transit Radio, Inc., the company organized in Cincinnati for the development and use of FM receivers in busses, trolley busses and street cars, it was announced yesterday. Plans to introduce the service in the New England territory are nearing completion.

## Radio And Tele Executives Pledge Support To Red Cross

Radio and television stations of the Greater New York area pledged their support to the Red Cross drive at a luncheon at the Waldorf-Astoria Hotel yesterday at which James Sauter, chairman of the radio division, outlined plans for the Greater New York 1948 Red Cross drive which will get under way on February 27.

Highlights of the radio and television commitments were plans to include Red Cross announcements on

### Chicago Regional Conference Of FMA Hears Speakers Praise Progress And Predict Coming Advances

### Plea For 2% Discount Voiced By 4-A Board

Growing concern over the fact that many broadcasters are not granting two per cent cash discounts was expressed yesterday by the 4-A board of directors, holding its first 1948 meeting. Broadcasters simply have not experienced business cycles to the same extent as older media, said board chairman J. C. Cornelius, of BBD&O, adding they will hasten a trend toward the discount as busi-

(Continued on Page 5)

### Co-op Transcribed Series Set By Broadcasters' Guild

First program of the co-operative association of broadcasters known as the Broadcasters' Guild, Inc., will be "The New Adventures of Michael Shayne" and will be available in recorded form starting March 14. James

(Continued on Page 2)

### Name Personalities Attend Opening Of Menser Station

Lake Worth, Fla.—Climaxing a full day of activities which included numerous special programs and a huge water carnival at the Municipal Casino Pool in Lake Worth, Fla., Mr.

(Continued on Page 5)

Chicago — FM broadcasting has a brilliant future and will make rapid progress during the next year, speakers at the Region 3 meeting of the FM Association, held yesterday at the Sheraton Hotel, declared.

Some 200 FM broadcasters were in attendance and listened to talks by a number of leaders in the industry, all of whom were agreed that the association, just a year old, accomplished much for FM during 1947. Marion Claire, of WGNE, Chicago.

(Continued on Page 5)

### Boxing Bout Aired Over Fighter's Protest

Boston—Judge Frank J. Murray of the Superior Court Monday denied an injunction sought by Al "Red" Priest of Cambridge which would have prevented the broadcast by WLAW of a ten-round bout at Boston Garden between Priest and Charlie Fusari of Irvington, N. J. The judge ruled that WLAW could broadcast the bout as scheduled.

In petitioning for the injunction, Priest, and his manager, Johnny

(Continued on Page 4)

### Webs Plan Farm Programs For National F.A.A. Week

Three network farm programs have scheduled special Future Farmers of America salutes for National F.F.A. Week, February 21-28. The programs will be aired over American Farmer

(Continued on Page 2)

### Returns To Acting

Ian Maxwell Smith, K&E radio producer and formerly manager of the agency's Detroit office, returns to acting Feb. 22 when he plays the lead role in "The Bishop Misbehaves" on the "Ford Theater" over NBC at 5 p.m., EST. Smith is a former radio and stage actor who played the part with a Canadian theater group.

(Continued on Page 5)



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Feb. 18)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, Farnsworth T. & C., Gen. Electric, Philco, RCA Common, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, Nat. Union Radio.

OVER THE COUNTER

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

Engagement Announced

Engagement of Caroline Atkinson, WHBC, Canton, Ohio, traffic manager, to Richard Hang, also of Canton, was announced yesterday. Wedding is slated for autumn.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Stronger NAB seen by convention as result of reorganization. Board of directors to deliberate on choices for paid president and secretary-treasurer. . . . Probe to determine if there is a trend toward monopoly in radio is being considered by FCC, Chairman Frank McNinch told the NAB confab. . . . Harold Hough, Lambdin Kay, Frank Russell, Elliott Roosevelt, John Elmer and Edward Allon added to the org's board of directors. . . . "Ten Pretty Girls" (Crawford Music Corp.) made its debut on the list of network song favorites.

★ COMING AND GOING ★

ROBERT SAUDEK, vice-president of the American network in charge of public affairs, is expected back today from Akron, Ohio, where, on behalf of the network, he accepted an award from the National Council of Christians and Jews.

DR. CLINTON H. CHURCHILL, president of WKBW, Buffalo, N. Y., and ARTHUR SIMON, executive vice-president of the station, are expected in New York today.

GUY LEBOW, sportscaster heard on WHN, leaves New York tonight following the broadcast of the N. Y. Rangers game at the Garden. He'll spend six days touring Canada with the N. Y. Rangers.

DICK KOLLMAR, whose "Boston Blackie" is heard on WOR, back from Canada, where he lectured on the subject of American mystery programs.

HOWARD MEIGHAN, vice-president and general executive of the Columbia network, is in Palm Beach. He'll be back Monday.

CARLOS CAVALCANTI, of McCann-Erickson's foreign department, is en route to Sao Paulo, Brazil, to join the agency's staff in that city.

PHIL ALAMPI, farm editor at WJZ, tomorrow goes down to Washington, D. C., where he'll participate in a forum discussion on "Selling Pest Control through Farm Radio" at the meeting of the Agricultural Insecticide and Fungicide Association.

PAUL BRENNER, he of "Requestfully Yours" on WAAT, leaves today for two weeks of leisure at Miami Beach.

LEW DANIS, producer for the State Department's OIC, off for Schenectady to make some transcriptions.

Webs Plan Farm Programs For National F.A.A. Week

(Continued from Page 1)

program on ABC at 12:30 p. m., EST., Feb. 21; Farm and Home Hour on NBC at 1:00 p. m., EST., Feb. 21, and the CBS Country Journal at 2:30 p. m., EST., Feb. 28.

The ABC program, conducted by Robert White, will feature a group of Massachusetts F.F.A. members in WCOP, Boston, pickup, and short talk by Albert Goss, Master of the National Grange, from WMAL in Washington. NBC Farm and Home Hour with Everett Mitchell as M. C. features a three-way pickup of F.F.A. members from studios in Washington, Hollywood, and Chicago. Ervin Martin, Salem, Ind., national president of F.F.A., will travel to Washington to appear with Don Lerch on the Country Journal for CBS.

Many stations throughout the country, especially those maintaining regular farm departments, have scheduled local Future Farmers of America programs for the week.

The F.F.A. is a national organization of farm boys studying vocational agriculture in public high schools. It has approximately 250,000 members and is active in 47 states, Hawaii and Puerto Rico. National F.F.A. Week was scheduled on the occasion of the organization's twentieth anniversary.

Co-op Transcribed Series Set By Broadcasters' Guild

(Continued from Page 1)

Parks, Hollywood vice-president in charge of programs, announced yesterday. Parks added that member stations in more than 60 markets throughout the United States and Hawaii have accepted the program following preview audition records submitted by the Broadcasters' Guild. Donald D. Davis, president of WHB, Kansas City, is president of the guild.

KXLL Joining NBC

KXLL, Missoula, Mont., will become affiliated with NBC on Feb. 29 as an addition to the other Western Montana Associates' stations, Easton C. Woolley, NBC director of station departments, announced yesterday. KXLL will operate on unlimited time with 250 watts on 1450 kilocycles.

ABC's Recording Plan Studied By Other Webs

(Continued from Page 1)

ports, is giving serious consideration to the ABC plan and may adopt it while Mutual has already announced plans for delayed broadcast schedule.

The system adopted by ABC in 1946 and expanded last year to the full network schedule calls for the use of special broadcast lines and recordings. Through this arrangement the network has been able to present programs in all time zones at the same time the year 'round. The programs are broadcast live to ABC stations operating on Daylight Saving Time and recorded in Chicago and Hollywood for rebroadcast one hour later by stations operating on Standard time.

Improved program quality and lower costs to affiliates stem from the fact that ABC this year plans to use Ampex Electric Corporation's tape recording machines to record its entire program schedule for playback directly from the tape. The machines are based on designs and specifications prepared by ABC engineers. The machines also are expected to be used year-round for all ABC regional repeat broadcasts.



Fire Escapes

One of the handiest bits of advice ever offered is the old movie caution: "Look for the nearest exit." And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore radio time buying is pretty good advice, too.

For down here it's the hard-working, successful independent that's the escape for products that aren't moving as they should.

It is W-I-T-H, the successful independent in Baltimore, that delivers more listeners-per-dollar spent than any other station in this 5-station town.

The boys who buy time for the smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? It should be!



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Reed

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 N Y 19



again this year...

hundreds of sick children think *Santa is a Blonde*



It's small wonder that hundreds of sick children in the WLW-WINS area become confused about Santa Claus.

For again this year, it was Ruth Lyons who visited their hospitals to preside over the gala Christmas party made possible by the loyalty, generosity and charity of her "Morning Matinee" listeners.

Even after four years, it's still a heart-warming thrill to witness the eager, whole-hearted response to Ruth's annual campaign to raise Christmas funds for the five Children's Hospitals in Cincinnati, Louisville, Indianapolis and New York.

Early in November, Ruth began her appeal for contributions to alleviate the pain and suffering of the small patients in those hospitals. She promised to send a colorful "Morning Matinee" calendar to each listener contributing \$1.00 or more. Here's what happened:

Long before the calendars were off the

press, contributions were rolling into Crosley Square—and they continued coming long into January. Thirty-five thousand calendars were distributed and nearly \$40,000 was received—over \$5,000 more than last year. And, as usual, every cent above the nominal cost of the calendars was used to provide the huge Christmas parties and much-needed equipment for the five hospitals.

"Morning Matinee" is but one of the many WLW-originated programs designed to provide top entertainment for the thousands of listeners who depend upon our clear channel facilities. To serve an area in which 9.5% of all the people in the United States live, makes satisfactory programming a serious and difficult responsibility... one which we have dedicated our resources and efforts to fulfil.



CROSLY BROADCASTING CORPORATION

## SOUTHWEST

**NEWS EDITOR JAMES A. BYRON** of WBAP, Fort Worth, observed his 11th anniversary with the station on Feb. 13. During that time he has made some 4,000 newscasts saying over 7,000,000 words. He heads a 12-man staff including four reporters covering the Dallas-Fort Worth area.

Returning from a two-week trip which took him to New York City and conferences with CBS network officials is L. C. Kellam, general manager and station director of KTBC, Austin.

Newcomer to the announcing staff of KTSA, San Antonio, is Jack Edwards. He was formerly with KDYL, Salt Lake City, and KBA, Seattle. Edwards was in England with the BBC for three years as a producer-announcer.

Robert St. John, author, journalist and radio commentator, mulled over the world situation and old times with Hugo Speck on "Speck Views the News" last Tuesday on WFAA, Dallas. Speck is WFAA's newscaster. He and St. John were together in the Balkans in 1941.

Earl Fletcher, manager of KGBL, Greenville, has returned from a trip which he made to New York City on station business. KGBL is local Mutual affiliate.

Joe Olivares, Manuel Leal and L. E. Richards, doing business as the Good Neighbor Broadcasting Co., have applied to the FCC for permission to use the 1240 kc. wavelength which is to be abandoned by KMAC, San Antonio. According to KMAC officials it will be four or five months before they shift to their new frequency of 630 kcs. with increased power. Leal is heard as commentator on many Spanish language programs here.

Fred McCall, former program director for KVAL, Brownsville, has joined the announcing staff of KTSA, San Antonio. McCall was also formerly with WGY, Schenectady, N. Y., and WOLF, Syracuse, N. Y.

## Boxing Bout Aired Over Fighter's Protest

(Continued from Page 1)

Buckley, contended that when they signed for the match with Fusari they were unaware of the contract the promoter, the Callahan A. C. had with WLAW and further contended the broadcasting resulted in personal enrichment of the defendant.

Judge Murray's action on the petition came after Attorney James A. Donovan, appearing for WLAW, said that no money was paid to the promoter for the privilege of broadcasting the bout. Counsel stated that the cancellation of the program would hurt the Lawrence radio station's efforts to increase its listening audience and would disappoint many persons, including veterans in nearby hospitals.

Priest and his manager were allowed 20 days in which to file further pleas.



## Windy City Wordage. . . !

• • • Howard Miller, who has resigned as program manager of WIND, will take a two-week vacation before settling down to a new job which he is not quite ready to announce. . . . While Jack Owens of the "Breakfast Club" was vacationing in Hawaii he wrote a

Chicago song titled "We're Going to a Hukilau," which the Island musicians have taken up. . . . Several new FM sets in the moderate price bracket will hit the market soon. . . . Friends of Fahey Flynn, WBBM sportscaster and announcer, will stage a stag get-together Friday at Ricardo's restaurant for the recent bridegroom. . . . Norton Jonathan, who emcees and produces "Mrs. Stevens Party Line" on WJJD, is author of a new book called "Guide for the Young Man About Town," sequel to "Gentlemen Aren't Sissies," a book he wrote 10 years ago. Jonathan, a bachelor, passes along advice on how to get along with women. . . . George Beverly Shea, soloist of ABC's "Club Time," is passing out cigars in honor of the arrival of a seven pound, 11 ounce boy, George Allen, in the Shea household February 2.

★ ★ ★

• • • Art Jacobson of NBC prefaced a call to this scribe with "You'll think we're crazy over here," then asked if we could find a man with a hurdy-gurdy and monk. Half an hour later he called and wanted a laughing hyena. Strangely, we had neither in our files. In show biz and newspaper work you don't have to be crazy—but it helps!

★ ★ ★

• • • City News Bureau is busy on its survey to determine whether to enter the radio news field. If they don't, somebody else will—but soon. . . . Ell Henry, ABC publicity director, back from a visit to radio eds in Kansas City and St. Louis. . . . Harold Smith, promotion manager of WMAQ, has been made a member of the radio stations committee of the local Red Cross campaign and (Miss) Morgan Perron of the NBC press staff has been named assistant chairman of the radio stations committee of the American Cancer Society campaign. . . . Maurice Copeland added to the cast of "Meet the Meeks," as Mr. Barker. . . . Gil Berry, assistant sales manager of the ABC central division, back today from a three-day conference in New York. . . . Tommy Bartlett has been on the air for nearly 20 years, but it was not until last week that his mother, who lives in Milwaukee, had seen him perform. "Tommy acts just the way I always imagined he did," she said.

★ ★ ★

• • • Bill Bailey, in Chicago this week for the FMA regional meeting, predicts that by the end of 1948 the number of FM stations on the air will exceed 1,000. "Contrary to the theories of engineers a few years ago, FM service areas are not confined to a 25 or 30-mile radius," said Bailey. "Most of the FM stations now operating with full authorized power are giving excellent service at distances up to 150 and 200 miles. This means that FM programs are available to millions of people."

★ ★ ★

• • • WBBM is celebrating its 25th year on the air. It's a far cry from the little basement station founded in 1923 by Ralph and H. Leslie Atlass, to the present four floors of blue and silver studios and executive offices in the Wrigley building and from the brothers' amateur transmitter in '23 to the present 50,000-watt transmitter and an audience of millions of listeners.

## AGENCIES

**WHITBREAD AND CO., LTD.**, London, one of the oldest brewers in the United Kingdom, has appointed Birmingham, Castleman and Pierce, Inc. as advertising agents in the United States for Mackeson's Milk Stout, Whitbread's Ale and other Whitbread products.

**HARRY C. CHRABOT** has been appointed assistant sales manager in charge of advertising and sales promotion for the Zenith Radio Distributing Corporation, Chicago. Chrabot has been associated with the electrical industry for 20 years. Since joining Zenith he has handled most of the firm's advertising and sales promotion work.

**MCCANN-ERICKSON** office in Sao Paulo, Brazil, has been appointed by Industrias Reunidas F. Matarozzi S. A., of that city, to handle the advertising of its "Margarite," a margarine. Radio, newspaper, street car advertising and sales promotion will be used.

**SAWDON ADVERTISING CO.** New York, has opened a branch office in Chicago at 203 N. Wabash Avenue.

**JEANNE STAFFORD McCALLUM**, fashion artist and illustrator formerly associated with Tobe (fashion consultants) in New York City and Modern Age Advertising, has joined Woodward & Fris, Inc., Albany, N. Y.

**WM. C. THOMAS** has been appointed production manager of Badger & Browning, Inc., Boston. Thomas was formerly associated with Ellington & Company, Inc., and the Wray Estay Agency in a similar capacity.

## New Sessions Added To Oklahoma Conference

Norman, Okla.—Sessions on religious broadcasts, music and radio law have been added to the schedule of the University of Oklahoma's annual radio conference to be held here Feb. 26-28.

Religious shows will be discussed at a meeting on the 26th, with the Rev. Lawrence J. Chestnut, of Oklahoma City, as chairman. Main address will be given by the Rev. Thomas F. Zimmerman, radio director of the Assemblies of God Radio Hour.

Two sessions on music will be held the final day of the confab. Roy Harlow, of BMI, will preside over a discussion of "Music and Attitudes" at 3 p.m., which will include as speaker Prof. Henry Clay Smith, of Hamilton College, and Edwin L. Dunham, of NBC. An earlier meeting will hear Charles F. McDowell, of ASCAP, discuss "A Look At Music Copyrights."

Legal session will be held on the 27th with J. G. Moser, well-known trade attorney and author, as main speaker. W. Page Keeton, dean of the University's School of Law, will preside.

## plea For 2% Discount Voiced By 4-A Board

(Continued from Page 1)

cess failures continue or if payments tighten up."

Latest check by the 4-A's shows 136 stations granting a two per cent cash discount and another 19 who offer a variant of the straight two per cent policy. All four major networks grant no discount, said the 4-A's, but NBC adds two per cent to gross billings if the payment is late. According to Cornelius, only 43 per cent of the roadcasters even fix a definite due date in their rate cards. Remaining 7 per cent fix no due date, he added, or make an indefinite statement such as "bills payable when rendered."

The association is encouraged by the fact that 25 individual stations and the 43-station Don Lee network have adopted the discount within the last year. Another 16 outlets have adopted some variant of the two per cent cash discount. Latter includes thirteen 50,000-watt stations.

Optimism was expressed about future radio developments, however, because of many broadcasters who say they "favor the discount as soon as here is more general acceptance in the industry." Frederic R. Gamble, president of the 4-As, said the association will continue its educational effort with all media for better understanding of the discount.

## Name Personalities Attend Opening Of Menser Station

(Continued from Page 1)

and Mrs. C. L. Menser, owners of Station WEAT, entertained a long list of officials and notables of Palm Beach County at cocktails and dinner at the South Ocean Club on last Saturday. The day had previously been proclaimed WEAT Day by the Mayor and Commission of Lake Worth. The water carnival, which was sponsored by the station, saw swimmers from Miami University break a longstanding relay record, and Ft. Lauderdale High School team win the first leg on the trophy donated by Mr. Menser. A colorful addition to the celebration was the presence of Bob Ripley's famous Chinese junk which tied up near the Casino where the new studios of WEAT are located.

At the dinner Ripley acted as master of ceremonies for a broadcast on which speakers included Mayor Barton of Lake Worth, Mayor Halter of West Palm Beach, Mayor Owen of Palm Beach, Judge Chillingworth of the Circuit Court of Florida, C. L. Menser, Publisher Jack Allicote of RADIO DAILY, Pres Thwaite of Westchester Country Club, and Bob (Believe It or Not) Ripley.

## Wedding Bells

San Francisco—Keith Kerby, program director of station KSFO, slipped away to Las Vegas, Nev., a couple of weeks ago, where he was married to Emily Hubbard in a double ring ceremony in the Las Vegas First Methodist Church.

## FM's Progress And Future Discussed At Chicago Meet

(Continued from Page 1)

presided as temporary chairman and was unanimously chosen, over her protest that she had not the time to devote to the work, permanent chairman of Region 3.

In his address of welcome, Everett L. Dillard, president of the association, reviewed the progress made since the association was organized in January, 1947, and painted a rosy picture of future progress.

J. N. (Bill) Bailey, executive director, speaking on "The FMA to Date and What's Ahead," gave a detailed review of the work done to date. There are now 241 members of the association, he said, and he predicted that before the end of 1948 "every FM broadcaster, every manufacturer of FM sets and transmitters, every maker of FM equipment, and those affiliated with FM in any way will want to affiliate with FMA." By the end of the year, Bailey said, more than 1000 FM stations will be on the air, and the service will be available to 84 per cent of the population or approximately 117 million people. He deplored "hip-pocket licensees" who for one reason or another have delayed going on the air and told of the association's work in prodding these laggards to action.

### Membership Drive Proposed

Bailey proposed an intensive membership campaign for the association. He also recommended that members give duplication of network programs under existing conditions a fair trial before the association takes any affirmative action in any direction.

Joseph B. Elliott, vice-president in charge of the RCA-Victor home instrument department, outlined "The FM Set Picture" and urged teamwork and co-operation between broadcasters, manufacturers and retailers as essential to the speed of FM's development. "If broadcasters will build up an even greater demand for FM receivers by making available desirable programs, you may be sure the manufacturers will keep pace with that demand," he said.

Thomas F. McNulty, president of Belvedere Broadcasting Co., WMCP, Baltimore, gave some concrete suggestions for programming, sales and promotion. He urged that FM stations go on the air for as many hours daily as possible in order to build up a large audience in competition with AM.

Guy Farnsworth, general manager of WSRK, Shelbyville, told how he has built up a profitable FM station in a small town by concentrating on local programming, local news and plenty of local color.

Ed Wheeler, of WEAW, Evanston, Ill., told how the station, by enlisting the co-operation of many local groups, built up a profitable business almost from the start.

Fred Weber, general manager of WDSU-FM, New Orleans, gave suggestions for increasing a station's audience.

Luncheon speaker was "Sunshine"

Gene Flack, sales manager for Sunshine biscuits. A wholly uninhibited, self-confident and loquacious personage, Flack held the interest of his audience for three quarters of an hour with clever anecdotes and an occasional, wholly incidental, reference to FM.

### Engineering Problems Outlined

At the afternoon session, McNulty presiding, C. M. Jansky, Jr., FMA engineering counsel, gave the broadcasters an outline of the engineering problems that face the industry. William E. Ware, general manager of WFMX, Council Bluffs, Iowa, spoke on "Promoting FM," and David S. Ballou, vice-president of FM Repts. Inc., gave suggestions on selling FM. "Frequency Modulation is not a three-ring circus," he declared, and he warned against using high pressure sales talk and questionable copy. "The fight for sales is on," he said, "let us offer those little extra services such as promotion, dealer information, distributor contacts, which do so much to prove our full and complete value to the advertiser."

In an informal discussion period, members debated AM-FM duplication pro and con. Bailey told the members, "You, the licensee, must determine whether the policy of your particular network places restrictions on your freedom to program your station in the public interest."

## Name 5 Judges In Awards To St. Louis Adv. Women

St. Louis—Five nationally known advertising executives will act as judges for the fourth annual Erma Proetz Awards, sponsored by the Women's Advertising Club of St. Louis. The awards are given in recognition of the most outstanding creative advertising work in art, research, radio, or other fields, produced by a woman from the period March 1, 1947 to April 1, 1948. The competition is open to any woman in the United States, Canada, Mexico or Cuba, who is engaged in advertising, whether she is a member of an advertising club or not.

### Prizes Listed

A cash prize of \$200 and a second award of \$100 will be presented to the winners, together with suitably inscribed plaques, at a luncheon meeting, held jointly with the men's Advertising Club of St. Louis, in the Ballroom of Hotel Statler on June 1, 1948. Honorable mention will be given to three other contestants. Deadline for the contest is April 10, 1948.

Judges for the contest will be: F. B. Ryan, Jr., president Ruthrauff & Ryan, Inc.; Mrs. Ella B. Myers, director of advertising, General Foods Corporation; Mrs. B. J. Kidd, vice-president, Lewis & Gilman, Inc.; Walter Weir, Walter Weir, Inc., and Fred F. Rowden, advertising manager, St. Louis Post-Dispatch.

## Aid For R. C. Pledged By Radio, Tele Outlets

(Continued from Page 1)

Cecil & Presbrey, Inc., and Thomas L. L. Ryan, president of Pedlar & Ryan, Inc., praised the support radio and television gave the Red Cross drive last year. Mr. Cecil expressed special interest in the plans for a "Red Cross Party Night" on television this year. Likewise Mr. Ryan saw the potentialities of Red Cross collections in homes, taverns, night clubs and other places where televiewers gather. Cecil is general chairman of the Red Cross drive in the five boroughs and Ryan chairman of the Manhattan drive.

Ruth M. Shafer, who acted as radio and television director of last year's Red Cross drive, will again be in charge of the drive this year. Miss Shafer pointed to the important campaign dates — Greater New York drive, opening Feb. 27; National Red Cross Sabbath, Feb. 28; National Red Cross Sunday, Feb. 29, and the Traditional Red Cross Month starting March 1.

It was explained that the National Red Cross would provide three transcribed records, six sides, for use by radio stations. In addition, the local Red Cross is providing radio stations with special announcement kits.

## WMCA Adds To Staff Of Sales, Publicity

Appointment of two new staffers, a salesman and a publicist, were announced yesterday by WMCA.

Arthur Poppenberg, formerly assistant sales manager of Taylor-Howe-Snowden, joined the sales department this week. He was previously associated with NBC and ABC.

Ted Worner, formerly with the Russell Birdwell flackery, joins the WMCA publicity department as a special representative for the outlet's name disc jockey shows. During the war he served with Air Corps Public Relations for five years.

**WTAQ SHEET**

Ever meet our Uncle Louie? He's Wisconsin's leading Showman.

**WTAQ GREEN BAY** 5000 CBS 1360

"Uncle" WEED knows Louie too

## NAB Urges Hearing On 'Port Huron' Edict

(Continued from Page 1)

—which can be finally made only by the Supreme Court of the United States.

While awaiting final determination of this question, the petition continued, "broadcast licensees would be on the horns of a dilemma—on the one horn, they would be subject to the loss of their licenses if they did not permit the broadcast of defamatory and other illegal matter; on the other, they would be subject to criminal and civil liability under state law if they did permit the broadcast of defamatory and other illegal matter."

To permit and speed final determination, NAB argued that the regulation, which had been included parenthetically in a decision granting renewal of a station license, "should not be made in this manner, which precludes recourse to the courts."

Special urgency and importance was attached to the matter by NAB because "at this time of impending national and state elections its effects would be extremely serious."

NAB's petition would not require WHLS, the Port Huron, Mich., station involved in the original ruling, to participate in the further hearing requested.

According to the FCC, WHLS had censored a political broadcast in violation of the law, and renewal of its license had been questioned in public hearing. Today's petition by the industry association pointed out that "the Commission proposes to find that there was no deliberate violation of the Communications Act by the Port Huron Broadcasting Company" and, consequently, to renew its license, the FCC, NAB argued, should issue a "simple order to that effect" and schedule a hearing concerning "the grave legal and practical problems" raised by the proposed decision as it now stands.

## CBS Short Wave Post Assigned To Brazilian

Antonio Freitas, Brazilian radio writer and commentator, has been named chief of the Brazilian section of the CBS shortwave department, Edmund Chester, director of CBS shortwave broadcasting, announced yesterday. Freitas was formerly head of the Brazilian radio section of the State Department (O. I. C.). He also covered the Rio de Janeiro conference of 1942 and the San Francisco conference of 1945 as U. S. government commentator for Brazilian listeners.

**ANIMATED COMMERCIALS  
FOR TELEVISION**

**FLETCHER SMITH STUDIOS, INC.**  
1585 Broadway, New York City  
Circle 6-5280-1

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Songwriters come up with songs for every occasion. . . . comes St. Patrick's Day and you hear songs of Old Erin. . . . Mother's Day, Father's Day, Valentine's Day, Armistice Day, "I'm An American Day," etc.—all find appropriate introductions via songs. . . . "It's So Nice To Be Nice To Your Neighbor" published by Tune-House Music seems a perfect choice for "National Brotherhood Week" which starts Monday. . . . ● One of the stem's best-liked contactmen, Frank Kelton, named professional manager for Martin Music; his number one plug, "The New Look." Incidentally Freddie Martin, whose orchestra is heard on the nets from the Ambassador Hotel in L. A., consistently maintains a top-ranking position among America's modern dispensers of sweet and swing music. . . . ● Look for some bigtime television news soon on Bob Smith, the NBClever early bird. . . . ● After being kicked about for two years the ballad, "Need I Say?" written by Bert Mann and Gene West, will get the break it rates. . . . it's been acquired by Bregman-Vocco-Conn. . . . ● Visited the control room Tuesday while "Winner Take All" was holding CBSway . . . . no wonder this show has the highest afternoon rating. . . . Producers Todman and Goodson are masters of timing while emcee Bill Cullen, former announcer, is quip as a flash.

★ ★ ★

● ● ● Mutual Music has a fine torch in "Fool That I Am," by Floyd Hunt. . . . Wally Schuster has joined Leo Talent's staff. . . . ● A little gal in Baltimore, Deborah Chessler, is making the stem sit up and take notice. . . . In less than eight months she's had five recordings pressed. . . . Lil Green did "I Want A Man" (Victor), "Tell Me So" recorded by Savannah Churchill (Manor), Ce Ce Kay (De Luxe, Dinah Washington (Mercury). Noro Morales waxed a calypso, "I Love You Baby," for Manor. . . . ● The Royal Roost on Broadway offering a real fine show with Wyatt & Taylor's keyboard wizardry and Cozy Cole's Band. . . . ● We like: Bill Harrington's smooth vocalisthenics on Pat Ballard's "Song Machine" program on WOR. . . . Joe Galkin's new group, the Dell Trio. . . . The Korn Kobblers' MGM platter of "I'm A-Comin' A-Courtin' Corabelle." . . . up there with the best sellers (as we predicted three weeks ago). . . . ● Marvin Fisher goes to the Coast next week to manage the Hollywood office for Fred Fisher Music. . . . working on "It's The Sentimental Thing To Do."

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Captain Stubby's Buchaneers have a novelty click in their Majestic Waxing of "Buffalo Gal" and "The Dum Dot Song." . . . ● Columbia Execs quite excited about the trade reaction to Elliott Lawrence's pairing of "Shauny O'Shay" and "Sugar Beat." . . . ● Disk jockeys should eat this one. . . . Lenny Herman's zingy "Hey Goomba" flipped with "Pin Up Polka," just released by Manor Records. . . . ● Capitol has a winner in Sam Donahue's latest waxing of "Robins Nest" and "Tacos, Enchiladas & Beans." . . . ● Charlie Barnet's Apollo disk of "Deep Purple" flipped with "Jubilee Jump" a honey. . . . don't miss it. . . . ● Musicraft has re-released an oldie, "Seven Days A Week" backed with "If You Were The Only Girl In The World." . . . disk jockeys have latched onto and are pushing the disk into the big time. . . . features Joan Brooks' easy-to-listen-to pipes, supported by Jerry Blittick's Orchestra.

★ ★ ★

● ● ● **SHARPS AND FLATS:**—United Music will publish "The Boy In The Band," written by Len Mackenzie, Larry Tourtellot and Edna Bettler. . . . ● Cowboyodeller Jesse Rogers starts his own disk jockey program on WPEN Phila. . . . ● The Penthouse Club's billing of Teri Josefovits as "he with the enchanted touch," is an understatement. . . . this lad's talent should be grabbed for the networks—but immediately. . . . ● Michael Zarin's Orchestra has been renewed for its tenth consecutive year at the Waldorf-Astoria Hotel in Gotham—the last six years at the Flamingo Room. . . . Among Society bands, Maestro Zarin's ranks with the top. . . . ● Disk Jockey Rosalie Allen and Billy Hayes have a great blues number in "Tomorrow Is Just Another Day To Cry," published by Dawn Music.

## PLUG TUNES

ON RECORDS and TRANSCRIPTIONS  
**"I'M A LONELY LITTLE PETUNIA"**  
(IN AN ONION PATCH)

Rytvoc, Inc.  
1585 Broadway New York 19, N. Y.

DECCA'S DELIGHTFUL DISCOVERY  
**MARY OSBORNE**  
First Decca Release No. 24308-A  
**YOU'RE GONNA GET MY LETTER  
IN THE MORNING**  
LONDON MUSIC CORP.  
1619 B'way, N. Y. C. Joe Santly, Gen. Mgr.

The World Wants PEACE  
You'll Want for your Programs  
**"PEACE OF MIND"**  
DUBONNET MUSIC PUBLISHING  
1619 Broadway, New York 19, N. Y.

A TIMELY REVIVAL  
**"AM I WASTING MY TIME ON  
YOU"**  
on Records and Transcriptions  
**STASNY MUSIC CORP.**  
1619 BROADWAY NEW YORK 19, N. Y.

A GREAT NEW BALLAD  
**CONGRATULATIONS**  
by  
James Marchant and Johnny Tucker  
MARCHANT MUSIC PUBLISHERS  
1619 Broadway New York 19, N. Y.  
Bob Lee, Gen. Prof. Manager

## BUT BEAUTIFUL

By  
JOHNNY BURKE  
and  
JIMMY VAN HEUSEN

From M-G-M's New Hit  
**"THREE DARING DAUGHTERS"**

**THE  
DICKEY-BIRD  
SONG**

ROBBINS MUSIC CORPORATION  
799 Seventh Avenue • New York 19, N. Y.

# TELEVISION DAILY

Daily section of RADIO DAILY—Thursday, Feb. 19, 1948—TELEVISION DAILY is fully protected by register and copyright.

## AT&T RATES MAY ALTER CONVENTION PLANS

### TELE TOPICS

By JIM OWENS  
Associate Editor

**L**UCKY Strike auditioning a bevy of TV shows and may come up with a series on NBC before the month is out. Tip-off to the outfit's video planning is the fact Bob Stanton, veteran NBC sports gabber, turned down an offer by Chesterfield to handle the Giants sked. He's reportedly guaranteed more \$ working for Luckies. . . . Founding fathers of that proposed Television City, stymied by lack of adequate space around Gotham, now eyeing a public golf course in Queens. . . . United Productions, Inc., which currently has two shows running on Du Mont, has packaged four new segs including a weekly newsreel feature. . . . NBC has earmarked over \$3,000,000 for sale this year, and may get its N. Y. outfit in operation long before schedule.

**N**BBC planning an impressive demonstration of video's sales pull to the automotive biz next month. Web will air opening night of the Auto Antique Exposition at 71st Regiment Armory (Monday, March 1) and may offer it as a co-op to auto accounts. . . . Bowling, one of the nation's top participating sports, will shortly be brought via series on WABD and WTMJ. Later goes direct to an alley where experts use their stuff, while New York station will use films, slides, interviews.

**C**BS may triple its video production staff when it gets its new studios rolling full blast. Web's announcement was another helpful shot-in-the-arm to the industry. . . . Ed Mills, recently a producer director on NBC in New York, heads up program co-ordinating activities at WGN-TV (Chi.) next week. . . . John Harlan Amen, ex-N. Y. racket buster and chief interrogator at the Nuremberg War Trials will guest on "Television Screen Magazine" tonight on WNBT. He'll bring with him a wooden scale model of the German prison whittled by one of the Nazi inmates.

### Bright Young Man

Bridgeport—Donald W. Pugsley, designing engineer for General Electric television receivers here, has been awarded honorable mention as an "outstanding young electrical engineer" by Eta Kappa Nu, electrical engineering fraternity. Award, which is based on accomplishments in engineering, social and community activities as well as cultural and educational endeavor, covers the year 1944. While Eta Kappa Nu makes these awards annually, the announcement of the winners chosen during the war was suspended until this year.

### Tele On Oklahoma Radio Conference Agenda

Norman, Okla.—A "Forward Look" at the rapidly growing television industry will be taken at the Annual Radio Conference at the University of Oklahoma here, Feb. 27 and 28. Chairman of the television dinner session, scheduled for Friday, Feb. 28, will be James Lauronco of KSD, St. Louis. Ardion Rodner, head of Television Advertising Productions, Chicago will attend. Also expected to participate in the session are Capt. William C. Eddy, director of WBKB, Chicago, and representatives of NBC, CBS and ABC.

### KTLA, Para. Outlet, Adds 7 New Accounts

Hollywood—KTLA, Paramount station here, wrapped up seven accounts in a wave of new business this week, topped by the sale of a half-hour variety show to General Electric Supply Corp. Latter signed 13-week pact for the "Mike Stokely Pantomine Quiz" which is aired Sundays from 8-8:30 p. m. "Quiz" features "opposing" teams of top film capital personalities who act various charades in pantomime, etc. Stokely & Ebert is the agency.

Other KTLA sales include: "Shopping At Home" participating sponsorship to Brownstein, Louis Co. through Mayers & Co.; The May Co., through Milton Weinberg; The Sleep Shops and Park Camera Exchange. All contracts are for 13 weeks. Kelley Kar Co. signed for 52 weeks of spot announcements through Tullis Agency, to run every day except Sunday. Tupman Motors, Inc., Lincoln-Mercury dealers, signed for spot announcements for a 13-week period.

### Church Pickup On WNBT

First television program from the interior of a New York church during a religious service will be seen from historic Trinity Church over NBC's television station WNBT on Washington's Birthday, Sunday, Feb. 22 (3:30 p. m., EST).

Occasion is the 58th annual church service of the Sons of the Revolution in the state of New York in honor of the birth of George Washington.

### Seven Apply To FCC, Zenith Co. For Chi.

Washington Bureau, RADIO DAILY  
Washington — The FCC yesterday announced receipt of seven new commercial tele applications, including one from Zenith Radio Corp. for Channel 2 in Chicago, two for Atlantic City, N. J., and an eighth for Houston, Tex. Applying in Atlantic City for Channel 8 are the Mid-Atlantic Broadcasting Co. and Atlantic City Television Broadcasting Co.

Other applicants are the San Diego Broadcasting Company for Channel 10 in San Diego; Radio Projects, Inc., Syracuse, N. Y., for Channel 7; Richmond Radio Corp., Richmond, Va., for Channel 3. Houston applicant was the Shamrock Broadcasting Company, which takes its place in the docket along with KTRH, KTHT, KATL, KXYZ, KPRC, and the Texas Television Company, all seeking commercial video rights in Houston. A construction permit for Houston has already been issued for KLEE.

### East Gloves' Finals Set For Cover By WCBS-TV

Boxing finals in the 1948 Eastern Tournament of Champions, at Madison Square Garden, Wednesday, March 3, will be carried over WCBS-TV, at 8:30 p. m. Finalists will include survivors of a two-day elimination matching top amateur teams of Eastern Seaboard cities and New York's titled Open Golden Glovers.

## Press-Time Paragraphs

### WWJ-TV Set Rate Hike

Detroit—WWJ-TV The Detroit News station, has announced a rate increase from \$300 to \$350 per hour, according to Harry Betteridge, general sales manager of WWJ, WWJ-FM and WWJ-TV. Station is now on a 30 hour per week programming schedule.

### Tobias In Tele Post

Hollywood—Henry Tobias, veteran radio producer here and in New York, has been named vice-president of Finley Enterprises, video production firm. Tobias' appointment follows resignation of Clint Stanley and Olga Courtney, who are setting plans for their own package-program house.

### Broadcasters May Use Radio Relay To Shave Costs

Directive last week by FCC to AT&T that the latter may now impose commercial charges to television broadcasters for use of its coaxial cable, beginning May 1, poses another major headache for the industry as it approaches one of its major milestones—coverage of the political conventions next spring in Philadelphia, but it may also act as something of a temporary boomerang to the phone company. Industry execs feel that should new AT&T rates be prohibitive for extensive convention coverage it may alter to a great extent proposed pool arrangements thus far agreed upon by networks and stations. On the other hand, execs say, webs and stations may make use of radio relay, one already in use between New York and Philadelphia and the other proposed by Western Union. Former is the Philco installation currently used by NBC and WPTZ, while WU has already gone on record that it would have a link available by June 1.

Western Union link is reportedly being offered at a \$50,000 per year rate, or \$30,000 on a five-year basis. Both CBS and ABC, through its Philadelphia affiliate, are said to be negotiating with WU, with an eye to making use of the link for special events programming, etc., while also sharing in the AT&T coaxial pool setup.

AT&T has thus far made no comment regarding its new rate schedule, although it was not caught short by the FCC announcement, as had been the conclusion in some industry quarters. AT&T officials, participating in the various convention-planning confabs, are said to have emphasized they could not guarantee what the situation would be regarding cable use when spring rolled around. In any case, it's felt the \$40 per circuit mile for an eight-hour day, originally set for last August, will be considerably reduced when the new schedule is filed in April.

### You Do It!

Washington — Capital video sponsor introduced a new wrinkle in commercial advertising this week over WTTG. George's Radio and Television Company, local dealer, bankrolls "Did You Find It," viewer-participation show, then invites the audience to submit their written opinions as to the kind of sales copy most effective for video. One winner is selected each week. The prize—a table model TV set.

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## CKAC Lends Helping Hand

Montreal—When a mid-afternoon blast rocked the King's Hall Building, forcing CBF, CBM and CFCF, which are housed in the structure, to curtail their activities, CKAC loaned its entire studio facilities and technical equipment to CBF in order that important programs could be broadcast on schedule. During the entire month CKAC's studios sheltered as many as 56 different radio shows from CBF, along with a few others from CBM, including half-hour and quarter-hour shows.

## Tele Theme For Gospel Tune

Atlanta, Ga.—WAGA's Homeland Harmony Quartet has just finished recording "Television," a new gospel tune composed by their pianist, Lee Roy Abernathy. Tune is on a Quartet label, a new company formed by the singers, and will be available for record shops soon.

## New WIS Transmitter Unit

Columbia, S. C.—WIS is now on the air with a new 5,000-watt Western Electric transmitter unit. Installation was under the direction of Herbert G. Edison, the station's chief engineer. The old transmitter has been sold to a station at Missoula, Montana.

## To KLX Sales Staff

Oakland, Calif.—Bill Ewing, formerly Eastern sales representative for Arthur B. Church Productions, has joined the sales staff of KLX. In his eleven years in radio, Ewing has also been associated with Biow Advertising Agency and Spot Sales Radio Representatives.

## WPDQ Newcomers

Jacksonville, Fla.—New arrivals at WPDQ are Dave and Jo-Anne Rourke, who are handling an hour of the station's morning schedule. Program is primarily a disc show, but features the two voices, Dave's excellent piano ad-libbed commercials with ingenious lead-ins to transcribed spots, and said to be the first show of its kind in this city.

## Big KRNT Time Block Sold

Des Moines, Iowa—One of the largest blocks of time ever bought by a retail store in Midwest radio has been contracted for by Davidsons, large city furniture concern on KRNT. Contract calls for sponsorship of a Sunday afternoon, 90-minute musical strip featuring discs-jockey emcee, Tommy Dyer. Program will be known as The Tommy Dyer Show.

## Bingham Joins KWSC

Pullman, Wash.—Bob Bingham, former station manager of WGAI, Elizabeth City, N. C., has joined KWSC as events director. He will supervise the station's expansion into sports, news and special events coverage, in which he has specialized for 23 years. A well-known sports and news announcer with WINZ, Hollywood, Fla., and WMCA, New York City, Bingham also has held the position of WBT's sales promotion director before putting WGAI on the air last fall.

## Auction Gimic on WKZO

Kalamazoo, Mich.—"Going, Going, Gone," new WKZO hour feature, is using an auction gimmick to sell used cars for the Kalamazoo Auto Mart. Show builds up its first half with description of car's parts and mechanical condition, inviting listeners to see vehicle on the sponsor's lot. Second half features bidding by phone calls with the emcee relaying bids on the air. If offers go beyond established maximum acceptable by sponsor, highest bidder gets car, but pays only maximum established amount; thus sponsor builds up good will by selling car for less than purchaser expected to pay.

## Safety Slogan Contest

Buffalo, N. Y.—WKBW, in an effort to support the safety slogan campaign, is conducting a slogan contest open to all youngsters under 12 years of age. Contest will be featured the station's Junior Jamboree, children's audience-participation broadcast with is aired each Saturday from the Midtown Theater. Grand prize awarded for the best safety slogan will be a number of puppies from the Buffalo Kennel Club.

## "Outstanding Man"

Frederick, Md.—William Harc general manager of WFMD, has been named "the outstanding young man of Frederick during 1947" by a committee of local citizens. Hardy was cited for leadership in several civic campaigns including Christmas Seal Community Chest, Red Cross, United Jewish Appeal and March of Dimes.

## WJHP Appointments

Jacksonville, Fla.—Mrs. Joan Eds Palmer, of Jacksonville, has been named promotion director at Static WJHP and WJHP-FM here. Another recent appointment at WJHP was that of Jocelyn Landvoigt Brown, head of the Continuity Department succeeding Gerald White.

# 3 airlifters THAT'LL LIFT YOUR SALES!

## 1. FOR SALE! "BOX 13" with ALAN LADD

A big-name, low-cost showcase for your product—with a pre-built audience. Alan Ladd, according to a current Gallup poll, is among the first five most popular male film stars. "Box 13" concerns a resourceful fiction writer who advertises for adventure. Says he'll go anywhere, do anything. Where he goes and what he does... makes some of the most gripping listening ever aired.

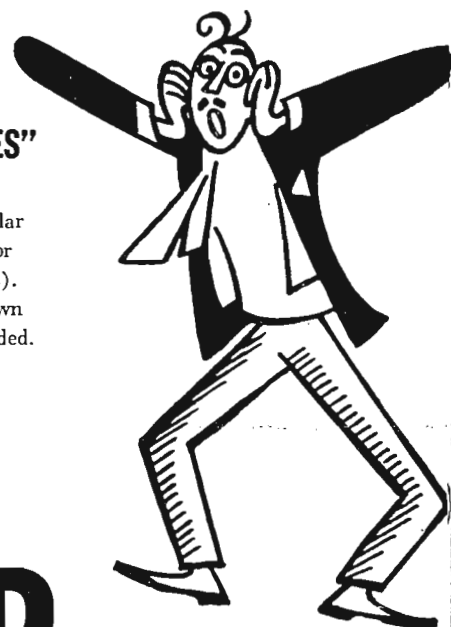
## 2. FOR SALE! "BULLDOG DRUMMOND"

Year after year, since 1941, "Drummond" has rung up top ratings—repeatedly galloping past competing big-name shows. The name alone, pulls listeners; "Bulldog Drummond" has been the basis for nine hit movies featuring such stars as Ronald Colman, Ray Milland and John Howard. On the air, he's played by able Ned Wever. Want a low-priced show to do a top-price selling job? Don't pass up "Bulldog Drummond".

## 3. FOR SALE!

### "FIVE MYSTERIES"

Mystery with a new plot. A new show that jumped to 9th place among the 15 most popular local radio programs on New York's four major stations (other than news and commentators). Sleuths in the studio and at home, track down the clues of five mysteries... and are rewarded. Here's a low cost show that can move a lot of people to buy a lot of products.



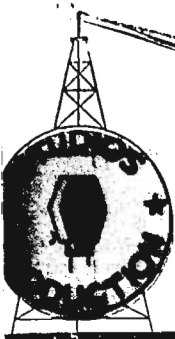
# WOR

mutual

FOR TIME, COSTS AND OTHER FACTS, PHONE LONGACRE 4-8000 FAST.

1440 BROADWAY, NEW YORK





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 35

NEW YORK, FRIDAY, FEBRUARY 20, 1948

TEN CENTS

## CORRESPONDENTS CHARGE CENSORSHIP

### DIC 'Voice' To Include 8 Additional Tongues

Washington Bureau, *RADIO DAILY*  
Washington—Stepping up of the Voice of America schedule to include scripts in eight more languages was orecast here yesterday by USIS officials on the strength of reports that the House appropriation committee will okay a \$30 million appropriation or USIS. This figure—for fiscal 1949—would be two and one-half times the \$12 million budget voted for the current fiscal year.

Broadcasts are currently going out in 23 languages.

It seems certain here that passage

(Continued on Page 2)

### Stromberg-Carlson Distrib. Buys WABF Evening Time

Concept of vertical sponsorship, begun several months ago by WABF, New York FM indie, gets a new convert tonight when local Stromberg-Carlson distributor begins paying the ab for Friday 6 p.m.-to-midnight hours on the station.

Co-op deal between Gross Distributors, Inc., and local dealers, the contract runs for a year and was negotiated by Gross and Ira Hirschmann,

(Continued on Page 3)

### UNESCO Plans To Study All Radio Communications

Adopting a resolution asking for the broadest possible study of international communications, the National Commission for the United Nations Education, Scientific and Cultural Organization, closed a two-day session in Washington on Wednesday. Leaders in the radio industry will

(Continued on Page 2)

### Red Cross Interview

Basil O'Connor, president of the Red Cross, will be interviewed in Louisville, Ky., over the ABC web on Saturday by Gordon Fraser, network staff correspondent. The interview which will be heard from 6:15 to 6:30 p.m., will originate in the studios of WJMN and will highlight the role of the Red Cross in disaster areas. Mr. O'Connor is in Louisville for a R. C. meeting.

### Air Incident

Fire that broke out in the Army Air Forces B-29 in which the party was winging its way over the Arctic ice cap prevented CBS newsman Joe Wershba from making his scheduled broadcast from directly over the North Pole yesterday. The plane crew and the CBS team, including Wershba and Frank Somers, field technician, were prepared to bail out when the fire was at its height, but the blaze was controlled and the plane returned to its Fairbanks base.

### Masons Buy MBS Time For Second Program

For the second time, the Masons of New York state are buying a half hour of time on a state-wide network of 18 Mutual stations to present a public service program.

On next Sunday, Washington's birthday, the Masonic order will sponsor a half hour drama starring Walter Hampden and titled, "George Washington - Country Squire." The

(Continued on Page 5)

### John Witten Of Y & R Dies; Was Assistant To Larmon

John D. Witten, assistant to Sigurd S. Larmon, president of Young & Rubicam, Inc., died suddenly of a heart attack while attending a meeting Wednesday afternoon in the agency conference room.

Witten served as chief statistician of the Quarter Master Corps of the

(Continued on Page 4)

### FM Problem Will Be Solved By More Sets, Says Dillard

When sufficient FM sets are available "99 per cent of the economic problems confronting the FM broadcaster will be solved," Everett L. Dillard, FMA president, said yesterday at the Radio Executives Club luncheon in New York. Dillard's speech was sprinkled with strong pitches made toward agencies and advertisers, encouraging them to buy FM now when rates are low. He repeated a statement made by Bill Bailey in

### Radio, Press Representatives In Tokyo Make Formal Complaint In Letter Sent General MacArthur

### RMA Test Campaign Set For Hartford

Plans for the RMA's "test saturation campaign" scheduled for the Hartford, Conn., area were completed yesterday and the drive to intensify radio receiver sales will get under way on Monday and will continue for two weeks.

Radio retailers, stations, and department stores are co-operating with "A Radio In Every Room—A Radio For Everyone" as the theme for the

(Continued on Page 3)

### WMCA Sales Rise 30% In First 6 Weeks Of '48

During the first six weeks of this year, WMCA sales have increased 30 per cent over a similar period last year, representing more than \$600,000 gross billing for new contracts and renewals. Jump is attributed directly

(Continued on Page 5)

### Lux Radio Theater Leads Nighttime Ratings

Lux Radio Theater has moved from ninth to first among evening Hooperated shows according to the report for the week of Feb. 1-7, released yesterday

(Continued on Page 5)

In a letter to Gen. Douglas MacArthur, members of the Tokyo Correspondents Club yesterday charged Army authorities with suppression of news stories "under guise of military security." Stating that military regulations were "used repeatedly in an effort to control or influence the handling

(Continued on Page 6)

### Co-Op Sponsors Up, ABC Survey Reveals

Co-operative program sponsorships on ABC have reached a high peak with 753 advertisers sponsoring the network's 14 co-op shows during February. Harold Day, sales manager of the web's co-op program department announced yesterday. There were 579 advertisers sponsoring 12 programs in February, 1947, and 505 clients for

(Continued on Page 2)

### Port Huron Ruling, 'Code' On NAB Board's Agenda

Washington Bureau, *RADIO DAILY*  
Washington—The industry music situation, the "Port Huron decision" and the new set of broadcasting standards are the principal topics at the NAB board meeting to be held Tuesday, Wednesday and Thursday of next week at Hot Springs, Va. It

(Continued on Page 6)

### Bronx Salute

NBC will salute the Borough of the Bronx on Thursday, March 11, as the 14th of its salutes to communities in the metropolitan New York area, James M. Gaines, manager, announced yesterday. All of the station's talent will present special programs on that day to honor the "Borough of Universities." Residents of the Bronx will also participate in the program.

### Du Mont Sees Tele Now Equipped For Full Service

TURN TO PAGE 7



★ COMING AND GOING ★

Vol. 42, No. 35 Fri., Feb. 20, 1948 Price 10 Cts.

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

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WEST COAST OFFICES
Ralph Wink, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief 6417 Dahlonega Rd.
Phone: Wisconsin 3271
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 185 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

(Feb. 19)

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.

OVER THE COUNTER

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

10 YEARS AGO TODAY

(From the files of Radio Daily)

Mark Ehridge was named temporary chairman of the NAB board and a member of the executive committee which includes Edwin Craig, Walter Damm, Frank Russell, Edward Allen and John Elmer. . . Tom Breneman was emcee of KSFO's "My Secret Ambition." Abe Schechte was director of news and special events at NBC, Bert Lebar was general manager of WMCA, Reggie Schuebel was Milton Biow's "Girl Friday"

YOUR RADIO DAILY DELIVERED TO YOU IN LOS ANGELES AND VICINITY BY MANNING'S DELIVERY SERVICE A SPECIALIZED MESSENGER AND DELIVERY SERVICE HO-3129

DON McNEILL, of the Chicago "Breakfast Club" heard on ABC, leaves following today's program on his first trip to California since he started his Windy City show 15 years ago. While in Hollywood, he'll confer with film executives on the possibility of adapting the "Breakfast Club" for the films.

RALPH EDWARDS and his "Truth or Consequences" program company will arrive in New York tonight. Tomorrow's show will originate at the Radio City studios of NBC.

BILL HENRY, news analyst heard Monday through Friday on CBS, left yesterday for Los Angeles. He'll broadcast today from Chicago, where he has scheduled a stopover.

HUBBELL ROBINSON, vice-president of CBS in charge of programs, is in California to confer with Ernest Martin, director of programs in Hollywood.

ED YOCUM is in town. The general manager of KGHL, Billings, Mont., was welcomed yesterday at the headquarters of NBC, with which the station is affiliated.

C. GLOVER DeLANEY, manager of WTHH, Hartford, Conn., outlet of ABC, is conferring in New York with officials of the web.

JAMES V. McCONNELL, director of spot sales at NBC, left yesterday on his annual business trip to Chicago, Los Angeles and San Francisco. He'll discuss sound broadcasting and television for owned and represented stations.

GORDON FRASER, American network commentator, leaves today for Louisville, Ky., to interview Basil O'Connor, chairman of the Red Cross, on a broadcast tomorrow night. Fraser will be back in town Monday.

SYDNEY GAYNOR, general sales manager of the Don Lee network, with offices in Los Angeles, is now in San Francisco contacting clients and conferring with station officials of KFRC.

J. P. WILLIAMS, vice-president of WING, American network affiliate in Dayton, Ohio, is in town on station business.

MAURICE MITCHELL, manager of WTOP, Columbia-owned station in Washington, D. C., is in town for conferences with J. L. Van Volkenburg, CBS administrative director.

UNESCO Plans To Study All Radio Communications

(Continued from Page 1)

be invited to participate in the communications survey which will include shortwave broadcasting, AM, FM and television. The committee to make the study will be named by Dr. Milton S. Eisenhower, chairman of the commission and president of Kansas State College.

Louis W. Greenwood

Louis W. Greenwood, 54, supplies service manager for the telephone division of the Western Electric Company, Inc., died Thursday morning in Somerset Hospital, Somerville, N. J., from injuries received Tuesday night in an automobile accident on Route 29 near Somerville. Mr. Greenwood resided in East Orange, N. J.

WNLK To Open In April

Plans to launch WNLK, 500 watt daytime station in Norwalk, on April 1 were announced yesterday by Benjamin Ginzburg, general manager and Jerry Marcus, commercial manager, in New York. It was also announced that Milton Warren, formerly of WNLK, will be program director and Thomas J. McNeill will be director of news and special events for the new station.

LYMAN BRYSON, counselor on public affairs at CBS, is in Atlantic City. Tomorrow he'll address the 32nd convention of the National Association of Secondary School Principals on "Secondary Education for Tomorrow's Youth."

BERT LEE and MARTY GLICKMAN, sportscasters on WHN, to Boston to cover the Ivy League basketball game between Cornell and Harvard.

WILLIAM F. BROOKS, vice-president of NBC in charge of news, special events and international affairs, has left for the West Coast, where he'll spend three weeks.

IVOR KENWAY, vice-president of the American network in charge of advertising, promotion and research, last night addressed the members of the Waterbury (Conn.) YMCA on the subject, "The YMCA and World Youth." Kenway is Connecticut State Chairman of the World Youth Fund.

GEORGE HAMILTON COMBS, commentator on WHN, today will fill a lecture engagement in Ferndale, N. Y.

SIG SMITH, of WKBW, Buffalo, N. Y., was in town yesterday to broadcast the basketball game between Canisius and City College.

PIER B. CHERICHI, field supervisor in the construction department of CBS, is in Boston to direct the building of a new FM transmitter and tower of WEEL.

HELEN SIOUSSAT, Columbia network's director of talks, has returned from Washington, where she attended the dinner given by the Democratic National Committee.

ROBERT MERRILL, radio and operatic baritone, has completed a concert tour and is returning to New York in time for his Feb. 22 broadcast over NBC.

ERNEST de la OSSA, personnel director at NBC, is in Chicago. He'll be back the early part of next week.

JAMES L. STIRTON, general manager of the American network's Central division, is visiting in New York.

EDDIE CANTOR originated his NBC program of last night at San Francisco.

Co-op Sponsors Grow ABC Survey Reveals

(Continued from Page 1)

12 programs in February, 1946, Day added.

This year 205 of the network's affiliates have one or more programs on a sponsored basis as compared with 175 such stations in February, 1947, and 142 in February, 1946.

Automobile and auto supply dealers head the industrial classifications on the ABC co-op programs with 122 such advertisers listed. They were second to department and clothing stores in 1947.

Martin Agronsky leads the list of co-op shows with greatest number of sponsors. Agronsky has 104 and is followed by Baukhage with a total of 100 sponsors.

OIC 'Voice' To Include 8 Additional Tongues

(Continued from Page 1)

of the Mundt bill marked the end of any serious Congressional opposition to an effective Voice of America program. Complaints will certainly be heard about programs to be aired, it was believed here, but there will be no important opposition to the principle of a United States government radio voice.



Cool your heels!

That's the way some of the glib fashion writers toss off a headline, they tell us, when they talk about those fashionable sandals and other style innovations.

But we have a deeper . . . and we think an even older tie-up with "cool your heels." It's this:

The fight for sales is coming. And if you don't want your salesmen cooling their heels in some anteroom . . . today is the day to start to command attention.

Down here in the country's 6th largest city, it's the independent Radio Station W-I-T-H that delivers more listeners-per-dollar-spent than any station in town.

And remember . . . Baltimore is a five-station town and the 6th largest city in the country!

To move goods at the lowest cost . . . W-I-T-H belongs on any smart list for products in a highly competitive field!



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Reed

## More Sets Will Solve FM Problem—Dillard

(Continued from Page 1)

Coming more diversified and that news and sports are taking a prominent place in FM schedules.

Trying to prove the interest of AM broadcasters in FM, Dillard said approximately three-fourths of all FM outlets are owned by AM stations. There is no gulf between the majority of AM and FM station operators as many believe, FMA's president continued. He said that by the end of 1948 broadcasters will have invested \$100 million dollars in FM operating facilities.

### Network Situation Complicated

Despite Dillard's optimism and strong belief in a bright future for FM, he told RADIO DAILY that the FM picture, and particularly the Continental Network, was complicated last month by James Petrillo's two decisions, only 24 hours apart, which suddenly ended completely the ban against live music on FM. Continental Network lost seven members immediately because this number chose to duplicate AM schedules instead of taping in the FM hookup. However, Continental did pick up five new outlets for the seven which pulled out.

## Stromberg-Carlson Distrib. Buys WABF Evening Time

(Continued from Page 1)

President of WABF. Distributor plans heavy promotion campaign for the show, kicking-off with seven column ad in today's New York Times.

Contract is similar to one entered into several months ago by WABF and local Philco distributor which sponsors the station's Monday evening hours. Sale of another night to a third advertiser is currently being negotiated by the outlet.

Promotion of all-night time sales was undertaken by Hirschmann as the result of a survey taken last Summer by the outlet, which revealed that 43 per cent of regular listeners stay tuned in on WABF for most of the evening hours. About 3,000 questionnaires were sent to names on the outlet's mailing list, Hirschmann said, and response was unusually high, about 80 per cent.

Next two Friday night programs will include the final concerts of the Rochester Civic Orchestra sponsored by Stromberg-Carlson over the Continental Network, 8:30-9 p.m. WABF is not a member of the web and will pick up the broadcasts from W2XXMN, Maj. E. H. Armstrong's outlet in Albion, N. J.

## Joins CBS Radio Sales

N. Fletcher Turner, with WCBS sales for four years, has joined CBS Radio Sales, it is announced by H. A. Carlborg, web eastern sales manager. Turner's former position will be taken over by Henry Untermeyer, who has been WCBS director of special features and public service since 1946.

## ★ AGENCY NEWSCAST ★

**BUCHANAN AND COMPANY'S** entire art and copy staffs on Wednesday tendered a luncheon at the Astor Hotel to Dave Strumpf, who last week resigned his post as executive art director for the agency. The former Buchanan art head will announce his plans after his return from a four-week vacation.

**LOUIS T. STONE**, an attorney with the law firm of Cravath, Swaine and Moore, New York, has been named assistant resident counsel of Ascop. Appointment of Stone by Heerman Finkelstein, Ascop's resident counsel, was ratified by the Ascop board at the last meeting.

**WXXW**, the new 10,000-watt station in Albany, N. Y., has appointed Ridgway, Ferry & Yocum to handle its opening announcement campaign and subsequent consumer and trade advertising. S. R. Rintoul president of WXXW, reports that the station will be on the air early in March. It will be affiliated with the American network as a basic outlet.

**SALLY MANSFIELD**, formerly with Ridgway, Ferry & Yocum, Inc., and Compton, has joined the media department of LaRoche & Ellis, Inc.

**HUGO WAGENSEIL & ASSOCIATES**, advertising agency, of Dayton, Ohio, have opened larger offices for their radio and television and public relations divisions. The new offices are located at 134 West Second Street, Dayton.

**FOOTE, CONE & BELDING** has elected Frank E. Delano as vice-president and a member of the agency's Plans Board. Before joining FC&B he had been associated with Young & Rubicam for many years, except for three years during World War II in the Navy.

## RMA Test Campaign Set For Hartford

(Continued from Page 1) advertising and promotion campaign. Fifty window displays have been promised RMA and special spots as well as programs will be provided by the radio stations.

The test campaign was arranged following an RMA meeting with retailers in the Hartford area which was held some weeks ago. Results attained in this campaign will be used by RMA as a pattern for further sales promotion drives in communities.

## Bowles To Be Heard

Chester Bowles, former OPA Administrator, and who recently returned from a tour of Displaced Persons camps in Europe, will discuss his findings on the conditions of the camps, in an interview with reporter Bill Leonard on WCBS' "This Is New York" program, Tuesday, February 24, 9:15-10:00 a. m.

**BROOKE SMITH, FRENCH & DORRANCE, INC.**, Detroit and New York advertising agency, announces the addition of John C. Hartsuff to its research staff.

**ABELSON'S, INC.**, New Jersey chain of jewelers and opticians, with nine stores in New Jersey, have appointed The Sawdon Advertising Co., New York, to handle all radio advertising. Immediate plans call for increased advertising over New York and New Jersey stations.

**MEERMANS, INC.**, Cleveland, Ohio, has been elected to membership in the American Association of Advertising Agencies.

**LEW KASHUK & SON ADVERTISING CO.**, has been appointed to handle the advertising of Gramil Weaving Corp., New York.

**LYDIA REINOSA**, who was formerly with Trans-World Advertising, Inc., and the Latin American Radio Division of the United Nations, has joined the Spanish copy staff of National Export Advertising Service, Inc.

**VINCENT J. VIGLIANO** has resigned from the copy department of the Emil Mogul Co., New York.

## International Interest Indicated In Entries

Columbus, O.—Broadcasters entering Ohio State University's exhibition of educational programs were more international relations-conscious in 1947 than ever before, according to a preliminary survey of shows submitted for the competition.

Of 14 classifications, that dealing with "furthering international relations" showed the largest increase, drawing three times as many entries as last year. Other categories that increased significantly were personal and social problems, cultural shows and public issue programs.

Entries Totaled 600

Total number of entries is about 600, an all-time high for the conference. Deadline was Feb. 1.

Preliminary screening will be handled by local judges, with exception of network shows, which are heard live in New York, and three in-school groups. The latter will be evaluated by a Detroit committee under the direction of Mrs. Kay Lawrie, supervisor of radio in the Detroit public schools.

Final judging committee will consist of at least one authority on school broadcasting and two web representatives.

Awards will be announced at the 1948 meeting of the Institute for Education by Radio, Apr. 30-May 3, at the Deshler Wallick Hotel here.

## 255ft. Lehigh Steel Towers

Available About May 1

# BARGAIN

Due to changing sites for increased power, we offer two 255 foot Lehigh Self Supporting Steel Towers.

These are *complete* with Insulators, Beacon Lights, Side Lights, Conduits, etc. The price is right.

## Troy Broadcasting Co., Inc.

### Troy, N. Y.

WTRY and its FM Affiliate WTRI

## SAN FRANCISCO

**T**HE KNBC "Jolly Bill and Jane" daily program for youngsters is now dramatizing "Alice's Adventures in Wonderland" taken from Lewis Carroll's children's classic. This series will require several weeks to cover and will be followed by dramatizations of "Robin Hood" and "Treasure Island."

J. Milton Seropan, formerly with KNBC, has joined the KGO local and ABC spot sales staff here, replacing Dick Sprott, resigned.

The Jack Gregson Saturday morning breakfast show has been moved from Omar Khayyam's Restaurant to the Venetian Room of the Fairmont Hotel in order to accommodate the growing audiences.

Wilt Gunzendorfer, general manager of KROW, is conducting a course in "Radio Advertising and Selling" for the University of California Extension Division for the third consecutive year. The classes meet Monday night for fifteen weeks.

Merv Griffin, singing star of KFRC's "The Bill Gwynn Show" and "Merv Griffin Sings" program, has a new band in the making, and plans are about completed for it to open at the Mark Hopkins soon.

KFRC general manager Bill Pabst is in Washington this week on NAB business.

The Harry Elliott Advertising Agency is sponsoring a weekly quarter hour Automobile News program over KSFO, Sunday at 12:45 p. m., as a service to the local automobile row. The agency specializes in automobile accounts.

The NBC Eddie Cantor program originated from Curran Theater this week, with the leading western industrialist, Henry Kaiser, as a guest star.

KGO is now duplicating all programs broadcast on KGO and ABC on their FM outlet as a result of negotiations with the AFM. Under the new schedule KGO-FM is on the air from 6 a. m. to 12:30 a. m. Monday through Saturday, and from 6 a. m. to midnight Sunday.

H. V. Kaltenborn is spending ten days here and originating his broadcasts over NBC from the KNBC news-room here.

### Bob Trout To Launch Weekly News Program

Bob Trout, latest addition to the NBC news staff, will present a weekly news program on the network starting Sunday, Feb. 29 (4:30-4:35 p. m., EST.).

Trout, a veteran radio reporter, joined the web last month. His first assignment was as a reporter on the television news program, "The NBC Television Newsroom," a Thursday night feature of the NBC East Coast video network. Featured with him on the television program are W. W. Chaplin, roving reporter, and John MacVane, chief of the network's United Nations bureau.



### Mainly About Manhattan . . . !

● ● ● Television traders hoping that Lucky Strike goes through with its plans to latch on to a top-name video series. They figure that if American Tobacco makes the plunge, the other ciggie boys won't be far behind. (Look what's happened on the newsreel round-robin). . . Insiders looking for lifting of the Petrillo ban by summer, but no encouragement from the boss-man. . . Cass Daley heading back to radio with show tagged "House of Daley." Three old hands at comedy writing will do the script—Dick McKnight, Bill Demling and Frank Gill. . . Dr. Frank Black taking leave of absence as NBC's gen'l music director to continue as conductor on Jimmy Melton's show when it moves from NBC to CBS April 7th. . . Suggested name for Fred Ziv's newly-formed television setup: Zivideo. . . And Sid Garfield feels that the country at large oughtn't to be as concerned over the Walking Man as about the Working Man. . . They tell me the Joe Bigelows are heading back east after having planned to live 'permanently' on the Coast. . . Henny Youngman, who waxed that terrific audition platter of "Going Nowhere," bowed out of the picture when they couldn't reach a financial agreement—which, in plain English, means that, like Joe Frisco, Henny's got his fee. . . Gary Stevens' suggestion for an Abe Burrows song title: "I Wonder If Sally Ever Wonders What Became Of Me." . . And a guy that glad-hands the critics between acts would be called an intermissionary, according to Gary.



● ● ● Dick Christman, celebrity contact for United Air Lines and quite an entertainer himself, turned the tables on Allen (Candid Mike) Funt last week. Christman spotted the fabulous Funt, posing as a ticket agent behind the counter in the Airlines Terminal, and went over and gave him some fancy double talk. When Funt learned he'd been tricked, he hired Dick to pose as the ticket agent and used the script on the show.



● ● ● AROUND TOWN: Ted Dale, new maestro of the Carnation show, will take a 52-week contract with him when he leaves for the Coast Feb. 24th. . . Radio Life mag, in its fifth annual Distinguished Achievement Awards, handed a plum to our boy, Frank Gallop, to "the most convincing commercials." (We'll still smoke stogies). . . Tim Marks wonders if you heard about the hillbilly who put a silencer on his shotgun. Seems his daughter wanted a quiet wedding. . . Nick Kenny completing his 247th song currently on the Palm Beach Hotel sands. . . Ponny Piper doing the Bob Hope show on the 24th and then flying in for a few guest shots here. . . Mel Brandt, former free-lancer, added to NBC's announcing staff.



● ● ● OUR HAT'S DOFF DEPT: Louis Prima's primagic on the Paramount stage. . . Larry Finley's "Flight With Music"—a swell mus-air-cal. . . Harold Levey's music on the Theater Guild airer. Guiding the Guild. . . Count Basie's fast-selling Victor platter, "Robin's Nest." . . Stan Kenton's Capitol click, "Lover." . . Dorothy Elaine's excitingling vocals at the Embassy. . . Dwight Weist's emcee'ing on "We the People."



● ● ● "Dear Sid," writes Spencer Hare. "And did you know that at KMOX, St. Louis, Kay Thompson worked with an up-and-coming youngster named Ted Straater? Ted's been raving about Kay for years—but it's only lately that people have begun to say 'Oh, yes,' when her name was mentioned. And speaking for myself, as far back as the old CBS days, I always raved about La Thompson—and maintained then that she was at least 10 years ahead of her time. Looks like history and a guy named Winchell bore me out. At any rate, I too, get a laugh whenever anyone refers to Kay Thompson as new talent. What they oughta say is that somebody found new brains with which to 'discover' her."

## CHICAGO

By NAT GREEN

**J**OHNSON (Ford) KENNEDY, WBBM news writer and author of the monograph "Take Five," left for Grand Rapids this week to assume new duties in the announcing and news departments of station WOOD "R. F. D. America," which has been broadcast from the Eighth Street Theater since its start last December will originate in the large studio of the United Broadcasting Company, 301 E. Erie street, starting with the week's stanza.

As a promotion for Boy Scout Week, station WLBH, Mattoon, Ill. turned the station over to the Boy Scouts for two hours on February 17 and on the same day the operation of the city offices was turned over to the Scouts. J. R. Livesay of WLBH says the boys were more enthusiastic about running the radio station than they were running the entire city.

Howard L. Erlich, commercial manager of WMAM, Marinette, Wis., and Florence Meyers, the station's women's director known professionally as Mary Kay, are on a two-week motor trip to New Orleans and Florida after being married February 9. Erlich formerly was on the news staff of WBBM, Chicago; WJR, Detroit, and WHBF, Rock Island, Ill., and served with the UP radio in Chicago and Indianapolis.

The city zoning board of appeal has approved petitions for the erection of an FM radio transmission tower by WJJD on top of the Unic Carbide & Carbon Building on Michigan avenue, and for erection of FM and television towers by NBC on the Civic Opera Building on Wacker Drive. The WJJD tower's top will be 560 feet above street level. The NBC tower will extend to a height of 631 feet. The ABC tower on the Civic Opera Building, previously approved, will have its tip 677 feet above street level.

### John Witten Of Y & R Dies Was Assistant To Larmore

(Continued from Page 1)

United States Army in 1940 and two years later was made chief statistician of the Army with the rank of colonel. He retired from the Army owing to a disability in June, 1945.

Late in 1945 he joined Young Rubicam as manager of the agency's research department and in January, 1947, was appointed assistant to the president.

He is survived by his wife, Kathleen, and two children, Anne, 5, and John, 3, who reside at Scarsdale, N. Y.

### WOR Club Dance Tonight

Annual dinner-dance of WOR's 10 Year Club will be held tonight at the Waldorf-Astoria, with 86 members and 75 guests expected. Two tickets will be given away to holder of lucky numbers.

*The Mailbag*

**MR. HARRY C. BUTCHER'S** plea for someone to write 'a proper history of the fun days of broadcasting as we knew them in Washington in the Throbbing Thirties,' stirs me to action.

"Though I have neither the time nor the ability to write what the very affable Mr. Butcher would like, I can relate here an incident that happened at WJSV in 1934 and which, I am sure, he never heard about.

"In those days I was directing a number of dramatic shows for Columbia's station for the Nation's Capital. Our transmitter was then in Alexandria and the main studios in the Shoreham Building in Washington. At that time, WJSV had just opened new studios in the Earle Building.

"It was a Friday night and we had our usual Workshop show to do that night. Somehow, someone assigning the studios got us all mixed up and we were assigned to work in the studios that were located at the transmitter in Alexandria. When we got there, we found the engineering department had been told that the show was coming from the Earle Building. They had been given instructions to tear the turntables down and had done so.

"Our dilemma got worse when it was discovered that Warren Sweeney, our announcer, had been told to be at the Earle studios, that our organist had been assigned to play the bridges from the Shoreham building.

"When I told the engineer that I had to have the turntables for sound, he became rather belligerent, because he did not want to put them together again. A hasty call to Les Bowman, then chief engineer at WJSV and now chief engineer for CBS in Hollywood, resulted in having the turntables reassembled. They were finally put together about five minutes before air time.

"A call to Sweeney, who was given the commercials and other announcements over the phone, another call to the organist (I believe it was John Salzb), a quick rehearsal and we were on the air from four studios. The cast in one studio, sound in another, Sweeney up town and the organist at the Shoreham.

"I hope Mr. Butcher will forgive me for not having reported the matter at the time it happened."

Sincerely,

RONALD DAWSON,  
Ronald Dawson Associates,  
New York.

**Jane Kalmus Joins Byoir  
As Women's Prom. Ass't**

Jane Kalmus, formerly director of publicity for the Hutchins Advertising Agency has joined Carl Byoir and Associates, it was announced yesterday. Mrs. Kalmus has been named assistant to Jane Floyd Buck, vice-president of the organization in charge of news and promotion in the woman's field.

**WMCA's Sales Up 30%  
In First 6 Weeks Of '48**

(Continued from Page 1)

to the indie's block programming of name disc-jockey shows which now occupy 57 hours of the outlet's weekly sked.

"This new policy involving an investment by WMCA of hundreds of thousands of dollars for talent is rapidly paying off," general manager Charles Stark said. "The big names have proven to be a station hypo not only in advertiser acceptance but in securing tangible evidence of increased listener appeal."

Name jocks currently heard on the station are Bea Wain and Andre Baruch (Mr. and Mrs. Music), Tommy Dorsey, Ted Steele and Duke Ellington.

**Sponsors Listed**

Advertisers who have signed contracts with WMCA since January 1 include: American Home Products, (Young & Rubicam); Wilbur Suchard Chocolate Co., (Badger, Browning & Hersey); Pepsi Cola, Evervess, (Young & Rubicam); Bristol Myers Co., (Doherty, Clifford & Shenfield); Howard Stores, (Redfield-Johnstone); June Dairy Products Co., (A. W. Lewin); Associated Laboratories, (Grady & Wagner); Chesterfield (Newell Emmett); General Mills, (Knox Reeves); Truval Shirts, (Weiss & Geller); Omnibook Magazine, (Huber Hoge & Sons); Simon Ackerman Clothes, (Ehrlich & Neuwirth); Philco, (Sternfeld-Godley), and Purity Bakeries Corp., (Young & Rubicam).

Long term renewals include Gruen Watch Co., (Grey); Davega Stores Corp.; R.C.A.; Westinghouse; Biscaglia Bros., (Olian); Edelbrew Brewery, Inc., (N. C. Greenfield); Columbia Records, (McCann-Erickson); K. Arakelian, Inc., (M. J. Jacobs); Sachs Quality Stores, (William Warren), and the New York Giants Baseball Club.

**Masons Buy MBS Time  
For Second Program**

(Continued from Page 1)

program will originate in New York and will be carried by WINS from 6 to 6:30 p. m.

Last October 27 the Masons used 20 Mutual stations in New York state to present a message on "The Dangers of Heart Trouble and Rheumatic Fever." The success of this broadcast and the avalanche of complimentary mail resulted in the decision to present the Washington birthday program.

The special Washington birthday program, which will be heard next Sunday, was written by Noel Gerson and produced by Jock MacGregor with Marion C. Taylor furnishing the original music. The program will contain various episodes in the later life of Washington at Mt. Vernon, based on letters and historical documents.

At the conclusion of the program, Dr. Louis H. Bauer, president of the New York State Medical Association, will deliver a brief talk on the dangers of heart trouble and rheumatic fever.

**Lux Radio Theater  
Leads Nighttime Ratings**

(Continued from Page 1)

terday. Program's rating on the last Hooper report was 22.9, compared with 28.6 on the current listing.

Data on amount of evening listening shows little or no change compared with last report or the figures of a year ago. Total sponsored hour index is 67½, as compared with 68 last report and 71½ a year ago.

Daytime shows, however, gained audience, according to the Hooper survey. Average daytime sets-in-use of 20.9 is up 2.1 from last report and up 1.5 from a year ago. Total sponsored hour index of 100¼ is the same as last report, as compared with 82¼ a year ago.

**Radio Theater Leads**

First 15 evening shows, in order, were: Radio Theater; Jack Benny; Fibber McGee & Molly; Fred Allen; Charlie McCarthy; Bob Hope; Truth or Consequences; Amos 'n' Andy; Walter Winchell; Red Skelton; Mr. D. A.; Bandwagon; Godfrey's Talent Scouts; Bing Crosby, and Duffy's Tavern.

Top 10 daytimers, in order, were: Ma Perkins; Our Gal Sunday; Stella Dallas; Arthur Godfrey; Helen Trent; Young Dr. Malone; When a Girl Marries; Aunt Jenny; Rosemary and Grand Slam.

**Buy Sports Series**

KGMB, Honolulu, Hawaii, and KATL, Houston, Texas, have signed for 52 weeks for "Leahy of Notre Dame." Other new stations are WHLS, Port Huron, Mich.; WELD, Columbus, Ohio, and KFBB in Great Falls, Mont. "Leahy of Notre Dame" is produced by Green Associates, Chicago, Ill.

**Newspaper Buys Spots**

The New York Herald Tribune has purchased two participations per week, Tuesday and Saturday, in WCBS' Margaret Arlen program, 8:30-9:00 a. m., effective March 2, it was announced by Arthur Hull Hayes, general manager of WCBS. Agency is Donahue & Coe, Inc.

**NEW STATIONS**

**Seek Maine AM Outlet**

Biddeford, Me.—Biddeford Broadcasting Corp. has filed with the FCC an application for an AM outlet to be operated on 1400 kc. with 250 watts. Gordon Lewis, president of the firm, would be general manager, with vice-president Arthur Deters as chief engineer and assistant manager. Lewis is presently serving as assistant manager of WPOR, Portland, and Deters is chief engineer of WNBH, New Bedford, Mass.

**Minn. Outlet Adds FM**

Mankato, Minn.—Interim operations have been begun by FM outlet of KYSM, local NBC affiliate, with power output between two and three kilowatts radiated from temporary 65-foot antenna. Completion of new 515-foot tower is expected in the near future, at which time radiated power of KYSM-FM will be increased to 48 kw. John F. Meagher is general manager of the stations.

**New Canadian Station**

Edmonton—Construction of Canadian Broadcasting Corporation's studios in a hotel (MacDonald) here to cost between \$25,000 and \$50,000 will begin within a few weeks, it was learned yesterday. The station will be known as CBX and it is planned to have the studios ready for operation by July 1.

**Dramatic ET Series Cover  
War Children Theme**

Dramatic series based on case histories of homeless war children who have been "adopted" by American families is being produced by the Foster Parents Plan for War Children, Inc., New York, for free distribution to all stations upon request. There will be 13 quarter-hour programs in the series produced and directed by Jack Lloyd. Actress Madeleine Carroll is featured in the first program.

**CKLW can put  
your brand OVER**  
in the Detroit Area!



Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

## BEHIND THE MIKE

By SID WEISS

AS A CHARTER MEMBER of that fine old blend of real jazz and genuine humor that "Dr. Gino" Hamilton used to dispense on "Chamber Music Society of Lower Basin St., we're happy to pass on the good word that genial Gene is readying a new package that will again spell pleasure to jazz lovers.

Dwight Weist has finished the narration on a color film describing the history of Smith College.

Swell emcee job Bill Cullen does on "Winner Take All" netted him 3 audience participation offers from other webs which he had to nix, match.

Ingrid Bergman and half of Radio Row were guests at Florida's Palm Beach Hotel for the preem of "Arch of Triumph."

Arthur Blake, regarded as one of the country's top satirical impressionists, working on plans for a video series.

Lisa Kirk, who lifts "Allegro" with her singing of "The Gentleman Is a Dope," slated for her own network show for a ciggie sponsor.

Larry Lowenstein, former press director of WHLI, going over to WINS as ass't to Charlie Oppenheim. Speaking of WHLI, Cliff Evans phones to tell us about a contest they ran there on what's wrong with the L. I. Railroad. Station, which is noted for its music, came up with two winners named Tschakovsky and Grieg!

Joe Franklin, owner of the country's greatest collection of old-time vaude records (some 20,000 platters and most of them collector's items) profiled in the current American mag, and March Coronet.

Wm. Simms, proud pop of a baby daughter, Jerry Elizabeth.

## Name McAndrew, Wheeler To New NBC Wash. Posts

Revamp of executive staff in NBC's Washington headquarters this week includes appointment of William R. McAndrew as head of broadcast operations succeeding Carleton D. Smith who recently became manager of the web's video operations in New York. McAndrew is also assistant to Frank M. Russell, vice-president.

George Y. Wheeler, formerly program director of WRC, has been named director of programs in charge of all three stations, WRC, WRC-FM and WNBW, web's Capital tele outlet. Wheeler will concentrate on video with Gene Juster, assistant program manager, assuming direct responsibility for programs on WRC as well as NBC public affairs originating in Washington.

## New Mutual Outlet

WKOW, new 10,000-watt station in Madison, Wis., began operations and joined the Mutual network Feb. 14. Outlet broadcast a special program to MBS on that date from 2:30-3 p.m., EST., presented by the University of Wisconsin.

# Charge Of Censorship Made By Far East Correspondents

(Continued from Page 1)

of news," the newsmen asked MacArthur for "a clear definition of peacetime security."

Specific charges levelled at the Army included exclusion from Japan of one correspondent; questioning and threatening of another newsmen and raiding of his home by CID agents; embarrassment of nine reporters via official critical letters to their employers; accusations by the Army that correspondents showed "marked antipathy toward American policy."

Report said also that newsmen had asked for a definition of military security for 18 months and were told that officials could classify any material as secret. Publication of "secret" matter, they were informed, could be dealt with by court martial under the Articles of War.

## Port Huron Ruling, 'Code' On NAB Board's Agenda

(Continued from Page 1)

is likely that the board will not reach any final decisions on the standards, but will instead leave final determination to the convention in Los Angeles in May.

Major points of conflict in the standards as they now stand involve commercial time limitations, dramatization of controversial issues, raising of funds on religious broadcasts and one or two other points.

## 'Eternal Light' Program To Originate In Hollywood

The NBC "Eternal Light" program, produced in New York since its inception in 1944, will be broadcast from the NBC studios here for a seven-week period starting Sunday, March 7 (12:30 p.m., EST).

Screen Actor Melvyn Douglas will be narrator on the initial Hollywood broadcast, "The Tree of Galilee." Morton Wishengrad will write "Eternal Light" during its seven-week stay on the West Coast. Morris Mamorsky will compose the scores, Henry Russell, NBC Hollywood staff conductor, will conduct the orchestra and Andrew Love will direct the productions.

"Eternal Light" is a joint weekly presentation of NBC and the Jewish Theological Seminary of America.

## Chiquita Banana Movies

Chiquita Banana, who started out and won fame in radio, has branched out into the movies. BBD&O, for United Fruit Co., has supervised fourteen 80-second films now showing in about 850 theaters. Films use live action and cartoon sequences and disclose 12 banana dish recipes. Chiquita Banana's movie voice is supplied by Monica Lewis, radio and Decca recording artist, who is the third to play the role.

Correspondents have been complaining about misuse of security regulations by Army officials for some time and the situation recently received wide coverage in broadcasts by CBS correspondent Bill Costello. In a recent program, the web newsmen said:

### Text of Statement

"This problem is vital because all documents here are classified as secret or confidential. So it has been extremely difficult to obtain accurate official information. However, many officers classify reports as secret merely to cover up their own incompetence and mistakes. Newsmen here intend to bring this matter to the attention of their publishers and employers, so that the whole subject of correspondents' working conditions can be thrashed out publicly."

## AFL Exec. Writes MBS Criticizing 'Opinion-aire'

Boris Shishkin, AFL economist, yesterday wrote MBS a letter reported to be in protest against the show, "Opinion-aire," on which he recently participated in what he described as a "trial run." The show is due to return to the air next month after a long lay-off. A copy of Shishkin's letter went to FCC Chairman Wayne Coy.

### Reticent Regarding Contents

Shishkin refused to discuss the contents of his letter, saying he is hopeful it is a matter which can be worked out with MBS over the week-end.

Idea of the show is that prominent figure presents his ideas and undergoes examination by friendly counsel, and cross-examination by the prosecutor, with a studio jury to render a decision, as well as listener jury made up of listeners in a specified town.

Complaint has been that too many "verdicts" are decided before the figure appearing has had chance to do more than introduce his subject, with voting by listener audience getting under way on basis of prior feelings about the subject rather than what the "expert" has to say.

## Gets Zenith Adv. Post

Harry C. Chrabot has been appointed assistant sales manager in charge of advertising and sales promotion for the Zenith Radio Distributing Corporation. He has been associated with the electrical industry for 20 years and was western sales supervisor for the Jefferson Electric Company for ten years.

## Wedding Bells

Betty Foulk, NBC press writer, will marry David Drew Zingg, of the advertising department of the United Fruit Company and, editor of "Unifruitco" UF's employee magazine, on Saturday, March 6, in the Congregational Church, Manhasset, L. I. Zingg was formerly with NBC press.

W N B T

scope



ON THE AIR AT CHANNEL 4 . . .

FRIDAY, FEBRUARY 20

- 1:00 Home Service Club with Tex and Jinx (Swift)
- 1:30 NBC Television Newsreel
- 7:30 Musical Merry-Go-Round
- 7:50 Television Newsreel (Camel)
- 8:00 U. S. Royal Sports Time (U. S. Rubber)
- 8:25 Ski News (Kools)
- 8:30 Teleview Film (Simon Ackerman)
- 8:41 Cavalcade of Sports — Boxing — Madison Square Garden
- 10:00 Feature Bout — Beau Jack vs. Terry Young (Gillette)

SATURDAY HIGHLIGHTS

- 5:00 Puppet Playhouse
- 8:45 Georgetown vs. George Washington — Basketball — From Washington

SUNDAY HIGHLIGHTS

- 3:30 Church Service — Trinity Church, New York
- 7:50 Review of the News (Oldsmobile)
- 8:00 Theater Guild Play — "Mornings at Seven"
- 9:10 Author Meets the Critics "The Great Ones" Ralph Ingersoll (General Foods)

LE DELUGE . . .

It would have been interesting, Tuesday night, to have watched WNB's skilled television engineers make with the mops and moist rags. One of the hoses of the tube cooling system broke and dampened the transmitter. That is why you didn't see the first wrestling match between Mike Kollins and George Bollas. It was a draw.

PLAYERS' SCANNING . . .

Novice thespians can now receive specialized television training in many of the leading theatrical schools. One school in particular, which has always peered down its academic nose at the cinema and still does, recently announced the addition of television technique to its curriculum. All the world's a scanner . . .

NBC  
Television

A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY — Friday, Feb. 20, 1948 — TELEVISION DAILY is fully protected by register and copyright.

## SEES TELE NOW EQUIPPED FOR FULL SERVICE

### TELE TOPICS

By JIM OWENS  
Associate Editor

NBC is about to turn over its entire tele newsreel chores to Jerry Fairbanks Productions. Fairbanks is currently in the midst of setting up adequate office space and facilities here. . . . "Night of Stars" at Madison Square Garden Tuesday night, in which 11 show-biz lends a hand for the Israel Orphan Asylum, will be aired by WCBS-TV. . . . U. S. Rubber Co., we're told, made the first local video pickup (WABD) of a church service—the Candlelight ceremonies at Grace Church last Xmas eve. We said IBC's Trinity Church program next Sunday could be the first,—and fell on our face.

AMERICAN Television Society, few years ago an inarticulate group with little more than a few energetic industry pioneers going on hope but short on funds and support, now an adult and thoroughly authoritative organization, as witness the turnout of top brass at the Astor yesterday. Group has been moving along strongly since the beginning of the '47-'48 season, now appears to be within reach of the status enjoyed by other industry associations such as Radio Executives, Sales Executives. Turnout yesterday, and the interest aroused by talks of such toppers as Doc DuMont, Charlie Durban, Fred Gamble, proves ATS has at its eye teeth, will be from here in a voice to be listened to in tele.

RAY NELSON, who isn't busy enough running an ad agency and a couple video shows, now spending his pm's teaching tele course at CCNY. . . . Harvey Marlowe, WPXI program chief, begins a series of guest lectures at the Television Workshop tonight. . . . Mickey Walker, ex-champ who raged in a punching bag for a paint brush and palette, may team up with Ed Begley, the radio thesp, for a series of boxing demonstrations on tele. Begley is a former leather pusher himself. . . . Charles Malby, radio ad of the Chi. Daily News, comes up with the best crack to date re video's influence in the American home, to wit: "It's easy to get a baby sitter—if you have a television set."

### New WPTZ Series

Philadelphia—Series of television interviews with leading Philadelphia industrialists and business men made its debut last night, on Philco's station WPTZ under the sponsorship of Reynolds & Co., leading local investment concern. The program, known as "Leaders of Industry," is the first television show sponsored by a member of the New York Stock Exchange.

## Technological Problem Solved, Growth Certain, Says Du Mont

Technical problems of the television industry have been solved, in the main, and all the necessary components to provide a thoroughly satisfactory service are now available in quantity, Dr. Allen B. Du Mont, president of Allen B. Du Mont Laboratories, said yesterday at a luncheon meeting of the American Television Society at the Hotel Astor. Degree of progress in all phases of the medium have been so encouraging, in fact, that "television in 1948 will be the largest-growth industry in this country, and in five years it will be among the first 10 industries in the U. S.," he predicted. In review of the

status of his company's participation in television to date, which embraces both the manufacture and broadcast efforts, DuMont noted as particularly significant the strides achieved during the past 12 months, and the "different attitude" toward video adopted by advertisers, who, a year ago, felt the medium was "not quite ready."

While praising technological progress, DuMont scored certain segments of manufacturing for emphasizing low-cost production "at the sacrifice of quality." He argued that small size receiver screens, made available to the public at increasingly lower costs, lessen the quality of the video picture, and do not provide the best advantage to the advertiser. "It's not good for television, and not good for the advertiser," he said, because "you're not getting the most out of transmission capabilities." The video pioneer asserted that "it's absolutely

essential to the success of television to have pictures of sufficient size."

DuMont pointed out that the economic problem of service between cities is still a major one confronting the industry, although the technical phase appears to have been overcome. Use of radio relays, either privately operated or shared, might provide the solution if common carrier (AT&T) rates are too difficult, he said. In this regard he outlined his company's "acorn" tele station, which might be used by operators in a small community at a cost "well below \$50,000." Such stations could pick up programs from a network outlet for airing in their own sections, supplementing them with film, etc.

DuMont tele network last year operated at a loss of \$1,000,000, but the manufacturing phase of the company earned a profit of approximately \$1,750,000, he revealed.

## Sees Radio In Decline As Tele Industry Grows

Prediction that "within three years the radio industry will have suffered a very severe decline, and in its place television will have taken over" was made last night by Ernest A. Marx, general manager of the receiver division of Allen B. DuMont Laboratories, Inc. Marx addressed his remarks to the Master Brewers Association of New York, pointing out evidence of video's rapid growth was the increase in set production, higher calibre of programming as more advertisers enter the medium. He also predicted 25 or 30 cities will be serviced by tele by the end of this year.

## Three Apply To FCC

Washington—A third application for Channel 8 in Atlantic City (N. J.) was reported yesterday—from the Atlantic City World. Also reported were requests for Channel 9 in St. Louis from Thomas Patrick, Inc., and for Channel 2 in Rochester, N. Y., from WHEC.

## AT&T Coaxial Cables Now Total 6,000 Miles

AT&T now has coaxial cables installed over a 6,000-mile route, including the completion last November of a transcontinental cable from Atlanta to Los Angeles, it was announced this week in the company's annual report for 1947 issued to its stockholders.

Listed among AT&T's major technological and research gains during the year was the opening of a radio relay system between New York and Boston, which is capable of transmitting both television programs and phone conversations simultaneously. Company also plans to connect New York and Chicago with a similar relay, "and other extensions will follow," it was said.

### Operating Revenues Revealed

Operating revenues for AT&T last year amounted to \$2,224,583,000, an increase of \$130,918,000, or 6.3 per cent over 1946. Operating expenses, other than taxes, increased \$202,629,300, or 12.7 per cent.

## Thomas Tells Canadians Tele Will Unify World

Montreal—Television will exist on a coast-to-coast basis covering 36 American states and two Canadian provinces within the next three years, Gene Thomas, president of the Advertising Club of New York, and sales manager of WOR (N. Y.) predicted in a talk to local ad and sales execs here last week.

Outlining progress of the medium the past year in the United States, Thomas emphasized the growing importance of tele coverage of news and sports events, etc., and added "Eventually, television will have a profound influence in unifying the peoples of the world."

### Touché

Ralph Ingersoll will be the guest author on "The Author Meets the Critics" on WNBT Sunday, (Feb. 22, 9:15 p.m., EST). Ingersoll will defend his recently published novel, "The Great Ones," against the critical attacks of Russell Maloney, well known writer. Supporting Ingersoll in defense of the book will be Bruno Shaw, radio commentator, "The Great Ones." Ingersoll's first novel, has aroused considerable critical comment in both book and magazine circles.

## Pressburger, Film Exec., Joins Staff Of WATV

Fred Pressburger, Hollywood film executive for the past seven years, has joined the staff of WATV, Newark, as producer-director, it was announced yesterday by Irving R. Rosenhaus, president of the Bremer Broadcasting Corporation.

In addition to producing live television programs in WATV's new studios at Television Center, Pressburger will assist Paul Belanger and James McNaughton in setting up production procedures for the station. Pressburger's last Hollywood venture was at Universal Pictures, where he was associated with Zoltan Korda in the production of "A Woman's Vengeance."

## Bland Appointed Manager

Appointment of Edward M. Bland, who has had several years of experience in store advertising as sales promotion manager for television for the Atlantic sales division of Philco Corp. has been announced.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## Conducts Radio Ad Course

Oakland, Calif.—Wilt Gunzendorf, general manager of KROW, is, for the third year, conducting a course in "Radio Advertising and Selling" for the University of California Extension. Scheduled each Monday evening for a 15-week period, course concentrates on the technical details of planning and selling radio advertising.

## Bob Poole Proud Papa

New Orleans, La.—Bob Poole, popular emcee of the WLW midnight platter program, "Poole's Paradise," is the father of a new baby girl, Michele.

## KFMJ Adds Four

Tulsa, Okla.—KFMJ has added three salesmen under Leon (Jack) Betz, commercial manager. They are Nolan Luhn, who was the Green Bay Packers star end on the gridiron last fall; R. L. Summers, formerly with American Airlines public relations, and Bill Johnston. Other newcomer is Joanne Culley, continuity writer.

## Health-Sanitation Sponsors

Birmingham, Ala.—WTNB and WBCB have signed the Alabama Chapter, American Society of Sanitary Engineers and the Jefferson County Board of Health as sponsors of a weekly series of health and sanitation lectures, to be presented as a public service. One station runs an ayem program on Wednesdays while the other handles a Saturday p. m. show.

## To Broadcast From Hospital

Denver, Colo.—The Denver Symphony Orchestra, under the direction of Saul Caston, will broadcast from the Fitzsimons General Hospital post theater on this Saturday's "Orchestras of the Nation" program, which will be carried over NBC. Program, which features the Lamont Male Chorus with contralto soloist, Laura Grauer, will be produced and engineered by KOA.

## WLAD Joins Continental Web

Danbury, Conn.—WLAD-FM became the first outlet serving Fairfield County to join the new Continental Network when the Berkshire Broadcasting Corporation became an affiliate of that system this past Monday. A salute from Washington officially welcomed the FM station, which is heard over Channel 252 (98.3 megacycles).

## "Favorite Disc Jockey"

Des Moines, Iowa—Don Bell, emcee of the a. m. Don Bell Show and the Don Bell Matinee on KRNT, has been voted "favorite disc jockey" by the students of Iowa State College, Ames, Iowa, in a poll to determine favorite radio musical programs.

## WCSI-FM Singing Discovery

Columbus, Ind.—WCSI-FM has come up with a new singing discovery, Garry Lane, who has started his own program, "Romance in Music" over that station. The five-night-a-week airt features songs and piano stylings by the station's protege.

## New Sales Director At WGAR

Cleveland, Ohio—Following the resignation of E. Harry Camp, effective March 1st, Carl George will take over as director of station's sales activities. George, assistant general manager of the station, was recently elected vice-president of WGAR.

## WGST Feeding CBS

Atlanta, Ga.—WGST, Monday thru Saturday, is feeding a musical show from its studios to the entire CBS network. Program features the Jack Almand Trio (Jack Hammond, organ; Vivian Baker, piano, and Wade Creager, guitar) with vocals by Claire Davis and Charles Orr. Don Taylor is the writer and producer.

## New Twist

Detroit, Mich.—A brand new twist has been given WJBK's musical request show, designed to serve city newcomers who have relatives and friends in the South. Following a dedication to the "folks back home," "Brother Bill" Bowman and "Shorty" Henderson send cards to these friends or relatives, telling them what has been done and asking for a return request in thanks. The return requests are played as soon as possible and the dedication read, thus surprising both parties.

## Women's Program Director

Cumberland, Md.—Elta Schultz, formerly with WLBC, Muncie, Ind., has been appointed director of women's programs. Mrs. Ebert, known on the air as Carolyn Paige, is heard twice daily, Monday thru Friday.

## Jazz Comes To Minnesota

Minneapolis, Minn.—Demonstrations of just how far jazz has come are the "We Call It Jazz!" concerts being staged each Sunday evening at the Calhoun Beach Hotel. One of the nicest aspects of "We Call It Jazz!" is the opportunity given to the discriminating to hear this type of music in the flesh away from taverns and other crowded public places. Concert organizers are WLOL's Leigh Kamman and Bob Smith, who claims a relationship to Eddie Condon.

## Re-elected As District Rep

Omaha, Nebr.—John J. Gillin, Jr., president and general manager of WOW, has been re-elected to represent his district on the NBC Stations Planning and Advisory Committee.

## New WBZ, WBZA Duo

Boston, Mass.—Noble and King, youthful veterans of the entertainment world, recently made their radio debut over WBZ and WBZA when they inaugurated a thrice-weekly musical series featuring their own cleverly arranged songs. Currently singing favorites of the Balinese Room at the Hotel Somerset, the duo will be heard each Tuesday, Thursday and Saturday, under sponsorship of Barcolene.

## Appointed WFEA Manager

Manchester, N. H.—Arthur Rothafel, son of the famous New York showman, S. L. "Roxy" Rothafel, has been appointed manager of WFEA, succeeding Melvin Green, who managed the station for the Bitner interests. Before joining WFEA, Rothafel was head of the radio departments of Maxon, Inc., and Fletcher & Ellis, national advertising agency.

## WLW Stock Company To Tour

Cincinnati, Ohio—WLW's touring stock company, with tentative plans for a television show from Monroe, is again presenting original radio productions from the stages of high schools in Ohio and Indiana. Larry Neville, of the station's special broadcast services division, is in charge of this year's plays which will be recorded and broadcast Saturday afternoons in order to give those present for the high school play a chance to hear the radio program they watched produced.

## WFMO To Boost Power

Jersey City, N. J.—WFMO has received a construction permit grant for effective radiated power of 1,000 watts from the FCC. Additional technical equipment is to be shipped this week and immediate construction, contemplated to be finished in about a month, will begin. Station is now operating with 360 watts.

## Jones Joins KMAC And KISS

San Antonio, Texas—O. W. "Bill" Jones, for seventeen years commercial manager of WQBC, Vicksburg, Miss., has joined the commercial department of KMAC and KISS.

## Fax Newspaper For Missouri U

St. Louis, Mo.—Laboratory equipment for use in transmitting a daily facsimile newspaper at the University of Missouri School of Journalism in Columbia, is being installed through arrangements with the St. Louis Star-Times Publishing Company, owners of KMOX and KXOK-FM in this city and KFRU in Columbia. The company has offered the equipment for a period of two years, with a provision that at the end of said time, the university may request an extension of the offer.

## Disc Jockey Does Article

Philadelphia, Pa.—Hal Moore, WCAU's disc jockey, recently authored an article which appeared in the "American Home" magazine or making party favors for children from hard candies. The magazine piece is entitled, "Stick 'Em Up!"

## Will Head WABB Dept.

Mobile—Starr Smith, feature writer and political reporter for the Mobile Press Register, has been appointed news director of the paper's new station WABB, which begins operation in the spring. Smith, a veteran radio newsman, came to the Press Register from WAPX, Montgomery, where he covered the Alabama Legislature. Before the war he was with KALB, Alexandria, La.

## Gets Candy Sponsor

Portland, Ore.—George Moorad, KGW's commentator on world affairs, is now sponsored on Mondays, Wednesdays and Fridays (5:15-5:30 p. m., PST.) by the O'Brien Candy Company, according to the Raymond R. Morgan Agency which handles the O'Brien advertising. "Looking At The World Today," with George Moorad, premiered on station KGW in October, 1946.

## Send Birthday Greetings To

February 20

Bruce Wendell Jane Colbert  
Judy Frost Curtis Roberts  
Burt McMurtre

February 21

Roy de Groot Eihel Beckwith  
Thomas L. Stix John Dunkel

February 22

Kenneth Roberts John McGovern  
Bess Johnson Phil Lord  
Robert Weede Grace Johnson

February 23

Thomas L. Thomas Jean Chalme's  
Dan Kerr

February 24

Bert Lytell Joe Laurie, Jr.  
Joe Sage Dara Johnson  
May Singhi Breen John Neff  
Robert A. Schmid

February 25

Jack McNally Ranny Weeks  
Ellis Andres

February 26

Davidson Taylor Larry Stevens  
Bill Manns Joseph J. Bender  
Gabby Gage





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 36

NEW YORK, TUESDAY, FEBRUARY 24, 1948

TEN CENTS

## CODE REVISIONS UP AT BOARD MEETING

### Durr Shows Lawyers Danger Of Lobbyists

Chicago—Radio differs from other mass media in "one important respect," Commissioner Clifford J. Durr of the FCC told the National Lawyers Guild meeting Saturday in Chicago. "Its responsibility to the American people is legal as well as moral. I think it is of vital importance that this uniqueness be preserved," said Durr.

In an address devoted mainly to a discussion of the effective manner (Continued on Page 5)

### Radio News Editors To Gather At U. Of M.

Seventy-five radio news editors and reporters will gather in Minneapolis on March 5 and 6 for the second Annual Radio News Short Course sponsored by the University of Minnesota in collaboration with NAB. Speakers will include Larry Lesueur, CBS correspondent to U.N., and Dr. Kenneth Baker, director of research for NAB, and Dr. Wilbur Schramm, of the University of Illinois.

Lesueur, who was a European correspondent for CBS during the war, (Continued on Page 2)

### Radio's Educational Role Stressed By Bryson

Atlantic City—A primary function of present-day education is "to build and strengthen attitudes of world citizenship in those who will be the adult citizens of tomorrow," Lyman Bryson, CBS counsellor on public affairs, declared in a speech before the National Association of Secondary School Principals here Saturday night. These attitudes should impart (Continued on Page 6)

### Milton Cross Now Classical Disc Jockey

Milton Cross, famed announcer-narrator of the Metropolitan Opera programs and Auditions of the Air over ABC, has been signed to become the nation's first classical disc jockey.

In a deal completed the past week-end with Brent Gunts of Entertainment Enterprises, Inc., Cross will be featured introducing a full hour program of classical records, programmed for five days a week.

Interviews with guest operatic artists, opera footnotes, and other musical commentaries will be featured in presenting the series of classical disc jockey programs.

### NAB Board Meets Today At Hot Springs To Complete Standards Of Practice; Three Day Session Planned

### Western Conference Set For March 20th

San Francisco — The first annual Western Radio Conference will be held here March 20-21 in the Marines Memorial Building.

The completion of plans for the conference has just been announced by James Day, KNBC public service director, who is acting chairman, and John Crabbe, radio director at College of the Pacific, conference program chairman.

The new Western Radio Conference (Continued on Page 8)

### South African Station Reports Heavy Adv. Sked

Radio Mozambique, only commercial station in South Africa, has sold its weekday evening time from 7:30-10 p. m. and there is little open time available on Sunday nights, according to Pan American Broadcasting (Continued on Page 5)

### WHN Sets 24 Hour Sked To Aid Heart Fund Drive

Plans to devote a full 24-hour period to the fund-raising campaign of the New York Heart Association were announced the past weekend by (Continued on Page 6)

### Sales, TV Committees Authorized By BMB

Two new committees—one for television and another for sales—were authorized by the BMB board of directors at its annual meeting in New York last Friday. Members for the two new groups will be appointed jointly by NAB, 4-As and ANA.

Purpose of the television committee is to consider particular prob- (Continued on Page 8)

### CBS Plans Documentary Covering Movie Industry

Plans for a documentary unit production on the motion picture industry were announced Friday by Robert Heller, head of the CBS Documentary department. The full hour presentation, planned for this sum- (Continued on Page 2)

### French Radio To Play Host To American Broadcasters

Representatives of the four major networks, NAB, and one independent broadcaster will fly to France on March 20th as the guests of the Radio Diffusion Francaise on an inspection tour of French broadcasting.

Those who have accepted the French broadcasting system's invitation are Robert Swezey, vice-president and general manager of MBS; William Brooks, vice-president in charge of public events of NTC; Wil-

liam Fineshriber, Jr., national program director of CBS; A. D. Willard, Jr., vice-president of NAB, and John S. Hayes, vice-president and general manager of WINX, Washington. An executive of ABC representing President Mark Woods will also go along.

The broadcasters will be transported to and from Paris by Air France. They are scheduled to depart on March 20 and return to the United States on March 29.

Members of the board of directors of NAB will gather at the Homestead, Hot Springs, Va., today for a three-day session at which the board will take up revisions in the new Standards of Practice and will endeavor to complete the Code for submission to the membership during the coming month; (Continued on Page 5)

### 4 Give Up FM-CP's; Other Activity At FCC

Washington Bureau, RADIO DAILY  
Washington—The FCC last Friday agreed to the cancellation of four more FM construction permits, including one where the permittee has decided to erect a tele station instead—WLOL, Minneapolis, Minn.

No reason for the cancellation was given by KYJC, Medford, Ore.; illness was the explanation of WPBN. (Continued on Page 5)

### ABC Has New Idea For Sunday 8-9 Slot

Trade circles are watching with keen interest the experiment scheduled by ABC next month when it launches a new program in the 8-9 p.m., EST. Sunday slot, hottest broadcasting hour in the entire week from standpoint of audience size, against other network opposition, particularly (Continued on Page 5)

### Red Cross Day

Monday, March 1, has been officially designated as "Red Cross Day" with the four major networks and the Advertising Council committed to carry the Red Cross drive message on all programs. Special transcriptions featuring Bob Hope, Jack Benny, Bing Crosby, Frank Sinatra and others will be heard on more than 1000 stations throughout the country on that day.

### FM Survey

Raleigh—Governor Cherry of North Carolina has appointed a State Education FM Radio committee to explore the advisability of the state entering the educational FM field. Named as chairman of the committee which will meet March 2 in the governor's office was Dr. Clyde Erwin, state superintendent of public instruction.



★ COMING AND GOING ★

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

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Andrew H. Oldor, Chief 6417 Dahlgren Rd.
Phone: Wisconsin 3271
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.

Philco Declares Dividend

The board of directors of Philco Corporation Thursday increased the regular quarterly dividend on the corporation's common stock to the 50 cents per share payable March 12th to stockholders of record March 1st. The regular quarterly dividend last year was 37 1/2 cents per share and, in addition, a year-end cash dividend of 50 cents per share and a 5 per cent stock dividend were paid in December.

At its meeting, the board also declared the regular quarterly dividend of 93 3/4 cents per share on the corporation's preferred stock, 3 3/4 per cent Series A, which is payable April 1st to holders of record March 15.

10 YEARS AGO TODAY

(From the files of Radio Daily)

Bill introduced in N. Y. State Legislature would make radio a public utility under supervision of Public Service Commission and subject to one per cent tax on receipts for unemployment relief purposes. . . . Radio campaign on behalf of Canned Salmon Week begun by JWT in Seattle. . . . George Field resigned from the ALP to become program director of WEVD. . . . Comedy team of Stoopnagle and Budd decided to go separate ways. . . . Net bands were going all out for "Just a Simple Melody" (Witmark & Son).

50,000 WATT AND NETWORK ANNOUNCER NOW EMPLOYED KEY MID-WEST STATION DESIRES CHANGE. EAST, CHICAGO OR COAST. THREE YEARS TOP DISC SHOWS. EXCELLENT REFERENCES. MARRIED, VETERAN. BOX 114, RADIO DAILY, 1501 BROADWAY, NEW YORK 18, N. Y.

CARL HAVERLIN, president of BMI, and ROBERT J. BURTON, vice-president in charge of publisher relations, have returned from a business trip to Los Angeles and points in between.

ALLAN SIMMONS, owner and manager of WADC, Columbia network outlet in Akron, was in town last week. He left Saturday for the home offices.

JOHN FULTON, general manager and sales director of WGST, Atlanta, Ga., a visitor Friday at the offices of CBS, with which the station is affiliated.

PAUL JONAS, director of sports at Mutual, is in Florida. On Sunday he supervised the broadcast of the Babe Ruth Day ceremonies during which the Babe spoke over the air—a rare occurrence.

IRVING MANSFIELD, radio executive, and JACQUELINE SUZANNE, his wife, are vacationing at the Lord Tarleton, Miami Beach, where they are putting heads together on the writing of a play for the Autumn.

JACK LACY, disk jockey at WINS, back from Vermont, where he entertained ex-GIs at a veterans hospital.

BERT LOWN, director of station relations for the Associated Program Service, is back in New York after having attended the FMA regional in Chicago.

HENRY CLAY, manager of KWKH, Shreveport, La., conferred Friday with officials of the Columbia network.

GENE HAMILTON, American network commentator and announcer, is in Boston for today's broadcast of the Boston Symphony.

Radio News Editors To Gather At U. Of M.

(Continued from Page 1)

will speak at the annual dinner on "The Job of a National Radio Correspondent." Dr. Baker will talk on "Radio Research as the NAB Sees It" and Dr. Schramm on "The Radio News Audience."

Discussions of radio's coverage of news of agriculture, weather and special events will be led by Chris Mack of WMAX, Yankton, S. D.; Charles Hilton of KGLO, Mason City, Iowa, and Jack Swenson of WDAY, Fargo, N. D. Soren Munkhof of WOW, Omaha, will lead a session on local news coverage, and Paul Ziemer of WKBH, LaCrosse, Wis., one on problems of radio's access to the news. Sig Mickelson of WCCO, Minneapolis, and Ray Thompson of KROC, Rochester, Minn., will offer views of "Differing News Policies for Differing Communities."

CBS Plans Documentary Covering Movie Industry

(Continued from Page 1)

mer will show the social and creative side of the making of a motion picture.

Peter Lyon has been assigned to do the script with "The Best Years of Our Lives" as the subject used for the documentary broadcast.

Johnson Promoted By NBC

Arnold Johnson has been promoted from assistant manager to manager of the NBC Central Division network sales service department, replacing Edward Stockmar, who was recently appointed an account executive.

ROBERT A. SCHMID, vice-president of the Mutual network in charge of station relations, leaving for Miami, where for the next three weeks he'll combine business with the pleasure of a Winter vacation.

PAUL MOWREY, director of television for the American network, yesterday went out to Phoenixville, Pa., where he addressed the Rotary Club of the town. His talk was telecast over WFIL-TV, Philadelphia.

DWIGHT WEIST, emcee on Gulf Oil's "We the People," has returned intact from a week of skiing at Lake Placid.

LEON LEVINE, director of CBS discussion broadcasts, went down to Atlantic City late last week to attend the 32nd convention of the National Association of Secondary School Principals.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia affiliate of the Mutual network, spent Friday in New York on business.

WILBUR EDWARDS, of the Chicago office of CBS Radio Sales, has returned to the Windy City following conferences with Carl Burkland, general sales manager of Radio Sales in New York, and J. L. Van Volkenburg, director of station administration.

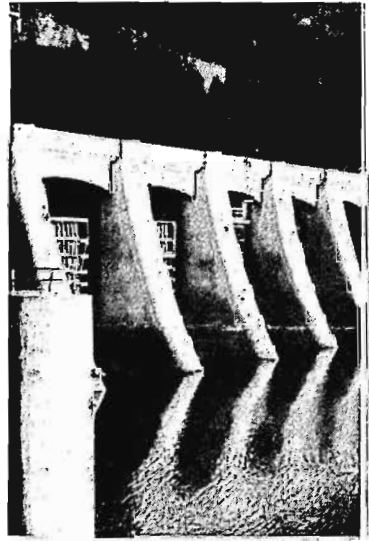
DWIGHT COOKE, chairman of "People's Platform" heard on CBS, spent Sunday in Atlanta, where the program of that day originated.

ROLAND J. YOUNG, field supervisor for the CBS construction department, back to New York from Los Angeles, where he had spent the past six months directing the building of the new FM transmitter and antenna atop Mt. Wilson.

Jordan Gets New Post With Texas State Network

Appointment of Charles B. Jordan, formerly managing director of WRR, Dallas, as vice-president and assistant general manager of the Texas State Network, effective March 1, has been announced at TSN headquarters in Fort Worth.

Jordan, with WRR for 20 years, is well known throughout the Southwest as Humble Oil & Refining Company sportscaster for their sponsorship of Southwest Conference Football games each fall, and will continue in this capacity in addition to his TSN duties, it was announced.



Still Waters Run Deep

Don't let that pond-like stillness fool you. Those quiet waters are not a sign of inactivity at the famous Bonneville Dam out in Oregon. Actually, it delights engineers. It means that virtually every drop of water behind the dam is being diverted through the generators to meet stepped-up power demands. It means maximum use of the falling Columbia River.

No, noise and thrashing around don't always mean something constructive or useful is being accomplished. Take radio in Baltimore. The station that does the job on sales in this 6th largest city does it quietly, easily and without much hullabaloo.

It's the successful independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Smart time buyers know this. They must. So many of them put W-I-T-H at the top of the list on so many accounts.



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headly-Rood

WEVD 5000 WATTS 1330 K.C. 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



*In Detroit... it's*  
**WWJ - The Detroit News**

**TOPS** in TALENT . . . with Detroit's best-known, best-liked personalities, combined with the world's finest through WWJ's 20-year-old NBC affiliation.

**FIRST** in PUBLIC SERVICE features for more than 27 years . . . tirelessly working in the public interest, constantly retaining community confidence.

**FOREMOST** in PIONEERING and PROMOTIONAL policies that have kept WWJ on top all through the years, and trail-blazed the way for both FM and Television "firsts" as well.

WWJ's leadership in PUBLIC ACCEPTANCE is evidenced by the results continually obtained for its advertisers . . . adding prestige to their products, force to their sales messages, and increasing sales through lowered sales resistance.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS  
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

**WWJ**  
AM-FM

Basic NBC Affiliate

AM 930 KILOCYCLES 1000 WATTS  
FM CHANNEL 248 97.1 MEGACYCLES

Associate Television Station WWJ-TV

## SOUTHWEST

WFAA, Dallas, was awarded a gold plaque for its children's program "Daddy Ringtail" stories, which is heard Monday through Fridays for a quarter hour. Award was made by the Dallas Advertising League. An Award of Merit was also given to the Burrus Mills production heard over the Texas Quality Network, "The Light Crust Doughboys."

O. W. "Bill" Jones for 17 years commercial manager for WQBC, Vicksburg, Miss., has joined the commercial staff of KMAC and KISS (FM), San Antonio.

KVOO, Uvalde, has made arrangements to broadcast the Texas Golden Girls' Basketball Championship finals to be played at the Woodlawn Gym in San Antonio. All games in the series will be broadcast.

Each Thursday the Southern Methodist University Symphonic Band will present a half hour program over WFAA and WFAA-FM, Dallas. The 65-piece orchestra will be directed by A. Clyde Roller, assisted by Zeno King.

Howard W. Davis, owner and general manager of KMAC and KISS (FM), San Antonio, was elected radio chairman for the Freedom Train visit to San Antonio. KMAC, KITE and KONO all pooled resources for an on-the-spot broadcast the day of the visit.

Two ABC network programs have been originated through WBAP, Fort Worth, here in recent weeks. The first was the regular Sunday commentary of Samuel B. Pettingill. This broadcast was set up by the WBAP promotion-publicity department with news releases, spot announcements and newspaper ads featuring a charcoal portrait of Pettingill by James Beird, staff artist. The original was presented to the commentator. ABC's "American Farmer" originated from the Southwestern Exposition and Fat Stock Show with WBAP's Farm Editor Layne Beaty giving a microphone tour of the exposition.

Rita Vidaurri, singing star of XEW, Mexico City, is enjoying a several months' stay with her parents in San Antonio.

New quarter hour program titled "Haggardville Folks" has made its appearance on KABC, San Antonio, and will be heard each Saturday morning at 8:30 a.m. for Grandma's Cookies. Broadcasts originate in a mythical store operated by Dad D. Dandy who has a powerful one water, broadcasting on six-hundred-eighty and two tenths (680 is KABC dial setting). Besides the prop there is Lester J. Lester, a typical "drummer"; Albert, the delivery boy; Doc Dilley, Bess McGee and others.



## California Commentary. . . !

● ● ● Jack Benny is in the midst of his 16th consecutive year on NBC, a record that may never be topped since he has a straight three-year contract with his sponsor. To please the Benny fans he continues his same gang, Mary Livingstone, Phil Harris, Rochester, Dennis Day and Don Wilson. The four Benny writers are on their fifth year with the comedian.

## Hollywood

. . . Eldon Smith, of Young & Rubicam's New York merchandising department, has checked in at the Hollywood office for several weeks work on Borden Cheese and American Home Products. . . . Ed "Archie" Gardner planned to San Francisco immediately after his Feb. 18th "Duffy's Tavern" program to attend and referee some of the games in the tennis matches between Jack Kramer and Bobby Riggs at San Francisco, Stockton and Oakland. . . . Bob Hope has returned from an Eastern trip during which he spearheaded the start of the annual Red Cross campaign, headed up a show for the Radio Correspondents' dinner and visited President Truman at the White House. His Feb. 17th show emanated from Woodland Hills, Calif., as a benefit for the Community Center.



● ● ● Beginning March 15, the Broadway Department Store, Los Angeles, will sponsor Chet Huntley's "Ten O'Clock Wire," nightly newscast on KNX. KNX's deal with Loew's, Inc., on "Ten O'Clock Wire" expires March 12. The new contract was placed by McCann-Erickson, Los Angeles. . . . Patients at the U. S. Leprosarium literally laid out a long carpet for Edgar Bergen and Charlie McCarthy. In addition to Bergen and Charlie, Pat Patrick (Ursel Twing) also entertained for the lepers at Carville, La., and Frances Bergen provided decorative effect. . . . Henry Blair, radio child actor, has been chosen as a member of the Red Cross speakers' bureau for the 1948 campaign and will address junior high school student bodies. . . . Art Linkletter's appearance on the all-star benefit "Basketball's Carnival of Laughs" at the Los Angeles Shrine auditorium was not all on the humorous side. He captained the cage team at San Diego State college and still keeps in shape at the Y.M.C.A., specializing in handball.



● ● ● Evelyn Harclerod, secretary to Ed "Archie" Gardner, is recuperating from injuries inflicted by a disgruntled seeker of a part on "Duffy's Tavern." The assailant took it out on her with his fists in the "Tavern" offices on Sunset Strip when told show was doing no more casting. Incidentally, Ed has cut two special transcriptions for two NBC 50,000 watters currently moving into brand new buildings—KOMO, Seattle, and WHAM, Rochester. . . . Tex Ritter tells about two actors who met on Hollywood Boulevard. "You're looking good," said one. "But, tell me, how's my ex-wife?" "Fine," said the other, "and how's mine?" . . . Roc Hillman, a member of Kay Kyser's orchestra, has written a song entitled, "The New Look," which will be introduced on the air by Kyser in the near future. The tune was recorded by Freddy Martin for RCA-Victor just prior to the recording ban.



● ● ● ● Gene Autry has returned from a six-week personal appearance tour of the South during which he played before 343,531 persons. . . . Dave Garroway, a leading Chicago disc jockey, planned in for his spot in "I Surrender Dear," now shooting at the Columbia film studios. The picture features three leading platter spinners, with footage on Jack Elgen already made in New York, and the Hollywood representative, Peter Potter, having already completed his stint. . . . Robert Libbott and Frank Burt, radio writing team who have collaborated on "House Of Mystery," "Suspense," "The Whistler" and "Hollywood Theatre," have been signed by Columbia to develop their own original, "Law Of The Barbary Coast."

## CHICAGO

By NAT GREEN

MOULTON KELSEY, well-known free lance commentator, has been made news editor of station WIND.

"Coffee Caravan," sponsored by National Tea Co., is now being heard on WIND, with Dick Larkin as featured vocalist, Don Davis at the piano, and Arsene Siegel at the organ. Gimmick of the show is "Betty Natco" (Eleanor Engle), who appears at National Tea store at certain times and anyone recognizing her is presented with a flat iron.

Recent visitors to the Mutual office were Grover C. Cobb of KIMV-FM Hutchinson, Kan.; Richard Fairbanks, president of WIBC, Indianapolis, and T. Hall Collinson, owner of KTOH Topeka.

WBBM farm director Harry Campbell will make a tape-recorded interview with the winner of the national cherry pie-baking contest at the Morrison Hotel Friday, and it will be broadcast Saturday on the "Country Hour."

Harry Butcher, owner of KIST Santa Barbara, Calif., was a recent NBC visitor.

Chicago Tribune has renewed sponsorship of the Chicago Philharmonic Orchestra for another 52 weeks, and Stewart-Warner has renewed its contract with WGNB for 13 weeks for the new program "Spencer Allen Reviews the News."

## Station Breaks And Spots Listed As WMAQ Sales

Sale of 428 station breaks and 18 one-minute announcements of WMAQ the past week was announced in Chicago last week by Oliver Morton, manager of the NBC Central Division national spot sales department.

The largest renewal order came from Colgate-Palmolive-Peet company (Vel) through the William Esty company for seven station breaks per week for 52 weeks starting Feb. 23. The Cleveland Cleaner & Paste Company (Walvet) through Bayless-Kerr placed an order for a six-week schedule of two station breaks starting March 16.

## News Roundtable Planned For Oklahoma Conference

Jack Shelley, manager of the news department of WHO, Des Moines, and Lester Penn, of the Daily Oklahoman, will be the principal speakers at the Friday, Feb. 27, session of the University of Oklahoma radio conference at Norman. They will speak at the session captioned, "A New Look At Broadcast News."

The session will be presided over by Bob Eastman, program director for KOMA, Oklahoma City. Bruce Barrington, news director of KXOK, St. Louis, is also scheduled as a speaker.

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*Lord Taalton*  
MIAMI BEACH  
OCEAN FRONT • 40th to 41st Sts.  
Reservations Invited • Walter Jacobs

## Give Up FM-CP's; Other Activity At FCC

(Continued from Page 1)  
 hostie, N. C., and delay and uncertainty about its AM application as the reason given by WBIL, New Bedford, Mass.

The Commission also announced Friday that it will no longer be able to supply the public with copies of antenna patterns and related documents filed with applications. It was explained that the volume of requests for such material is so great— from lawyers and engineers mainly—that such requests will hereafter be handled commercially.

The Commission has contracted with the Charles S. Goetz Company of 1030-32 20th St., N.W., Washington, to supply copies "at reasonable cost." The company will prepare master copies of all directional patterns within 24 hours after they are filed at the FCC.

Former Georgia Governor Ed Rivers, licensee of WGOV, Valdosta, Ga., on Friday asked the FCC to let him enter the oral argument to be held in the Port Huron case. Earlier last week NAB had petition for open hearings on the matter, involving licensee responsibility for libelous matter, and although no date has yet been determined it is believed certain the matter will be heard by the Commission.

Rivers said he has had difficulties similar to those of WHLS, the Port Huron, Mich., station whose case brought on the controversial decision last month. His renewal is endangered by the Commission's position in WHLS' case, Rivers said.

## Fibber And Molly Renewed

Fibber McGee and Molly have been signed for their 14th consecutive season under the sponsorship of S. C. Johnson & Son, Inc. Renewal of the program (NBC, Tuesdays, 9:30 p.m., EST), effective March 30, was reported Friday by Paul McCluer, manager of the NBC Central Division network sales department.

## NAB's Board Meeting Today Will Consider Code Revision

(Continued from Page 1)  
 the Code as originally adopted at the Atlantic City convention last September underwent some suggested revisions at the November board meeting and later was given continued study pending the current meeting. If the Code reaches its final form at the current session it will be submitted to the NAB membership in March for that body's consideration.

Results of the referendum of the NAB membership on the new Code will be the subject of a debate at the afternoon session of the NAB convention in Los Angeles on May 17 and it may come on for final approval at the May 19 board meeting.

Most important section of the Code that came up for revision at the November board meeting and which may undergo further change at the current meeting is the section which deals with "Time Limitations on Commercials." This section, which was subject to criticism of representatives of independent stations at Atlantic City, limited to three minutes the maximum commercial time in any fifteen minute segment of broadcast time.

The board took action at the November meeting to amend this section giving more latitude to the use of commercials on such full hour

shows as shopping guides, market information, disc jockeys and musical clock programs. Station breaks were excluded from commercial time charged against a station's programming.

Members of the NAB board who will gather at Hot Springs today are: Harold E. Fellows, WEEI, Boston; Michael R. Hanna, WHCU, Ithaca, N. Y.; George D. Coleman, WGBI, Scranton, Pa.; Campbell Arnoux, WTAR, Norfolk, Va.; Henry P. Johnson, WSGN, Birmingham, Ala.; Wiley P. Harris, WJDX, Jackson, Miss.; Gilmore N. Nunn, WLAP, Lexington, Ky.; C. Bruce McConnell, WISH, Indianapolis; Charles C. Caley, WMBD, Peoria; John J. Gillin, Jr., WOB, Omaha; John F. Meagher, KYSM, Mankato, Minn.; William B. Way, KVOO, Tulsa, Okla.; Clyde W. Rembert, KRLD, Dallas, Tex.; Hugh B. Terry, Denver; William B. Smullin, KIEM, Eureka, Calif.; William B. Ryan, KFI, Los Angeles and Harry R. Spence, KXRO, Aberdeen. Directors at large also expected to attend are Howard Lane, WJJD, Chicago; Paul Morency, WTIC, Hartford, Conn.; T.A.M. Craven, WOL, Washington; G. Richard Shafto, WIS, Columbia, S. C.; Willard D. Egoft, WBBC-FM, Bethesda, Md., and John Shepard, 3rd, WGTR-FM, Boston.

## ABC Has New Idea For Sunday 8-9 Slot

(Continued from Page 1)  
 the Charlie McCarthy-Fred Allen shows on NBC. Title of the newcomer is "Stop the Music," a Louis G. Cowan package involving liberal prizes for listeners who can identify tunes when they're called by telephone.

ABC's not necessarily planning on pulling established audiences away from other webs or stations but it's dug deep into research figures and finds there are plenty of listeners shopping the dial at 8-9 p.m. on Sunday and many others who aren't even tuned in. These are the ones ABC banks on influencing the most.

Sponsor-wise, ABC has sliced the show into four pieces and it can accommodate anywhere from one to four advertisers, each taking 15-minute segments if the maximum number come in. Web sales department plays heavily upon the fact that the cost of the show is low compared with the average top network programs. One quarter-hour segment will cost the advertiser \$483,000 a year, including cost of time, talent and prizes.

According to the format, at least eight telephone calls will be made during the hour and anyone who identifies a tune gets an initial prize of a radio-phonograph console or something with similar value. Each winner also has a chance to guess the title of the "Mystery Tune" which will pay off three major prizes.

Emcee has not yet been set, but

## South African Station Reports Heavy Adv. Sked

(Continued from Page 1)  
 Co., the station's representative. Among advertisers recently buying time on the outlet are Reader's Digest, Dallas Book Club, Ingram's Shaving Cream, Sheaffer Pens, Don Juan, Palmolive Shave Cream, Lux Toilet Soap and Pepsodent.

Weekday audience of Radio Mozambique exceeds 120,000 radio homes, according to a survey conducted by South African Marketing (Pty.) Ltd. of Johannesburg in September, 1947. Sunday audience is over 200,000 radio homes. There are 440,000 licensed radio homes in South Africa and an estimated 200,000 unregistered receivers.

## Brotherhood Week Program

Special Brotherhood Week program was aired by WNBC Feb. 23, 6:20-6:45 p.m., featuring the New York Inter-Racial Singers comprised of representatives of 16 nations. Clifford Kemp conducted. Program included talk by Col. John J. Bennett, deputy mayor of New York.

Mark Goodson is directing and Harry Salter is musical director. ABC will give the show a tryout over WXXY, Albany, N. Y., early next month where it has a listener panel of 500 radio families. "Stop the Music" is scheduled to go on the network either March 14 or 21. At this time the "Detroit Symphony" will be moved up to 7 p.m., EST. until it completes its 13-week cycle.

## Durr Shows Lawyers Danger Of Lobbyists

(Continued from Page 1)  
 in which lobbyists insinuate themselves into positions where to members of the executive and the legislative branches they begin to become indistinguishable from the public, whose interest the Government servants try to protect, Durr warned that "the soundest idea uttered on a street corner or even in a public auditorium cannot hold its own against the most frivolous or vicious idea whispered into the microphone of a national network," and he added:

"It is only to be expected that the developments in the instrumentalities of mass communications should be accompanied by developments in the techniques of using them. Already the manipulation of the symbols of our loyalties and fears to bring about pre-determined mental and emotional attitudes has become a business. The services of experts in the art can be had for a consideration."

## "Met" Double Bill For ABC

Opera's perennial double bill, "Cavalleria Rusticana" and "Pagliacci" will be broadcast on ABC Saturday direct from the Metropolitan Opera House, starting at 2 p.m., EST.

**RADIO'S THRILLING HALF-HOUR  
TRANSCRIBED DETECTIVE SHOW**

# "BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

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## WTA-9 SHEET

Our News Editor is  
 Michael Griffin... former  
 INS New York Staff and  
 TIME Washington Bu-  
 reau Writer.



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## AGENCIES

**HAROLD W. STECK** has joined McCann-Erickson as director of radio copy. He formerly was a freelance radio script writer.

**YOUNG & RUBICAM, Inc.**, has added to its copy department Stella Crowell Mark, Lucy Jane Ford and John J. Lentz.

**JERE PATTERSON**, formerly foreign sales director of the Parker Pen Company, has joined Foote, Cone & Belding as assistant to the head of the International Division. His headquarters will be in New York City. Before going with the Parker company, Patterson had served with the Office of Strategic Services in Washington and London.

**WILLIAM T. ERICKSON** has joined Barney Lavin, Inc., advertising agency of Fargo, N. D., as an account executive. Erickson previously was connected with the Galloway Company, farm equipment manufacturers, at Waterloo, Iowa. For the past year he has been advertising manager of a chain of department stores in Idaho and Oregon.

**OVERSEAS DIVISION** with W. L. Lingle, Jr., as manager, has been created by the Procter & Gamble Company. Harold H. Staff has been appointed director of marketing and Morton P. Woodward named director of manufacture in the new division. The new Overseas Division will be responsible for all phases of the operations of the company's foreign subsidiaries and the marketing operations outside of the United States, except for the operations of the Procter & Gamble Trading Company, and the Hawaiian and Alaskan operations of the Procter & Gamble Distributing Company.

## WHN Sets 24 Hour Sked To Aid Heart Fund Drive

(Continued from Page 1)

WHN, New York indie station. Milton Berle will spearhead the entire operation beginning at 1:30 p.m., tomorrow and continuing until 1:30 p.m., on Thursday, Feb. 26.

Berle will be heard on virtually every program carried by the station. He will answer telephone calls to take contributions and pledges and will appear at Madison Square Garden to appeal for funds during the WHN broadcast of a hockey game from that point. From 2:00 to 6:00 a.m., he will perform as WHN's all-night disc jockey and play host to a long list of New York celebrities during that record session. The station, which normally operates 20 hours a day, will broadcast uninterruptedly through Wednesday night for this occasion.

All monies and pledges received by Berle will be turned over to the New York Heart Association to help it meet its 1948 goal of \$500,000.

## ★ THE WEEK IN RADIO ★

### California Leads FCC List

By VAL ADAMS

**CALIFORNIA** leads all other states in AM, FM and TV permits with total of 228, FCC revealed. Authorizations include 129 AM, 87 FM and 12 TV. Texas ranks second with total grants of 223. Pennsylvania is in third place and New York fourth. Montana and Vermont have no FM grants, but Puerto Rico has three.

FMA regional conference in Chicago heard Bill Bailey propose intensive membership campaign. Bailey also urged that duplication of network shows be given fair trial by FMers before association takes definite action in any direction. . . . Everett L. Dillard, FMA president, said "99 per cent of the economic problems confronting the FM broadcaster will be solved when sufficient FM sets are available."

Pet Milk Co. bought "Smiths of Hollywood," half-hour transcribed show, for 24 markets in southwest. . . . Packaged music shows of Frederic W. Ziv Co. upped sales 36 per cent in first six weeks of '48 over same period last year. John L. Sinn revealed sales began soaring when AFM ban on ETs went into effect. . . . Masonic Fraternity buying another half-hour on MBS New York State hookup for its second show.

Radio playing big part in aiding recuperation of hospitalized veterans, says VA. Over 100 of VA's 126 hospitals have bedside networks. . . . March 1 to be observed as "Red Cross Radio Day." Over 1,000 stations already volunteered to air transcribed shows during March in behalf of Red Cross campaign. . . . "Voice of America" adding eight more languages. House Appropriation Committee expected to okay \$30 million dollars for USIS in fiscal year 1949, over two and one-half times the current budget.

Networks launch daylight saving time plans April 25. ABC's plan of keeping all programs in same time slots the year around—by delayed broadcast lines—being copied this year by Mutual and probably CBS and NBC. Many affiliates, whose areas don't switch to daylight saving time, complain that without network consideration their local commercial commitments go out the window.

Louisiana and Mississippi broadcasters holding joint meeting in New Orleans Feb. 27-28. . . . City College of New York's radio and business conference set for April 14. Opening event is annual awards luncheon. . . . Nielsen report for period Jan. 4-10 showed listening up three per cent over year ago. Listening was 4.9 hours per day per home. Latest Hooper showed daytime sets-in-use up 1.5 over same period last year.

RMA completed plans for test saturation campaign in Hartford, Conn. Theme is "A Radio in Every Room—A Radio for Everyone" with retailers, stations and department stores co-operating. . . . ABC co-op sponsors hit new high of 753. Web has 14 co-op shows. Automobile and auto supply dealers top sponsor list, a switch

from last year when department and clothing stores were in first place.

Music Corporation of America planning to enter video talent field on large scale. Firm has suffered because of dwindling returns from band booking business, both in radio and one night stands. . . . Major advertisers expected to intensify demands on network promotion departments. Biggest complaint from sponsors centers on alleged indifference by station affiliates in executing network inspired promotion for their shows.

AT&T will collect toll charges after May 1 for its coaxial cable. Television companies have been getting it gratis on experimental basis. . . . FCC refused to grant NAB request for delay of Mayflower hearings. Over 50 witnesses scheduled to appear on March 1. . . . NAB asked public hearing on FCC's "proposed" Port Huron ruling. FCC is proposing that stations may not delete libelous and slanderous remarks from political broadcasts.

Tokyo Correspondents Club sent letter to Gen. MacArthur charging Army authorities with suppression of news "under guise of military security." Complaint given wide circulation by Bill Costello in his newscasts from Tokyo over CBS. . . . Superior Court Judge Frank Murray in Boston denied injunction sought by a boxer to prevent broadcast of a 10-round bout over WFLW.

Four-A board of directors concerned over many broadcasters who don't grant two per cent discounts for prompt payment. Association said 136 stations grant two per cent discount and another 19 permit a variant. . . . Broadcasters Guild, Inc., sparked by Don Davis of WHB, Kansas City, announced first co-op transcribed show.

## CBS Sets Course For Web Researchers

A 16-session orientation course for its more than 70 workers is being given by the CBS research division, for the purpose of acquainting personnel with the operations of various interdepartmental units, it was announced Friday.

Orientation course is under the general supervision of Gerhart Wiebe, CBS research psychologist. Elmo C. Wilson, CBS director of research, conducted the opening session and Oscar Katz, associate director of research, will be the instructor for the final of the 16-session course.

Classes are scheduled on graphics, machine tabulating, coverage, Hooper and Nielsen ratings, radio diaries, program statistics and analysis, and developmental research.

Each session will be repeated five times with an average of 15 to 17 research employees attending each class. Classes will consist of discussions, participation and demonstration, with straight lecture format being held to a minimum.

## NEW STATIONS

### New Texas Outlet

Wichita Falls—The Texaoma Broadcasting Co. at Wichita Falls, has been granted license to operate a new standard broadcast station on 12 kilocycles with a power of 1000 watt full time. Walter D. Cline is president with 15 per cent interest. Houston Harte is vice-president with 40 per cent interest. He has interest in KGK, San Angelo; KBST, Big Spring; KPLT, Paris; KRIS, Corpus Christi; M. Bernard Hanks is secretary-treasurer with 40 per cent interest, and is also stockholder in KPLT, KRI, KRBC, Abilene, and KBST and Boyd Kelley has 5 per cent interest. He is manager of KPLT.

### New York Station Adds FM

Rochester, N. Y.—WRNY celebrated its first anniversary here last week by inaugurating its new FM affiliate. Duplicating programs of the AM outlet, WRNY-FM is heard at 97.9 mc with 7900 watts effective radiated power. Stations are owned and operated by Monroe Broadcasting Co., 11 East Ave. Officers are George Kelly, president; Thomas N. Nagel, vice-president; John L. Wehle, secretary, and Robert G. Wehle, treasurer.

### Texas Daytimer Opens

Sherman, Tex.—Covering the communities of Sherman and Denison KTAN has gone on the air at 1500 kc. with 250 watts, daytime. Denist Broadcasting Corp. is licensee. Station is operated by E. S. Scarborough and Joel Carroll. Otis McKenzie manager; Bill Jaco, production chief; Stafford Davis, chief engineer; Bill Collins, announcer, and Paul Phillip in charge of maintenance.

### Coast Outlet Planned

Ventura, Calif.—Owned and operated by the Coast Ventura Co., KVE is slated to begin operations early in April at 1450 kc. President of the firm is Dr. Charles Stuart, local dentist, while attorney Edward Henderson is vice-president. Mort Werne Southern California producer, was named secretary and general manager of the station.

## Radio's Educational Role Stressed By Bryson

(Continued from Page 1)

friendliness "toward all strangeness . . . without emotional coloring," he said, and thus will be "much more likely to withstand incitements to hatred and to warlike violence."

Urging that the younger generation be given also the skills necessary to assume leadership, Bryson said: "We have reached the point in American education at which we may well ask ourselves if we have not been substituting stimulation for education and running the danger of turning out successive generations of young people with high aims and no weapons."

# TELEVISION DAILY

daily section of RADIO DAILY — Tuesday, Feb. 24, 1948 — TELEVISION DAILY is fully protected by register and copyright.

## THREE H. F. BANDS FOR TELE ASSIGNED BY FCC

### TELE TOPICS

By JIM OWENS  
Associate Editor

ASSOCIATED PRESS has "temporarily" shelved its television newsreel—probably until the medium spreads its wings further. It's understood the wire service couldn't drum up enough biz among newspaper-owned outlets. . . . Broadcast Measurement Bureau, not unaware of video's shape in the next year or so, has authorized formation of a tele committee. Group will be in the medium with an eye to including it in the '49 measurement. . . . Charlotte Stern assigned as ad and sales promotion chief at Mont. Wade Thompson, former NEA staffer, fills the spot starting this week.

VTMJ-TV, on the air only 11 weeks, counts 1,300 sets in the Milwaukee area. Station aired its first live drama segment, "A Tale of Two Cities," last Saturday. . . . C's Nick Kersta and Ren Kraft headed for the Midwest over the week-end to tangle with agency execs. re web video. . . . Ed Sullivan, Milton Berle and a host of other celebs will do a full-hour benefit for the NY Heart Association on WABD this week, if station can clear time.

TROMBERG-CARLSON finally won a long legal battle to re-zone Pinnacle Hill, near Rochester (N. Y.) for commercial use. Company will build a 325-ft. TV transmitter on it. . . . WCBS-TV, lining up a savvy staff for its large-scale studio debut at Spring, has appointed Hal Meier to ad nite operations. . . . C. E. Hooper seized first subscription to his tele audience measurement was bought by Linnea Nelson, Walter Thompson's time buyer. First copy of Hooper's report—"City Teleratings"—will be ready the beginning of next month. . . . Industry exec is running a temperature on one of those plastic lens manufacturers. Seems the d---d thing sprung a leak and leaked mineral oil all over his Kulistan.

### Weather Or Not

United States Weather Bureau, in cooperation with WTTG and WNBW, Du Mont and NBC Capital stations, launches a regular nightly weather program tonight to appear on both stations, Monday through Friday. Each night, from 6:05 to 6:15 on WTTG, and from 7:30 to 7:35 on WNBW. Bureau chiefs will give the official forecast for major sectors of the U. S., using weather maps and charts. Program is the result of a recent guest-shot on the NBC station by F. W. Relchelder, chief of the Weather Bureau, and the heavy mail pull from the Washington video audience regarding details.

## Marked For Pickups, Intercity, Studio-Transmitter; No Theater

Washington Bureau, RADIO DAILY

Washington—The FCC has announced the temporary assignment of three high-frequency bands for television pickups, studio-transmitter links and intercity video relay, at the same time refusing again to recognize a specific need for bands for theater tele. The Commission turned down the application of Raytheon for use of the 3700-3750 mc or the 6500-6550 mc band for FM studio-transmitter links, holding such an allocation to be "neither desirable nor necessary since frequencies of this order are required for wide-band systems and since a specific and adequate allocation for FM-ST links was made final in band 920-952 mc July 12, 1946."

As for theater tele, the FCC said its requirements "are still not sufficiently clear to indicate the need for a specific allocation for its exclusive use at this time. The Commission is of the opinion, from information now available to it, that a large part, if not all, of the functions required by theater television should be handled by stations authorized to operate on frequencies allocated to the use of communications common carriers."

Recounting arguments by television interests for an allocation of frequency for private inter-city relay, the Commission pointed out that "means of obtaining network programming in cities other than those now served by the common carriers' coaxial cable or microwave transmitter systems are wanted, or will be wanted, by television broadcasters before the estimated completion date of the common carriers' facilities. Therefore, although the Commission is still of the opinion that frequency economy requires that inter-city television relaying be handled by com-

munications common carriers, it is recognized that the latter are not yet ready to afford the services required and that adequate facilities will not be ready for some appreciable interval of time. Accordingly, provision for inter-city television relaying on a coordinated basis, by television broadcast licensees is being made within the bands allocated for other television auxiliary uses.

Thus, as of April 2, the bands 1190-2110 mc., 6875-7125 mc. and 12,700-13,000 mc. will be allocated "primarily for television pickup and television STL purposes and secondarily for inter-city television relaying purposes on a basis of non-interference to the primary service. Since this does not represent an increase in spectrum space available for auxiliary television uses, the amount of inter-city television relaying that may be accomplished depends largely upon the ingenuity and co-operation of the television industry in making the most effective use of frequency space available."

## The Week in Television

### CBS To Build Huge Studio Plant

CBS announced plans for construction of two huge studios in the Grand Central Terminal Building in mid-town New York. Project, which will be the nucleus of the CBS video web, will cost several hundred thousand dollars, will be completed by late summer. . . . Dr. Allen B. DuMont, industry pioneer, told American Television Society that video had solved all its technical problems, was now ready for a full and complete service to the public. Within five years, he said, tele will be among top 10 U. S. industries. . . . AT&T, in its year-end report, disclosed that its co-ax cable now extends 6,000 miles throughout various sections of the U. S.

Theater television progress in England spurred suddenly ahead. J. Arthur Rank, top British film magnate, announced plans for theater TV in six movie houses in the U. K. . . . WOR's Gene Thomas addressed the Montreal Ad Club, predicted tele would be strong sales medium and will aid to unite peoples in all nations. . . . 12 new applications to the FCC for TV stations, including Zenith Radio Corp. for Chicago. . . . Mutual net, with several affiliates already in tele, mapping plans for establishment of its own video web.

## Pre-Hear'g Confab Set On Para. TV Interests

Washington Bureau, RADIO DAILY

Washington—A pre-hearing conference will be held here tomorrow morning on the approaching Paramount television hearings before the FCC. The hearings, which get under way next Monday, according to current schedule, will deal with Paramount Pictures' interests in the DuMont tele operations and applications from companies affiliated with Paramount in Boston, Cincinnati, Cleveland, Dallas, Detroit and San Francisco for commercial video channels.

The Commission also announced Friday that it has adopted orders denying the petitions of three of the Paramount affiliates—United Detroit Theaters, New England Theaters and Television Productions, Inc.—that outstanding tele grants in Detroit, Boston and San Francisco, where the grantees have been slow in completing their construction, be suspended and the applicants be forced to "take their chances" in consolidated hearings with later applicants.

## Italian Operatic Films Available For Television

Series of Italian-produced "featu-ettes," based on world-famous operas, will be offered to television by MCA. It was learned over the week-end. Television rights are controlled by Amusement Enterprises, Inc., which obtained them from the producer. Seven of the films, with 30-minute running time, are ready for showing to prospective sponsors and 12 more are being edited. Others are in the preparatory stage.

Filming, it is said, has been largely in close-ups. Casts are drawn from the La Scala in Milan and from the Rome Opera.

### The Question. . .

Washington—Robert L. Friend, "mentalist" who conducts a unique TV show on WMAL-TV Tuesday nights, will confound the editors of the paper which own the station. The Evening Star, Friend placed his headline prediction for today's (Tues.) issue of the Star dated February 24th in a sealed box. On his last WMAL-TV show the 17th. Display is in Washington's Statler Hotel lobby. Reporters from the Evening Star will be on hand for the "grand opening" tonight to see if Friend has called the turn on the Star headline.

## Sales, TV Committees Authorized By BMB

(Continued from Page 1)  
lems of video in anticipation of BMB's measurement of the visual medium audience in Study No. 2 in 1949. The sales committee, when its members are appointed, will advise on problems with respect to increasing BMB's subscriber list.

BMB currently has 596 subscribers, the board announced, and its finances are sufficient to carry out the bureau's 15-point program. Another authorization which the board made was for the employment of Statistical Tabulating Co. to handle BMB's tabulating activities. Firm is headquartered in Chicago but is opening a New York branch. It will handle interim measurements this year and the national survey in 1949.

BMB's audience measurement service will become available in any U. S. territory, under certain conditions, it was revealed after the meeting. Requirements are that a majority of the stations in the territory subscribe to BMB and that all out-of-pocket costs are recovered.

In order to determine radio ownership for the new edition of Radio Families, U. S. A., to be published this spring, the board approved field research by Market Research Co. and Alfred Politz Research. Revised edition of Radio Families will contain figures on television and FM.

Board re-elected its current officers for another year as follows: J. Harold Ryan, chairman; Justin Miller, 1st vice chairman; Paul West, 2nd vice chairman; Frederic R. Gamble, 3rd vice chairman; Roger Clapp, secretary-treasurer, and Hugh Feltis, president.

## Advertising Women Plan Annual Spring Party

Annual Spring Holiday Party of the Advertising Women of New York, Inc., will be held on Friday evening, April 2, at the Hotel Astor, Elsie E. Wilson, director of social activities, announced Friday. The event will be in celebration of the club's 36th anniversary and 1,000 are expected to attend.

Guests of honor at the event will include Mary McClung, president of Advertising Women and general manager of the New York Post; Edward C. Von Tress, sales manager; Holiday Magazine; Arthur Kohler, advertising director, Curtis Publishing Company; Mr. and Mrs. T. O. Thackrey, publisher and editor, New York Post; Elon Borton, president, Advertising Federation of America; Frank Lovejoy, president, Sales Executives Club; Eugene Thomas, president, Advertising Club of New York, and William S. Hedges, president of the Radio Executives Club.

## Star Records Names Agency

Hollywood Star Records has engaged the Dunne-Fenwick Agency to handle its advertising in connection with its sales of recorded personality interviews to fans.

# COAST-TO-COAST

## Bob Wells Joins KFAR

Fairbanks, Alaska—Bob Wells, former Washington state radio man, has joined the announcing staff of KFAR. After a short period of time with this station, Bob expects to be with the Midnight Sun Broadcasting Company affiliate, KENI, in Anchorage.

## Plan Lost And Found Program

Auburn, Ala.—A much-needed lost and found program, which has become very popular with the Alabama Polytechnic Institute students in this college town, was recently inaugurated on WAUD.

## New Business At KROW

Oakland, Calif.—Leo J. Meyberg Appliance Company is sponsoring a Monday-through-Friday, half-hour show on KROW. Program features the music of two top-name orchestras daily and is titled, "Parade of Bands."

## New Antenna For WKNB

New Britain, Conn.—Erection of a new antenna, reaching 152 feet skyward and the first of its type in the state, was recently completed atop Avon Mountain. The new addition makes WKNB the most powerful frequency modulation broadcaster in the state by boosting its power 3.63 per cent over standard antenna equipment.

## WJBK Newcomer

Detroit, Mich.—New WJBK addition is Mae Mikjian. Formerly with the Simons-Michaelson Advertising Agency, Miss Mikjian joins the station's staff as continuity writer.

## Pole-To-Pole Hookup

Edmonton, Canada—CJCA's technical staff recently attempted a pole-to-pole hookup by having its technicians at Aklavik relay greetings to Australians conducting an Antarctic expedition on Heard Island. There was a slight break in the link, however, when last-minute information disclosed that equipment on the frigid island had been damaged.

## New Power Unit Installed

Denver, Colo.—KLZ has just completed a new emergency Caterpillar Diesel Power Unit, capable of generating 75,000 watts of power on five seconds' notice. New unit gives the station unexcelled protection in event of floods or disaster of any kind and can be started by pressing a single button at the operator's desk.

## Addresses Va. Broadcasters

Washington, D. C.—Fred Hoffman, news chief of WWDC and WWDC-FM, recently addressed the news clinic meeting of the members of the Virginia Association of Broadcasters in Richmond. Subject of the talk was radio and newspaper news.

## Gets WBT Post

Charlotte, N. C.—According to an announcement by Charles H. Crutchfield, general manager of WBT, Kenneth I. Tredwell, Jr., has been promoted to the position of assistant program director, effective immediately. Before coming to WBT, Tredwell was associated with WGTC in Greenville.

## "Mr. Indianapolis"

Indianapolis, Ind.—The American Athletic Union and several city athletic associations have passed judgment and selected Mr. Indianapolis of 1948. He is Clayton Phillips, bass player with the Four Majors who are heard on WIRE's teen-ager program, "Sub Debia." Phillips, who intends to devote his complete study to the composition and theory of music, is now getting in shape for the Mr. Indiana contest.

## WCCO Scripters Get Award

Minneapolis, Minn.—Honorable mention in the 1947 Heywood Brown Award contest, the highest award given to date in the contest for radio journalism, was won by Ralph Backlund and Ralph Andrist who did the scripts for "Neither Free Nor Equal," a series of six documentaries dealing with racial discrimination.

## WBRK Has 10th Anniversary

Boston, Mass.—In honor of its 10th anniversary, which occurred recently, WBRK originated the popular "True Or False" program from the auditorium of Pittsfield High School where 1500 listeners of WBRK were gathered. Miniature birthday cakes, inscribed with the station's 10th birthday message, were sent to more than 150 sponsors and friends of WBRK.

## Bill Dawes Is Campus Favorite

Columbia, Mo.—By popular Stephens College campus acclaim, Bill Dawes of WCKY, Cincinnati, Ohio, was invited by the college chapter of Alpha Epsilon Rho, honorary radio fraternity to appear on their annual live disc jockey show this year, and present his "Makebelieve Ballroom" to an enthusiastic campus audience. Dawes, chosen by students representing every state in the nation and 12 foreign countries, was selected for his sense of humor, and easy, natural style backed by his knowledge of bands, musicians and music.

## Sponsors Museum Expedition

Green Bay, Wis.—WTAQ, claiming to be the first station to do such, will sponsor a museum expedition over the famous Alcan Highway. Expedition's purpose is to get 16mm. color films of the wild life that inhabits the area through which the highway runs; these films to be made available by WTAQ to all schools and organizations in Northeastern Wisconsin.

## Western Conference Set For March 20

(Continued from Page 1)

is sponsored by network and local station broadcasters and educators from the nine Western States in recognition of the need of a general meeting for representatives of radio industry and school administrators.

The Parent-Teachers Association, American Association of University Women, and other state and city organizations have endorsed the conference and their delegates are serving as members of the arrangements committee.

Conference sessions are scheduled to begin Saturday morning, March 13, in Marines Memorial Theater, and continue for two days with outstanding speakers from the radio industry and the field of education featured in all sessions.

A special feature will be the exhibition of audio visual aids and other radio equipment for school and organization use. Local radio stations will hold open house to show visitors in actual production, and special invitations will be issued to broadcast network and local productions.

## New Commercial Program Titled 'Your Birthday Party'

Chicago—Beginning March 6 Kelly, quizmaster on ABC's "C Kids" and MBS' "R. F. D. America" starts a new series on WGN Nonebetter Ice Cream. The new show "Your Birthday Party," was created and placed by Kuttner & Kuttner Nonebetter agency, and is built around a studio party for children celebrating their birthday during the week of the broadcast. Juvenile talent will be used and various games will be played, with all those appearing in the program being rewarded with birthday gift. In addition, a listener contest will award a bicycle to person sending in a riddle that used on each week's broadcast. Commercials will be devoted to sell Nonebetter ice cream as a year round dessert, and coincidental with first broadcast the firm will start intensive sales drive.

Larry Kurtze, radio director Kuttner & Kuttner, will produce show, which will be heard Saturday 11-11:30 a. m.

## RIP LAWSON, ADVENTURER!!!

- 3 or 5 a week transcribed action series—beamed to the juvenile family appeal.
- 130 episodes just completed with top acting—scripting—music and sound.
- Any episode for audition purpose: they stand on their individual merit!
- To fit your budget with sales result contact: James Allen, Soundscript Radio Productions, 6600 St. Francis Terrace, Hollywood 28, California





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 37

NEW YORK, WEDNESDAY, FEBRUARY 25, 1948

TEN CENTS

## FCC REJECTS PLEA FOR LOTTERY RULING

### Suggest Rule Change Re 'Station Location'

Washington Bureau, RADIO DAILY  
Washington—Important factor in determining a station's location must be the place of program origination rather than the place where station announcements originate, the FCC said yesterday. Changes in the Commission rules were proposed because, said the Commission, under present rules "It is possible for a broadcast station to originate most of its local programs from a place other than the city in which its main studio is located by the device of broadcasting a majority of its station announcements from a studio in the city for which the station is licensed."

Calling for objections or suggestions  
(Continued on Page 8)

### New York Bank To Sponsor Town Meeting On WJZ

Sponsorship of America's Town Meeting of the Air in the New York area by the Modern Industrial Bank and its six branches over WJZ, key outlet of ABC, effective March 2, was announced yesterday by Murray Grabhorn, supervisor of ABC's co-op program sales department. Program is heard Tuesdays from 8:30 to 9:30 p. m., EST.

### Breneman To Vacation; Guest Emcees Arranged

Hollywood—Garry Moore and Ralph Edwards slated to do a week each of guest broadcasting during March for Tom Breneman who will vacation for a month from his "Breakfast in Hollywood" program on ABC. Other name personalities will fill out the month.

### Travel Note

Parks Johnson and Warron Hull arrived at Fairbanks, Alaska, last Thursday for the first of their series of Vox Pop broadcasts from Alaska which will begin tonight at 8:30 p. m., EST., over the ABC network. On Feb. 27 they will visit the U. S. Air Forces Arctic Indocination School at Nome and on March 3 will originate their second a final Alaskan broadcast.

### BMB Service

In an effort to stimulate more interest in Broadcast Measurement Bureau among non-subscribers and to give personalized service to broadcasters now subscribing, President Hugh Fellis is expected to announce the appointment of a traveling representative in the near future. BMB has been screening applicants for the road job the past few weeks and has chosen a man subject to the approval of the board.

### 300 Applicants Seek 12 WNYC Announcer Jobs

Municipal Civil Service Commission has set April 17 as the date for written examination for 12 announcing posts with city outlet WNYC. More than 300 applicants had filed for the exam by the Feb. 19 deadline. Those passing the written test will be given auditions at the outlet's studios.

According to official notice of exam, "the written test will be used to evaluate the candidate's cultural background, his knowledge of radio broadcasting principles and techniques and his general intelligence."

### Cott Gets Promotion; Named V.-P., OF WNEW

Ted Cott, program director of WNEW, has been appointed a vice-president of the station, it was announced yesterday by Bernice Judis, executive veepee and general manager of the Bulova-owned indie.

Cott joined WNEW as program director.  
(Continued on Page 2)

## National Brotherhood Week Gets Full Radio Participation

Radio's participation in the 15th annual observance of National Brotherhood Week has been "greater than ever before," according to Willard Johnson, national program director of the National Conference of Christians and Jews, sponsor of the event.

Johnson said the organization was "particularly gratified" with the method of radio participation this year. In the past he said much of the broadcasting activity was in the

### Turns Down Producer Who Requested Commission Opinion On Program Prior To Actual Production

### Radio Repairmen Discussed In Canada

Quebec—Quebec Better Business Bureau, which issues bulletins to the public, warning them against people who take advantage of business dealings and the confidence of their confederates, has begun a series of radio talks dealing with the economic and commercial problems of the day.

The Quebec BBB has warned the  
(Continued on Page 3)

### Cigarette Test Campaign Using Cleveland Stations

A new test campaign for Embassy king-sized cigarettes is being conducted by the P. Lorillard company through Geyer, Newell & Ganger. In addition to using spot radio the company is using card cards and newspapers. Last fall a similar test campaign was staged in other markets.

### Gang Busters Gets Sponsor For 62 ABC Web Stations

Sale of the Gang Busters to the Procter & Gamble company for 68 weeks effective March 13 over a lineup of 62 stations was announced yesterday by ABC and Benton & Bowles.  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday refused to issue a declaratory ruling asked of it by Harry S. Goodman, producer, who sought some word on how the Commission reacted to his "Radio Telephone Game." Without referring at all to the merits or demerits of the program as outlined by Goodman, the Commission pointed out, first, that it is not required to evaluate the program, and, second, that it cannot undertake to tell broad-  
(Continued on Page 5)

### Web Station Managers Plan Meetings In N. Y.

Both CBS and the American network are planning meetings in New York with managers of web stations. ABC today will hold the second in a series of regular meetings with its affiliated stations, while CBS has scheduled on March 8-10 a three-day conference with managers of its network-owned outlets and other executives from stations represented by CBS Radio Sales.

The ABC confab will bring execu-  
(Continued on Page 6)

### Blanche Gaines Announces Plans To Represent Writers

Blanche Gaines, wife of the late Charles Gaines, is opening an office for personal representation of writers in the fields of radio and tele. Mrs. Gaines was author of the  
(Continued on Page 2)

### Girl Disc Jockey

Boston—Dolly Dawn, whose Dawn Patrol recordings brought her fame, is doing a disc jockey stint on WORL while appearing at a local supper club. Dolly is heard on the station's "Nine Twenty Club" while Bob Perry, regular platter spinner, vacations. Miss Dawn may become, as a result of the present development, one of the nation's few girl disc jockeys.

# RADIO DAILY



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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: Grant 6607  
WASHINGTON BUREAU  
Andrew H. Older, Chief 6417 Gahlonega Rd.  
Phone: Wisconsin 3271

### 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

(Feb. 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 3/8	8 1/4	8 1/4	- 3/8
Am. Tel. & Tel.	149 7/8	149 5/8	149 5/8	- 3/8
Farnsworth T. & R.	6 1/8	5 7/8	6	- 1/4
Gen. Electric	32 3/8	32 1/4	32 3/8	- 1/8
Philco	29	28 3/4	29	- 1/4
RCA Common	8 1/4	8	8	- 1/4
RCA First pfd.	65	64 1/4	65	- 1/4
Westinghouse	26 1/4	25 3/4	26 1/4	- 1/4
Westinghouse pfd.	89	88 1/2	89	- 1/2
Zenith Radio	20	20	20	-

### NEW YORK CURB EXCHANGE

Nat. Union Radio	2 1/2	2 1/2	2 1/2	
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### OVER THE COUNTER

DuMont Lab.	8 3/8	9 1/4		
Stromberg-Carlson	10 1/4	11 1/2		

## Wedding Bells

Two ABC-ers, Robert Greiner, of the music library, and Helen Mandeville, of guest relations, will be married in New York on Saturday, Feb. 28. After a honeymoon in Canada, the couple will return to New York.

## 10 YEARS AGO TODAY

(From the files of Radio Daily)

January gross receipts for CBS and combined NBC webs broke existing monthly records by substantial margins. CBS billings, \$2,879,865, increased 21 per cent over the same month in 1937 with NBC Red and Blue reporting gross of \$3,793,516, for increase of 7.1 per cent. . . . Special parliamentary committee was set up in the Dominion House of Commons to probe operations of Canadian Broadcasting Corp. . . . Wayne King began his fifth year on Lady Esther Serenades over CBS. . . . "You're an Education" (Remick Music Corp.) was among top web tunes.

## ★ COMING AND GOING ★

ROBERT HUDSON, director of education at CBS, today embarks on a "talent search" for the network's opinion and forum programs. His three-week trip will start in St. Louis and then will take him to Oklahoma City, Los Angeles, San Francisco, Seattle, Portland, Denver, Chicago and Toronto.

SAUL KRIEG, director of Saul Krieg Associates, publicists, has returned from a business trip to Washington, D. C.

HOWARD K. SMITH, chief of the Columbia network's European news staff, has left Bern, Switzerland, for Prague, where he'll report on the Czech situation.

BILL HENRY, Washington news analyst for CBS, is in Los Angeles, and is broadcasting his programs from that point.

THOMAS W. METZGER, general manager of WMRF, Lewiston, Pa., an affiliate of NBC, has arrived in New York.

JOHN T. MURPHY, contact man for the station relations department of NBC, has returned from the Midwest, where he spent two weeks with web affiliates.

EVE YOUNG, vocalist heard on "Honeymoon in New York" over NBC, has left for a vacation of three weeks in Utah and Idaho. She'll be back March 15.

JULIUS BRAUNER, secretary and general attorney of CBS, left yesterday for Washington, D. C.

RICHARD W. HUBBELL, television consultant, leaves today by plane for Phoenix and the West Coast, where he'll spend eight days.

EDDIE DUNHAM, assistant production manager of NBC, has left for Memphis, Tenn., where he'll survey an outdoor location for the May 10 broadcast of the "Voice of Firestone." Then he'll go to the Radio Conference of the University of Oklahoma, where he'll speak Feb. 28.

BOB ALLISON, of the CBS education department, left yesterday for Philadelphia.

### Cott Gets Promotion; Named V.-P., OF WNEW

(Continued from Page 1)  
rector in August, 1943. He had previously been a producer of network shows. He started in radio in 1934 as dramatic director of WNYC, New York municipal outlet, where he began the quiz "So You Think You Know Music," which later was built into a network production.

Well known in the trade for his efforts on behalf of indies, Cott was a leader of the "revolt" against adoption of the proposed code at the NAB convention in Atlantic City last September.

He has been an instructor of radio at CCNY and the American Theater Wing School. He is author of "The Victor Book of Musical Fun," "How to Audition for Radio" and co-author of "Isn't It A Crime?"

### Bessie Mack

Bessie Mack, 56, prominent in radio and show business for many years, died suddenly Monday (Feb. 23) at Good Samaritan Hospital in Brooklyn, after a brief illness. Miss Mack joined the Shuberts in 1913; later became publicity director of the Capitol Theater in New York. In 1935 she joined Major Bowes' staff on the "Amateur Hour," remained with the group until Bowes' death in 1946. Since that time she had conducted auditions for "Arthur Godfrey's Talent Scouts" on CBS.  
Unmarried, she is survived by

TOM KNODE, director of press for NBC, is in Chicago on business. He'll be back in town Thursday.

RALPH G. ELVIN, vice-president and general manager of WJBK, Detroit, is spending this week in Miami conferring with George B. Storer, president of Fort Industry Co., and officials of WGBS.

ARTHUR SIMON, executive vice-president of WKBW, Buffalo, N. Y., is in town on business. He plans to remain through Saturday of this week.

HAROLD ESSEX, vice-president of WSJS, Winston-Salem, N. C., a visitor yesterday at the offices of NBC, with which the station is affiliated.

GORDON R. GRAY, vice-president and sales director of WIP, Philadelphia, is in Hot Springs, Va., to attend the meeting of the NAB board of directors.

MIKE JABLONS, member of Gainsborough Associates, back in town following a week-end of skiing in New Hampshire.

FRANK McLATCHEY, sales manager of KSL, Columbia outlet in Salt Lake City, is conferring this week at the New York offices of CBS Radio Sales.

PARKS JOHNSON and WARREN HULL are in Alaska, and will broadcast today's "Vox Pop" program over ABC from that point. They're up there to study the conditions under which troops and civilians live during the Winter months.

JASON GRAY, general manager of WCED, Du Bois, Pa., has arrived in town. Station is an outlet of CBS.

PHIL HERBERT, commercial manager of WHKK, Mutual network outlet in Akron, Ohio, is spending this week in Chicago.

MILTON BACON, assistant to the manager of WCB, went up to Greenwich yesterday to address the Lions Club of the Connecticut town.

### Blanche Gaines Announces Plans To Represent Writers

(Continued from Page 1)  
former NBC serial "Hello Marie!," which was later sponsored commercially for two years under the title "Peggy at the Switchboard." She also handled publicity for Blackett-Sample-Hummert radio programs for several years.

Writers already signed up for representation by Mrs. Gaines are Ruth Adams Knight, author of many top commercial radio programs; Gail Ingram, currently one of the writers for "Big Story" sponsored by Pall Mall cigarettes; Carol Gluck, who has written for Columbia Workshop, Murder Clinic for WOR and a transcribed series entitled "It Will Go Through" for the National Franklin Committee.

### Gang Busters Gets Sponsor For 62 ABC Web Stations

(Continued from Page 1)  
Inc., agency for the sponsor. Gang Busters will be offered for co-operative sponsorship on Saturdays from 9 to 9:30 p.m., over the remainder of the ABC network.

three brothers, Henry, Milton and Ray; a nephew, Lloyd Marx, and a grandniece, Judy Marx.

Funeral services will be held tomorrow (Thurs.) at 10 a.m., at Flatbush Memorial Chapel, 1283 Coney Island Ave., Brooklyn.



# "CLEAR!" "CLEAR?" "CLEAR!"

Railroads have a safety device in the engine cab to detect anything that might be on the track ahead. But from time to time, engineer and firemen check each other with "Clear!" "Clear?" "Clear!"

Good engineers don't take chances. Neither do the smart big league time buyers in radio. They keep on checking too — every step of the way.

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!



# W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Red

# Nat. Brotherhood Wk. Is Observed By Radio

(Continued from Page 1)  
 "Big Subjects" written for WNEU by Hy Zaret and Lou Singer, and one-minute spots by Fred Allen and Parker Fennelly, Katharine Cornell, Jean Hersholt, George Burns and Gracie Allen, and Jack Costello. Fifteen-second spots were cut by Jack Benny, Eddie Cantor and Harry Von Zell, Lionel Barrymore, and Donald Colman.

Two special programs devoted to Brotherhood Week were produced by IBC. On Saturday the web will replace "Home Is What You Make It" with a special drama titled "As Little Children," 12:30-1 p. m. Ben Trauer will narrate from a script by Agnes Eckhardt, directed by Jim Hayes. On Feb. 22, NBC aired "Malice Toward None," from Chicago, with Clifton Utley as narrator.

"Brotherhood, Pattern for Living," was the title of a special program aired by Mutual Sunday, 3-3:30 p. m. Produced by Jim Ellis, show featured Dr. Henry Noble McCracken, general secretary of the NCCJ, and the New York Inter-Racial Singers conducted by Clifford Kemp. "The Friend and Peter Stuyvesant," a drama on the Quakers' fight for freedom, was broadcast by CBS on the 21st, 10:30-1 p. m.

## Radio Receiver Sales Show Increase In Canada

Montreal—Producers' sales of radio receiving sets in Canada were further increased in November, the month's transactions involving 114,000 sets which sold for a total of \$8,618,100 as compared with 64,200 sets selling for \$3,658,000 in the corresponding month of 1946, the Dominion Bureau of Statistics reports. During the first 11 months of 1947, producers sold 747,100 radios for \$51,365,000 as compared with 486,500 sets for \$23,866,500 in the similar period of 1946.

Sales were higher in all provinces both in the month and in the cumulative period. Figures for the 11-month period follow by provinces, totals for the same period of 1946 being in brackets: Maritimes, 56,172 (34,700); Quebec, 152,928 (93,320); Ontario, 338,435 (222,434); Manitoba, 9,011 (44,518); Saskatchewan, 33,314 (24,828); Alberta, 42,569 (28,394); British Columbia, 63,707 (38,276).

## Neal Hathaway Manager, CBS Program Promotion

Neal Hathaway has been appointed to succeed Thomas D. Connolly as manager of the CBS program promotion division, it is announced by Victor M. Ratner, vice president and director of advertising and sales promotion. Hathaway has been assistant to Connolly since July, 1944, when he joined CBS. Connolly was transferred last week to the post of assistant manager of program sales.

### Legion Award

Chicago—Douglas D. Gotchol, Commander of the American Legion, Department of Illinois, has awarded the Legion's Citation of Recognition to Radio Station WSBC. The citation was issued in recognition of WSBC's "most helpful co-operation with the American Legion in the promotion of a program for the betterment of the Community, State and Nation."

Robert O. Millor, WSBC's general manager, was at the same time the recipient of the Legion's Loyalty and Efficiency Award.

## Hooper-WNOE Dispute Ends N'Orleans Ratings

C. E. Hooper, Inc., has cancelled the Fall-Winter "City Hooperatings" reports in New Orleans because of a claim by the researcher that WNOE, one of four local subscribers, is using a promotion gimmick which "distorts" the record of listenership. Hooper's charge is called "absurd" by James E. Gordon, vice president and general manager of WNOE, 250 watts MBS affiliate.

For some months now WNOE has encouraged listeners to answer their telephones by saying "WNOE" instead of "Hello." Station makes a certain amount of calls daily and if the listener answers by saying "WNOE" a cash award is granted. Hooper maintains this practice has had such an influence on the New Orleans radio audience that people, when called by his field reporters, will invariably say they're listening to WNOE, no matter whether their radios are turned on or not, in hope of winning a cash prize.

In answer to Hooper's charge, Gordon pointed to WNOE's morning and afternoon highlights and said: "These programs receive for WNOE its high ratings." He added, "It is absurd for Hooper to assume that our high ratings are due to one promotion." Gordon further said that his station's share of the audience ranked high "when no promotional programs are in progress that Hooper objects to and when we are broadcasting nationally known shows."

According to Hooper, his New York office called WNOE by telephone on Feb. 3 and requested that it drop the promotion gimmick. Hooper stated that if the stunt was not halted within a week, or an agreement reached, he would have to discontinue the New Orleans city ratings. According to Hooper he received no reply from WNOE and then notified it and the three other subscribers—WWL, WDSU, WJBW—that he was cancelling the service. Stations are also denied the right of using Hooper Station Listening Indexes for advertising, presentation or publicity since the Sept.-Oct., 1947, report.

New Orleans is one of the 36 cities which Hooper checks twice a month for his "Program Hooperatings." What effect the "City Hooperatings" incident will have on the other service will be determined later. Hooper said Friday that he hoped the matter would be cleared up shortly.

## Kelley To Troupe Again; Heads Circus Promotion

Beverly Kelley, formerly director of press and radio for the Ringling Brothers-Barnum & Bailey Circus, has been retained as public relations consultant for the 25-car Dailey Brothers Circus and has engaged three former associates on the "Big Show" to round out his publicity staff. Joining Kelley will be Allen J. Lester, Sam Stratton and Frank Morrissey, who until last season were associated with him on the Ringling show.

In his new role as public relations consultant for Dailey Brothers, Kelley will divide his time between the circus and his furniture business at Delaware, Ohio. Ben Davenport, owner of the circus, and Kelley were schoolmates at Ohio Wesleyan University and both hail from Delaware, Ohio.

## New Public Service Feature Deals With UN Theme

Los Angeles—"Deadline," a new series of public service features, takes to the KFVB airwaves. The series, broadcast every Monday thru Friday evening at 8:15, features direct reports from the United Nations headquarters at Lake Success.

Every Tuesday night the Warner Brothers Station, KFVB, will present a dramatic program, designed to foster a better understanding of the dynamics of democracy.

The theme this week will be Brotherhood Week. The KFVB orchestra under the direction of Dion Romandy will appear on the program, which is written by Joseph Roos and produced by Alan Mann.

## Radio Repairmen Discussed In Canada

(Continued from Page 1)

public against radio repairmen. "This gives radio experts a splendid opportunity to fleece the public which, as a general rule, knows but little about the mechanism and functioning of radio. Countless abuses have resulted, abuses which it is the vital interest of radio vendors to stop by assigning thoroughly competent and trustworthy employees to do their customers' work."

The Bureau also warned that radio experts are allowed admission into the best rooms of a house, and may steal valuables.

## 4-A Exams Apr. 17, 24 For Agency Beginners

Second annual 4-A examination for advertising, aimed at attracting high calibre young people to the industry, will be held next April 17 and 24. John E. Wiley, of Fuller & Smith & Ross, is chairman of the 4-A committee on education and training for advertising.

In the first part of the examination, each candidate will be given approximately 20 aptitude and vocational interest tests. Following week, candidates will receive tests covering various fields of agency work. Examinations were held in 10 cities last year but will be given in additional cities in 1948. All persons except agency personnel are eligible to take the tests.

★

**By every measurement**

**WTIC**

**dominates the prosperous**

**Southern New England**

**Market**

★

## New Books

### Radio And The Law

Radio and the Law, by J. G. Moser and Richard A. Lavine (Parker & Co.) Written by two attorneys qualified to practice before the FCC, this is the first book published for the industry in simple, concise form and language. Included are the legal angles involved in commercials, protection of ideas, foreign broadcasts, defamation and rights of privacy. Especially pertinent this year is a chapter devoted to the rights of political candidates and presentation of public issues.

Lightening the book are illustrations and anecdotes about the personal problems of radio "names" including Walter Winchell, Drew Pearson, Hedda Hopper, Al Jolson and Jimmy Durante. Final chapter is an analysis of problems brought about by the development of television.

I. R.

### About Radio Writing

The Technique of Radio Writing, by Luther Weaver (Prentice-Hall, Inc.) A detailed handbook for writing the spoken word, Weaver's work should prove highly useful to those in need of instruction on the mechanics of scripting. Although throughout the book, the author reiterates the need for quality writing, his main accomplishment is that he gets across the hows and whys of radio writing as a medium entirely different from most other forms of the writer's art.

Weaver's dual role as head of his own agency and as instructor of radio writing at the University of Minnesota is apparent throughout. He combines the ideas of the educator and the practical industry exec in taking the neophyte from 10-second spots through news, soap operas, commercials and full length dramatic shows. Each section is illustrated with actual scripts, 131 in all. Use of music is handled thoroughly, both as a base for a program and for bridges. Examples of record sheets and methods of clearing music are included.

I. R.

### Eisenberg Leaving WMCA

Nat Eisenberg has resigned from the WMCA continuity department, effective Friday, to join Program Productions, Inc. He will write and produce the Movie Matinee.

## RADIO EXECUTIVE WISHES TO LEAVE NEW YORK

16 years experience time selling and buying, program direction and management in top New York station, agency and network. A solid citizen well known in industry seeking position in managerial capacity with radio or television station out of New York. Salary no incentive for start in right spot. Write Box 116,

RADIO DAILY

1501 BROADWAY, NEW YORK 18, N. Y.



### Mainly About Manhattan . . . !

● ● ● As part of its general economy move, MGM is dropping all of its air advertising. (The kind that costs money, that is). . . . WKBW, ABC 50,000-watter in Buffalo, looking for a disc jockey and a sportscaster. Latter will have to be able to call the plays on hockey, baseball, football and baseball. Contact Arthur Simon up there. . . . Local cabs will soon be carrying a new ad gimmick—moving strip on back of the driver's seat tagged Tel-a-Tale. And speaking of ad gimmicks, what's this we hear about WOV's deal to buy space on all New York busses. (What're they trying to do—make the station a "Bess" seller?). . . . Moe Gale signed Jane Pickens to personal management contract. . . . Look-Allikes: Tom Slater and Wilbur Stark. Virginia Gilmore and June Lockhart. . . . Pete Donald certain that the Walking Man is Frank GALLOP. And Jack Perlis thinks it must be the Daily News' Sid Shalit whom he just saw buying a pair of sharp brogans. . . . Wick Cider upped to veepee at BBD&O. . . . Everybody in town looking forward to that discussion on the Kinsey report skedded for Friday nite on WMCA. . . . RCA to bankroll John B. Kennedy on ABC in cities where there's television to boost sale of sets. . . . CBS failed to get Federal okay on its copyright on word Telecolor. Reason: Technicolor people griped about similarity in sound or words. . . . Street Scene: Ethel Merman resting on a Central Park bench with her face tilted to meet the warm sunshine. (Annie get your sun). . . . Mark Warnow's Borden show lading, with a Frank Hummert show prob'ly going in.



● ● ● H. I. Phillips, in his breezy Sun Dial strip, devotes half a column to a poetic farewell to Beverly Kelley, famous Ringling Bros. Circus press agent, who retired recently to the small town of Delaware, Ohio, to run a country furniture store. Here is a sample of Phillips' tribute:

Can a bureau be enchanting?  
Can domestic rugs enthrall?  
When those spring scents fill the wayside  
Won't you hear the circus call?  
When a lady picks a gas-stove  
And is doubtful of its worth  
You can't say "This stove's colossal—  
It's the greatest stove on earth!"



● ● ● AROUND TOWN: Genial Gene Hamilton up to his what-have-you in television plans. One deal calls for him to produce, direct and star in a tele opus. . . . Bret Morrison headlines Mutual's "Adventure Parade" series this week plus starring in CBS' "Theatro of Romance" tonite. . . . Joe Hazel came up with the prediction that the Detroit Lions would sign Bo McMillan as coach. . . . Alan Sands has the lead story (Selling A Radio Comedy Package) in the March issue of Humor Business. . . . Bill Callahan doing air drama from H'wood while awaiting first assignment from 20th Century. . . . Composer-conductor Harold Levey's credo for comics: Laugh, ad liberty and the pursuit of slap-happiness. . . . Marion Lamphere no longer with Compton's casting dep't. . . . China Doll's Katherine Kim is worth a look-see by video scouts. . . . Merrill E. Joels this week did a Rabbi, a doctor, a captain and an Italian dialect on a soon-to-be released DeLuxe recording. . . . Press agents finally coming into their own. In the newsreel shots from London of Danny Kaye you can spot Eddie Dukoff—and the Bob Hope strip with Pres. Truman reveals his trusty Mack Millar. . . . According to a survey, there are more radios in the U. S. than bathtubs. (Wonder which is used more often). . . . It's a baby daughter for the Henry Viscardis. (Pop used to be with Mutual). . . . Ray Nelson giving courses in television and television merchandising at City College. . . . Percy Faith will make his film debut in a Paramount movie with Patil Clayton whom he discovered.

## PROMOTION

### Town Meeting Contest

Entries from thirty-three states and Canada have been heard from in the ABC "America's Town Meeting" contest, whereby listeners submit written entries on the subject "What Free Speech Means to Me." Awards in the contest are an all-expense paid trip for the winner and his or her companion, plus luggage, a watch and entertainment in Manhattan. The contest closed last Friday.

### Forecast Reprint

"Broadcasting In 1973," address delivered by Frank Stanton, president of the Columbia Broadcasting System, over the network's "Prudentia Family Hour" on Sunday, January 22, has been reprinted in booklet form and was mailed today to CBS' list of opinion leaders and educators, as well as advertisers, agencies and stations.

### Renew Coast Show

San Francisco—"Sweetheart Swing time," popular musical show on KNEB (10:30-11:30 Monday through Saturday nights) has been renewed for one year for sponsor Kay Jewelry Company through advertising agency Gaffield & Guild. Show first aired in November, 1942, with Eddie King announcing. Budd Heyde, Bay Area disc jockey, took over in January, 1943, and has emceed show since then.

## AMPLIFIER



Brand new, Sound Inc., hi-fidelity, 30 watt, 4 channel amplifiers for use in homes, stores, auditoriums, churches, and especially suited as hi-fidelity amplifier for FM. Regular price \$175.00, a special purchase makes these units available to you at only

EACH **\$75.**

F. O. B. SAN DIEGO

Remit only \$25.00 deposit, balance shipped C. O. D.

LEE DISTRIBUTING  
COMPANY

424 WEST BEECH ST.,  
SAN DIEGO 1, CALIFORNIA

# FCC Turns Down Producer Who Asked 'Lottery' Ruling

(Continued from Page 1)

casters in advance that specific programs offered them are or are not, in harmony with the law.

Goodman sought assurance from the Commission that his program would not violate Section 316 of the Communications Act, dealing with lotteries. It is assumed that such assurance would then be produced as a sales aid for the program.

The Commission said "the necessities of sound administrative policy require us to limit the issuance of declaratory orders to substantial controversies involving parties who have a substantial present interest in the relief sought. For, there are at present in the United States, over 2,500 authorized broadcasting stations giving AM, FM and television service, whose operations present innumerable administrative, technical and legal problems. In addition to these stations, there are innumerable agents and producers who, like petitioner here, are engaged in the business of furnishing these radio stations with programs.

"Selection by the licensees of program material offered to them in-

volves much more than a determination as to the legality of the materials offered. For in the mass of material which may be offered for presentation, the licensee must pick and choose what to him seems best in the exercise of his initial responsibility for the selection and presentation of programs and the day-to-day operation of his station. Presumably, only after that sifting out process would the licensee be confronted with the problem of determining whether programs offered are in violation of law.

"It is obvious that the Commission could not in any event assume the onerous administrative burden of making advisory rulings on the infinity of possible programs and schemes which may be devised for the purposes of interesting licensees in their presentation. For even were the provisions of the administrative procedure act and the Commission's rules and regulations dealing with declaratory rulings more generous in their scope, such a task would impose on us an administrative burden that from the standpoint of personnel alone we are unable to assume."

## Nielsen Announces Sked For Radio Index Service

A. C. Nielsen apparently has abandoned hope of expanding and speeding up his radio index service during 1948. This is indicated by release yesterday of this year's schedule of NRI reports.

According to the sked, Nielsen semi-monthly ratings will continue to be released four to five weeks after the report week throughout '48. It had been planned previously to cut this interval to two weeks or less.

### Cheaper "Meter" Needed

Both expansion and speed-up of the service depend upon production of a cheaper "Audimeter" which would enable increase of the Nielsen sample from 63 to about 90 per cent of the U. S. and permit faster tabulation. Machine is currently undergoing pilot tests, it is understood, and switchover and new installations probably will not be completed until the end of this year.

## AMP Acquires Catalogue

M. E. Tompkins, president of Associated Music Publishers, Inc., announces the completion of a contract giving AMP sole selling rights to the catalog of Casa Musicale Sonzogno, of Milano, Italy. This noted catalog contains such important works as "Adriana Lecouvreur," by Cilea; "L'Amico Fritz" by Mascagni; "Madame Sans-Gene," by Giordano; "La Vedova Scaltra" by Wolf-Ferrari, and "Zaza" by Leoncavallo.

BMI, of which AMP is a wholly-owned subsidiary, recently announced that it controls, exclusively, the performing rights to all of the copyrighted works of Sonzogno.

## Three Request AM Outlets; FCC Okays S. C. Station

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced receipt of new AM applications by the Gladewater Broadcasting Company, Gladewater, Tex., for the 1430 band with one kilowatt daytime; The Cushing Broadcasting Company, Cushing, Okla., for the 1600 band with 500 watts daytime, and the Huntington-Montauk Broadcasting Co., Huntington, N. Y., for the 740 band with one kilowatt daytime.

### One Hearing Scheduled

At the same time, the Commission revealed that it has granted a new station for Myrtle Beach, S. C.—a 250-watt outlet on the 1450 band with unlimited time. Licensee will be the Myrtle Beach Broadcasting Co.

Application of W. Paul Oury, West-erly, R. I., for a local station, unlimited, on the 1230-band has been set for hearing, with WTHT, Hartford, Conn., and WNEB, Worcester, Mass., made parties.

## Boston Shortwave Outlet Seeks Increase In Power

World Wide Broadcasting Foundation has applied to the FCC for permission to increase power of short-wave outlet WRUL to 250 kw. Outlet is used by the State Department and United Nations as well as by the Foundation.

## Travel Expert On 'Sardi' Show

Betty White, vacation and travel counselor, will appear on the Luncheon At Sardi's broadcast of Monday, March 1, over WOR (1:00-1:30 p.m.).

## AGENCIES

WICK CRIDER and Bob Foreman, of the radio department of B. B. D. & O. in New York, were elected vice-presidents at a weekend meeting of the agency's board of directors. Other v.p.'s named by the board were Fred Barrett, Ed A. Host and Henry C. Klein of the New York office; Philip F. Kobbe of the Minneapolis office, and John G. "Pete" Motheral of the San Francisco office.

ANNETTE C. (KAY) KENNELLY has joined the Olian Advertising Company (Chicago offices) as chief radio time buyer. Miss Kennelly, who is vice-president of the Chicago Radio Management Club, had previously been associated with Arthur Meyerhoff & Company.

KMPC's vice-president and general manager, Robert O. Reynolds, has been elected to the board of directors of the Better Business Bureau of Los Angeles, Ltd. Term, which became effective January, 1948, will expire in January, 1951.

LEON & EDDY'S, Oakland, Calif., has appointed Ad Fried Advertising Agency, Oakland. Campaign will include novel invitations, radio and newspaper. Howard Fredric's 10-piece orchestra will originate a network show from the new supper club.

ADVERTISING FEDERATION OF AMERICA has elected to membership: Standard Oil Company of Indiana, Chicago; The Florida Times-Union and Newman, Lynde & Associates, Inc., Jacksonville, Fla.; WAPI and WSGN, Birmingham, Ala.; Bruce Moran & Company and Charles A. Rawson & Associates, Atlanta, Ga.

YATES CHALIFAUZ, general manager of the Green River Corp., has appointed the Olian Advertising Co. (Chicago) to handle the advertising for the company's soft drink, Green River. Radio spots, newspapers and outdoor advertising will be used in a very intensive campaign, which is scheduled to be launched by April 1st.

KEYSTONE COAT & APRON MANUFACTURING CORP., Philadelphia, has appointed J. M. Korn & Co., Philadelphia, to handle its advertising.

## SOUTHWEST

RADIOS that clamp to head of a hospital bed but don't disturb patients in adjoining beds or rooms are now available in Dallas, according to an announcement made here by S. S. McKenney Jr. The sets are being made available by McKenney on a daily rental basis. Sets are manufactured by Silentone.

Lou Emerson, folk ballad singer featured over WOAI, San Antonio, is to be sponsored three times weekly by the SOS Magic Scouring Pads of Chicago. Programs will be aired for a quarter hour on Tuesday, Thursday and Saturday.

KPRC, Houston, has been awarded a special bronze plaque on the 20th year of affiliation of the NBC network. Jack Harris, manager of KPRC, accepted the plaque from Easton C. Woolley, director of NBC station departments.

Reese Reinecker has been promoted to the post of general sales manager of KXYZ, Houston, succeeding William F. Bennett who resigned.

Instead of the usual announcer's name being used in the sign off at KITE, San Antonio, names of all the staff members are read in wishing the listeners good night, which adds a personal touch to the station. According to Charles Balthrope, owner and operator of KITE, much favorable response has resulted.

**EXCLUSIVE Custom-Built COVERAGE of the KANSAS CITY MARKET**

When you buy The Team you get KMBC, plus KFRM, its new 5,000-watt daytime 550 Kc. associate station for rural Kansas. The Team's coverage is custom-built to cover all the Kansas City market. And The Team is the only Kansas City broadcaster doing that job.



**KMBC**  
of Kansas City  
**KFRM**  
for rural Kansas

FREE & PETERS, INC.  
National Representatives

1906 *Henri* 1948  
CONFISEUR  
**FRENCH RESTAURANT**  
LUNCHEON DINNER  
COCKTAIL BAR  
*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

# Web Station Managers Plan Meetings In N. Y.

(Continued from Page 1)

tives of the network together with representatives from ABC stations in District 1 at the Hotel Biltmore, here, today.

Mark Woods, president of ABC; John H. Norton, Jr., vice-president in charge of stations and Ivor Kenway, vice-president in charge of advertising, promotion and research will meet with officials from ABC's affiliates in the New England, New York, Pennsylvania, Maryland, Delaware, New Jersey and Washington, D. C. areas.

### Purposes Outlined

These regularly scheduled meetings by the network with its affiliates are designed to give network officials first-hand knowledge of the current problems of the individual affiliates and at the same time acquaint the stations more fully with network plans and developments to promote closer cooperation in sales, programming and general station relations.

Managers of seven CBS-owned stations plus other execs from outlets represented by Radio Sales, Radio Stations Representative, will hold their regular semi-annual meeting in New York on March 8-10. Three-day session will take place at the Ritz Carlton Hotel.

Meeting will be chaired by J. L. Van Volkenburg, CBS director of station administration. Along with other network officials, he will discuss mutual business problems with the following representatives from CBS-owned stations; Arthur Hull Hayes, WCBS, New York; Frank Falknor, WBBM, Chicago; Harold Fellows, WEEL, Boston; Maurice Mitchell, WTOP, Washington; Wendell Campbell, KMOX, St. Louis; Merle Jones, WCCO, Minneapolis-St. Paul, and Harry Witt, KNX, Los Angeles.

### Radio Sales Affiliates Included

Managers from the four stations represented by CBS Radio Sales include Charles Crutchfield, WBT, Charlotte; Ivor Sharp, KSL, Salt Lake City; C. T. Lucy, WRVA, Richmond; Thad Holt and Ed Norton, WAPI, Birmingham.

Hoopers ARE Whoppers  
WTAG  
WORCESTER

## 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 February 13-19, 1948

TITLE	PUBLISHER
A Fellow Noods A Girl.....	Williamson
An Old Sombrero.....	Shapiro-Bernstein
Ballarina.....	Jefferson
Bog Your Pardon.....	Robbins
Best Things In Life Are Froo.....	Crawford
But Beautiful.....	Burke & Van Housen
Golden Earrings.....	Paramount
How Soon.....	Supreme
I Still Got Jealous.....	E. H. Morris
I'll Dance At Your Wedding.....	George Simon
I'm Looking Over A Four Leaf Clover.....	Remick
I've Got A Feeling I'm Falling.....	Santly-Joy
Love Is So Terrific.....	Mellin
Manana.....	Barbour-Lee
My Cousin Louella.....	Shapiro-Bernstein
Now Is The Hour.....	Leeds
Papa Won't You Dance With Me.....	E. H. Morris
Pass The Peace Pipe.....	Crawford
Sabre Dance.....	Leeds
Serenade of the Bells.....	Melrose
Shauny O'Shay.....	Chappell
Stars Will Remember.....	Harms
Tell Me A Story.....	Laurel
Teresa.....	Duchess
Treasure of Sierra Madre.....	Remick
Two Things To Worry About.....	Martin Block
With A Hey And A Hi And A Ho Ho Ho.....	Bourne
What'll I Do.....	Berlin
Who Put That Dream In Your Eyes.....	Stuart
You Were Meant For Me.....	Miller

## Second Group

All Dressed Up With A Broken Heart.....	E. B. Marks
At The Candlelight Cafe.....	Witmark
Big Brass Band From Brazil.....	E. H. Morris
Civilization.....	E. H. Morris
First Time I Kissed You.....	Harry Warren
How Lucky You Are.....	Peter Maurice
I Wouldn't Be Surprised.....	Republic
If I Only Had A Match.....	E. H. Morris
I'm My Own Grandpaw.....	General
Little Old Mill.....	Mood Music
Lone Star Moon.....	Advanced
Mary Lou.....	Mills
Oooh Look-a There, Ain't She Pretty.....	Leeds
Passing Fancy.....	Broadcast Music
Pianissimo.....	Santly-Joy
Saturday Night In Central Park.....	T. B. Harms
Too Fat Polka.....	Shapiro-Bernstein
Two Loves Have I.....	Miller
Why Does It Have To Rain On Sunday.....	Johnstone
You're Gonna Get My Letter.....	London

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ON THE AIR AT CHANNEL 4 . . .

### WEDNESDAY, FEBRUARY 25

- 5:00 Playtime—From Washington
- 7:24 Tonight's Television Press Releases
- 7:50 Television Newsreel (Camel)
- 8:00 Americana
- 8:30 In The Kelvinator Kitchen—Alma Kitchell (Kelvinator)
- 8:45 Interview—Richard Harkness—From Washington
- 9:00 Kraft Television Theater—"Alison's House" (Kraft)

### THURSDAY, FEBRUARY 26

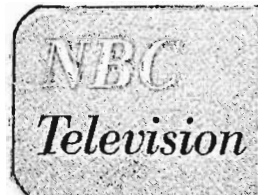
- 7:50 Television Newsreel (Camels)
- 8:00 "Eye Witness"
- 8:30 Television Screen Magazine
- 9:00 You Are An Artist—John Gnagy (Gulf)
- 9:15 NBC Television Newsreel
- 9:30 Jersey Joe Walcott—From Philadelphia
- 9:45 Science Talk—"Nature of Things"—Dr. Roy K. Marshall

### TODAY'S STORY . . .

The January report of the Radio Manufacturers Association made joyous sense to those in the television business. Receiver output reached a new high in the first month of 1948—a rise of 101.6% over the monthly production average for 1947. And NBC is reaching this audience the truly effective way—with network television.

### SECOND SCANNING . . .

Last week's Variety points out that one agency has \$1,000,000 worth of television billing currently on hand. In Variety's own words: "... first to hit magic mark."



A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY—Wednesday, Feb. 25, 1948—TELEVISION DAILY is fully protected by register and copyright.

## SPOT BUSINESS HEAVY ON ALL TV STATIONS

### TELE TOPICS

By JIM OWENS  
Associate Editor

**HUDSON SALES CORP.**, through its New York dealer associations, has set a 3-month spot campaign on WABD. It's really test of tele by the parent firm—Hudson Motor Car Corp.—who are just waitin' to be pushed into the most powerful medium of em all . . . Station reps getting more hep a video. Toppers of John Blair & Company from N. Y., Chi and L. A., are huddling at his moment in the Windy City . . . Bill Bojangles' Robinson will make his video debut next week on a benefit for the N. Y. Teat Association . . . WWJ-TV boasts the first tele show sold to show biz in Detroit. It's a weekly quarter-hour seg titled "Inside Hollywood," bankrolled by The Fire-all Circuit, local movie exhibitors.

**DON RICE**, a really comic comic on stage with the Horace Heidt revue at the Capitol Thea., is getting nibbled by TV. His is sock pantomime and a cinch to ring the bell in tele . . . Straws-In-The-Wind-blep't: Allyn Butterfield, formerly managing ed of RKO-Pathé and Universal newsreels, has packed it to form his own video film production house in H'wood. He left Gotham with a few deals already signed. . . "The sad state of comedy in television comes under the guns of the Gag-writers Institute" next month, sez George Lewis. On March 17, the GI will hold a "spring showing" of hopeful comics who want to peddle themselves to tele.

**CORD MOTOR COMPANY** has bought the 77-game home sked of the Milwaukee brewers on WTMJ-TV—and it's a unique deal. Most of the Brewers' games are played under the arcs. Station, incidentally, in the air only three months, already getting kudoos for its aid in combating juve delinquency. Daytime shows are keeping the kids around the TV sets, away from the pool halls.

### The "Lively" Art

Theatre Arts Magazine, recently taken over and re-organized by Alexander Ince, with playwright Charles MacArthur as ed-in-chief, will devote an entire section to another art—television—come the April issue. Book will devote eight pages to the medium—and will have two trade vets to run it, Nathan M. Rudich, former WNYC program chief and Columbia pix tele exec, has been named video editor, while Mike Jablons' partner of Gainsborough Associates, is associate tele editor and production head.

### WWJ-TV's Movie Milestone

Detroit—First local use of standard motion features on television began here last Sunday when WWJ-TV aired "Three Cheers for Miss Bishop." Film is the first of a 13-week series sponsored by Philco Distributors Corp. and is part of a group of re-issues by Allied Film Exchange, local film outlet. Films are made available to tele by Telecast Films, New York firm.

### Jan. Set Production At All Time-High

Washington Bureau, RADIO DAILY  
Washington—RMA members last month turned out a total of 30,000 television receivers—highest mark yet reached in one month for video sets—according to figures released this week by the association.

December total for tele sets was 29,345, but that figure was compiled on a basis of five work weeks, while the January tally represented only four work weeks. This is significant in attempting to estimate the accelerated production of video sets.

### Oldsmobile Buys Newsreel On WNBT Sunday Nights

Oldsmobile Division of General Motors Corp. and the Oldsmobile dealers of metropolitan New York City have bought "Review of the News," weekly news show on WNBT (Sunday, 7:50-8 p. m., EST.). Show, a highlight of the week's newsreels, will run through April 25.

### Halleck Joins WNBW

Washington—Vance Halleck has joined the production staff of WNBW, NBC's tele outlet here, it was announced over the weekend by John Gaunt, program manager. He'll produce studio shows and will assist with the television workshop WNBW is developing at Catholic University.

### Midwest Theater Group Warned To Install Sets In Lobbies

Indianapolis—Indiana theater exhibitors were warned this week to make plans for installation of television receivers in their lobbies "if you don't want to compete with the local bars" which will shortly take advantage of extended video service from Cincinnati and Chicago. Warning was sounded by the Associated Theater Owners of Indiana in "Theater Facts," a trade letter.

With the arrival of service from WGN's video outlet in Chicago and expanded power by WLW, exhibitors

### WBZ-TV Mobile Unit Starts "Trial Runs"

Boston—Inauguration of a training program involving the use of the new two and one-half-ton mobile television truck for "trial runs" within a 15-mile radius of Boston, was begun Friday by WBZ-TV technicians under the direction of Sidney V. Stadig, technical supervisor of the Boston station.

The "trial runs," in addition to serving as a training program for WBZ-TV technicians, will act as a test period for remote equipment, as the station's special events crews prepare for the debut of television in the Greater Boston area this spring.

### WBEN-TV Makes Tests With 2 Special Programs

Buffalo—Television had its unofficial premiere here last week when two programs of wrestling matches and variety acts were aired over WBEN-TV, in conjunction with meetings of radio distributors and dealers. The telecasts were experimental tests, with RCA and Philco cameras utilized.

Within the next few days WBEN-TV will begin telecasting a fixed test pattern for the convenience of technicians installing sets and for viewing by prospective set-buyers in radio stores. Regular programming is scheduled for the late Spring.

### Commercial Seen Useful Yardstick Of Sales Pull

Increased source of new business for stations since the first of the year is that which national and local advertisers consider to be the quickest and cheapest method of determining the medium's power to sell merchandise—spot commercials.

Evidence of the popularity of spots and proof of their sales impact, is the fact that the number of such advertisers on eastern stations has increased from 20 to 30 per cent, on the average, since Jan. 1. New York stations, WNBT, WCBS-TV and WABD alone, are currently airing a combined total of 60 spots of one type or other for approximately 25 accounts.

Spot activity has also been particularly heavy in Washington, Philadelphia and Chicago since the first of the year. WBKB, Chicago; KTLA, Los Angeles, and WMAL-TV, ABC station in the Capital, have no spot time available, while WFIL-TV is 90 per cent sold out, as of last week. DuMont's New York and Washington stations, WABD and WITG, currently air 35 spots for 13 advertisers and 48 for 17 advertisers per week, respectively.

Heaviest users of spot time, among national advertisers, are American Tobacco (Lucky Strike), Bulova, Vick Chemical, Kool Cigarettes, Elgin, B.V.D., Evervess and Botany, Ronson Lighter Corp., active user of TV spots before the war, will launch a campaign this month on stations in New York, Washington, Philadelphia, Chicago and Los Angeles. Lecktro-lite is also reported planning a heavy plunge into spot time, with actual orders expected to be placed shortly. Luckies, using film commercials, are among the top spot advertisers, with 44 announcements per week on 10 of the 17 stations now operating. Cresta Blanca Wine Company is another new tele spot campaigner, with schedules starting this week on WABD in New York and KTLA, Hollywood.

### Personality Kids

Sam Dunton, top flight animal photog and official lensman for the New York Zoological Gardens (Bonx Zoo to you), will do a guest shot on "Photographic Horizons" on WABD next Wednesday night (8:15 p.m.) and will bring a couple of pals along. Later include two skunks—highly domesticated and stripped of their alienating aspects—and a hefty bull snake, also friendly and disarmed.

## Suggest Rule Change Re 'Station Location'

(Continued from Page 1)

regarding its new proposals by March 19, the Commission announced that it proposes the following rules changes:

(A) Section 3.12 is repealed and Sections 3.13, 3.14, 3.15 and 3.16 are renumbered respectively as 3.12, 3.13, 3.14 and 3.15.

(B) Section 3.30(A) is amended to read as follows:

### Rule, As Amended

"3.30(A) Each standard broadcast station shall be considered to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of the number of such programs) shall originate from such main studio or from other studios or remote points situated in the city in which the station is located."

(C) Section 3.205(A) is amended to read as follows:

"3.205(A) Each FM broadcast station shall be considered to be located in the city and state where its main studio is located as shown in its license. A majority of the station's non-network programs (computed on the basis of the amount of time consumed by such programs and not on the basis of the number of such programs) shall originate from such main studio or from other studios or remote points situated in the city in which the station is located."

(D) Section 3.206 is repealed.

## Radio Included In Budget Of Stewart-Warner Co.

Chicago—Advertising expenditures of the Stewart-Warner radio division will be just over the million dollar mark this year, it was announced yesterday by Fred Cross, S-W ad chief.

This includes dealer and distributor co-op budgets, a healthy portion of which will go to local radio. On national basis, magazines and newspapers in major markets will get the biggest slice.

Agency for the division is Henri, Hurst & McDonald.

## Ralston Purina Sponsors Channah Spector, WEVD

Ralston Purina Co. has started sponsorship of commentator Channah Spector over WEVD, New York, as part of a campaign directly tied in with point-of-sales merchandising. Each week the commentator, heard daily at 12:30 p. m., visits an independent grocery store in the metropolitan area to record interviews with women shoppers. Tape is later played back on WEVD. Gardner Advertising Co. handles the Ralston account and the Joseph Jacobs Organization is performing a special merchandising job.

# COAST-TO-COAST

## New KFEL Musical Series

Denver, Colo.—A new schedule of daily, five-minute musical programs has been started by KFEL by the Denver National Bank. The easy-to-listen-to music is being aired from 7:25-7:30 a. m.

## State Police Members To Speak

Waterbury, Conn.—State Police Commissioner Edward J. Hickey, recently appeared on Fay Clark's "Our Neighborhood" program over WBRY as the first of seven members of the Connecticut State Police who have been scheduled to speak on the subject, "Know Your Police." Interviews will be held each Tuesday through March 23.

## New KOWL Addition

Santa Monica, Calif.—Armand La Pointe, formerly an announcer-news-caster with several leading New England and Midwestern stations, has joined the announcing staff of KOWL.

## Gets Citation

Wilmington, Del.—WILM news director, William P. Frank, has been presented with the outstanding Americanism award by the Wilmington Lodge of the B'nai B'rith for having been the citizen who contributed most toward Americanism and democracy in this community. The citation, which came from a number of organizations, pointed to Frank's radio contributions, which he regards as nothing more than radio versions of community newspaper work.

## KXOK Appointments Set

St. Louis, Mo.—New additions to KXOK's engineering staff include Russell Becker and James Mitchell. Both will assume studio and transmitter assignments.

## To Broadcast Benefit Show

Washington, D. C.—WINX, whose regular sign-off time is 1:05 a. m., will remain on the air beyond that schedule to bring its listeners the complete all-star benefit show for the National Association for the Advancement of Colored People being held in Washington's Howard Theatre tomorrow. Proceeds will go to NAACP's current fund-raising campaign.

## WOW Men In The Movies

Omaha, Neb.—Lyle DeMoss, Ray Olson, Gene Edward, Thomson Holtz and Merrill Workhoven of WOW's acting staff, are working in a "courtesy" movie made for Union Pacific. Lyle was recently featured in a movie made in Minneapolis for Nutrena.

## "Youngest" Disc Jockey

Jacksonville, Fla.—Four-year-old, Bradley Lucas, probably the youngest disc jockey in history, recently appeared on Claude Taylor's Sunshine Club as guest disc jockey of the day, for which he received a five-dollar bill.

## Spokesman At Press Meeting

El Paso, Tex.—Dorrance D. Roderick, president of the Roderick Broadcasting Corp. (KROD), recently spoke at a meeting of the Oklahoma Press Association in Oklahoma City on "Newspapers and Radio." Roderick is also publisher of the El Paso Times.

## Eubanks Joins WCON

Atlanta, Ga.—WCON has added Gene Eubanks, producer and director of many network radio shows to its staff as production manager. Before joining the station Eubanks was associated with Air Features, Inc. and also officiated as staff producer-director for CBS in New York.

## To Review Book

Corvallis, Ore.—The Clubwomen's half-hour on KOAC will feature a review of the book "Color Blind," by Margaret Halsey, this Friday. "Color Blind" is a lighter view of the race relations problem and will be reviewed by Mrs. N. Elwood Smith, president of the Corvallis Library Board.

## Cover Student Govt. By Air

Boston, Mass.—WBZ and WBZA were on hand when over 200 state high school students recently took over the legislative branches of the commonwealth in honor of "Good Government Day" which is aimed at acquainting high school students with the processes of state government. The New England Westinghouse stations were given exclusive broadcasting rights for the occasion.

## 'Anything Goes' Adds Gimmick

Detroit, Mich.—New gimmick on WJR's "Anything Goes" program is awarding \$10.00 for self-identity. Each day Ron Gamble will broadcast a description relayed to him by a station reporter, of a situation or conversation occurring anywhere in this city where women shop. Any listener who thinks the description fits is requested to report to the WJR receptionist so that she may be identified by the mystery reporter. New feature is called "Was It You?"

## Utah Radio Awards Win Commendation

Salt Lake City—Commending the Salt Lake City Advertising Club efforts to improve radio programming through its annual awards competition for local stations came from three network officials who were judges of the annual 1947 gold and silver awards in seven different classifications.

The awards, made last Wednesday at the annual Awards Banquet, were a result of the judging done by Jennings Pierce, stations relations and public affairs manager for NBC the West Coast; Edward W. Buckley, station relations manager for the western division CBS, and A. J. Frano, chief production supervisor for Mutual-Don Lee Broadcasting System.

In a letter to Paul Clowes, president of the Salt Lake City Advertising Club, the judges declared: "We would like to say that the Salt Lake City Advertising Club is to be congratulated on establishing and maintaining this splendid competition, can not help but aid in the general objective which is the aim of all broadcasters—the improvement of programs and the raising of standards of broadcasting."

The awards to the Salt Lake City stations follow:

DRAMATIC: "Story Princess" (Z.C.M. Department Store) KSL; "In the Public Interest" (U. S. Navy), KALL.

WOMAN'S APPEAL: "Women's Page (Chase and Sanborn), KALL; "Marzipan Master's Kitchen" (Utah Power & Light) KSL.

SPORTS: "Mal Wyman's Sports News (Scar-Roebuck & Co.), KALL; "Highligh in the World of Sports" (B. F. Goodrich Co.), KDYL.

NEWS: "Eleven O'clock News" (Anderson Jewelry Company), KDYL; "Intermountain West Edition" (Anderson Jewelry Company) KDYL.

VARIETY: "Here's the Latest" (Wolf Department Store), KDYL; "Centennial Salute" (Utah Oil Refining Co.) KSL.

AUDIENCE PARTICIPATION: "The I quiring Editor" (Salt Lake Telegram) KDYL; "Something for the Ladies" (Hudson Bay Fur Co.) KDYL.

MUSIC: "Songs for Everyone" (Utah Power & Light Co.), KSL; "Showcase Melody" (Schubach Jewelry Co.) KDYL.

## March Of Dimes Marathon

Waynesboro, Va.—Radio Station WAYB claims a record. This station gave \$3000 worth of time to the March of Dimes last February 14 and 15. The station staged a show which started Saturday at 1 p. m. and continued for thirteen and a half hour

## AT YOUR SERVICE!

# PLOT and STORY SPECIALIST

EDITOR (presently connected with leading popular magazine) seeks broader field of operation for abilities — making available to producers her invaluable experience.

THIS EDITOR is an expert in tested story values. Now engaged in guiding crew of top-flight writers in plotting stories along sure-fire lines. Available to producers for consultation; on purchase or revision of story properties, also for creating stories — tailor-made to suit any desired period, locale, or personality.

Write RADIO DAILY, Box 115, 1501 Broadway, New York 18, N. Y.





# RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 42, NO. 38

NEW YORK, THURSDAY, FEBRUARY 26, 1948

TEN CENTS

## WOULD AIR ALL SESSIONS OF CONGRESS

### NAB Membership Up 37% Since November

Washington Bureau, *RADIO DAILY*  
 Washington—NAB membership has risen from 1474 in November of last year to 2015, active and associate. J. E. Arney, secretary-treasurer, reported to the board meeting at Hot Springs, Va., this week.

With all but three members of the 25-member board present, the executive body of the NAB adopted a tentative plan for meetings in the 17 association districts throughout the nation, to be held during July, August, September and October. Only

(Continued on Page 5)

### VHF Radio Telephone Link Set By Stromberg-Carlson

Rochester—Development of an experimental multi-channel VHF radio-telephone toll link between Johnstown and Northville, N. Y., was announced yesterday by Stromberg-Carlson in collaboration with the General Telephone System. It is said to be one of the first multi-channel installations of its kind in the independent telephone field. Two conversations may be carried on at the same time in the experimental equipment.

### Renewals And New Biz Reported By WNBC

Several renewals and a new sale were chalked up by WNBC yesterday. Heading the list is renewal by the Mennen Co. of the 7:45-8 a.m. seg of the Bob Smith show across-the-board for 52 weeks. Duane Jones is the agency and Richard Close signed for NBC Spot Sales.

New account is the Stumpp & Wal-

(Continued on Page 5)

### Red Cross Contest

Syracuse, N. Y.—Taking a cue from Ralph Edwards' Miss Hush contest, WSYR, Syracuse, N. Y., is sponsoring a Red Cross Lady Contest during the 1948 Red Cross drive for funds. According to John F. Hurlbut, WSYR promotion manager, who is directing the contest, listeners are vying for a grand jackpot of prizes worth \$3,000 donated by Central New Yorkers.

### Documentary

NBC's new series of drama-documents, "Living—1948," will start Sunday, Feb. 29 (4:35-5:00 p.m., EST), with a script titled "The Signs of Our Times." Dr. George Gallup, director of the American Institute of Public Opinion, will be interviewed by narrator Ben Grauer on the current state of the nation. The Institute is co-operating with NBC in over-all planning of "Living—1948."

### Hodges Pays Tribute To Aid Given Army

General Courtney H. Hodges paid tribute to radio for the support given the Army at a luncheon yesterday sponsored by the Military Order of World Wars at the Waldorf-Astoria. The luncheon was held as a testimonial to radio and television's participation in last year's Army Week and to present them with citations from the Military Order.

In commending radio for its sup-

(Continued on Page 2)

### Berle's 24-Hr. WHN Stint Big Help To 'Heart' Drive

Milton Berle, at 1:30 p.m., yesterday, took the WHN microphone and embarked upon a 24-hour, one-man, one-station drive in aid of the New York Heart Association's campaign. Shortly before 10 p.m., last night pledges totalling \$15,000 had poured into the station, keeping the comedian constantly on the move between

(Continued on Page 5)

### Brooklyn Dodgers Seek FM Commercial Station License

Application for an FM license by the Brooklyn Dodgers baseball club came as a complete surprise to the trade and immediately became the subject of widespread speculation. Although opinion varies, one question is being mullied by local station execs: If the Dodgers get the station and can make a go of it, will it mean the eventual end of baseball revenue for stations?

(Dodgers games are currently aired

### Pepper Seeks Legislation Authorizing Both Radio And Tele Broadcasts Of Government Activities

### Broadcasters Gather For Okla. Conference

Norman, Okla.—Advance guard of broadcasting personalities who will attend the annual radio conference of the University of Oklahoma began arriving yesterday for the three-day session which gets under way today. Approximately 500 persons identified with radio and television broadcasting are expected to attend the conference and the three-day radio sales training seminar which will open on Sunday.

Among the important topics to be

(Continued on Page 4)

### Canadian Radio Law Discussed By Sedgwick

Montreal—Possibility that provincial, rather than federal, jurisdiction applies in relation to some phases of radio broadcasting was suggested yesterday by Joseph Sedgwick, K. C., to

(Continued on Page 2)

### Senate Confirms Allen As Info-Service Head

Washington Bureau, *RADIO DAILY*  
 Washington—The Senate yesterday confirmed the nomination of George V. Allen, former Ambassador to Iran, to serve as head of the United States Information Service.

Washington Bureau, *RADIO DAILY*  
 Washington—Senator Claude Pepper yesterday told the Senate Committee on expenditures in the executive departments that the cause of democracy would be served by broadcasting and televising Congressional proceedings. The bill he introduced last year to provide the airing of debate by private

(Continued on Page 5)

### Miss-La. Association Open Meeting Today

New Orleans—One hundred broadcasters representing the membership of the Louisiana Association of Broadcasters and the Mississippi Broadcasters Association are gathered here for a two-day meeting which opens this morning at the International House.

Richard P. Doherty, director of employer-employee relations for the NAB, will be the principal speaker:

(Continued on Page 2)

### Will Broadcast Session Of High School Forum

Plans to broadcast a portion of the New York Herald Tribune Forum for high schools over ABC on Saturday, March 6, at 10:45 a.m., EST., were announced yesterday by the network. The quarter-hour program

(Continued on Page 2)

### Soviet Serenade

The Soviet composers, recently verbally "spanked" by the Russian newspaper "Pravda" for the "bourgeois" quality of their music, will be represented by their compositions in forthcoming broadcasts over ABC by the Boston Symphony Orchestra. On the March 9 broadcast from Cambridge, Mass., the ensemble will give Prokofiev, and on March 16 Shostakovich.

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

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FINANCIAL

(Feb. 25)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio. Includes High, Low, Close, Net Chg. columns.

OVER THE COUNTER

Table with columns: DuMont Lab, Stromberg-Carlson. Includes Bid, Asked columns.

Will Broadcast Session Of High School Forum

(Continued from Page 1)

will include a discussion period in which high school students from the British Isles, Scandinavia, Australia and the United States will participate.

10 YEARS AGO TODAY

(From the files of Radio Daily)

First FCC experimental license for simultaneous airing of facsimile and sound was granted to the Finch Telecommunications Labs. Transmissions will be on 35.6 mc. with one-kw. power. . . WOR-Mutual set to air National AAU track meet with Dave Discoll at the mike. . . NBC Thesaurus began transcribing King-Trendle's 'The Lone Ranger. . . Lambert Pharmacal inaugurated 'True Detective' series on three Mutual stations. . . 'Goodnight Angel' (Irving Berlin, Inc.) was favorite tune of network bands with 39 plugs.

COMING AND GOING

FRANK STANTON, president of CBS; HOWARD S. MEIGHAN, HERBERT V. AKERBERG and HUBBELL ROBINSON, all vice-presidents, and WILLIAM B. LODGE, director of general engineering, leaving for Atlanta, Ga., where they will meet with representatives of the CBS affiliates advisory board of Districts No. 4 and No. 5.

JACK DONOHUE, manager of the American network's sales office in Detroit, is in town for conferences with officials of the web.

MARY MARGARET McBRIDE, commentator on WNBC, leaves by plane today for the Virgin Islands at the invitation of Governor Hastie. She will record her program there for two weeks.

WORTHINGTON MINER, director of television for CBS, is in Boston on business.

ELINOR INMAN, Columbia network's director of religious broadcasts, who will be married in Chicago on Sunday, leaves today for the Windy City.

MARTIN STONE, radio and television producer, is vacationing at Miami Beach.

DWIGHT HERRICK, operations manager of NBC public affairs and education department, is in St. Louis, where today he will speak at a meeting of the Radio Council of the Missouri metropolis.

LANNY ROSS leaves for Hollywood a week from Saturday. He'll visit briefly in the film capital and then will go on to Las Vegas, Nevada, where on March 12 he will open at the Last Frontier.

DANTON WALKER and HY GARDNER are expected back today from Miami Beach, and will resume their 'Twin Views of the News' over Mutual next Saturday.

DWIGHT COOKE, moderator on 'Cross Section, USA,' today goes down to Washington to set the stage for Saturday's broadcast, which will originate there.

HARRY S. GOODMAN, head of the radio-producing firm bearing his name, has flown to the West Coast to start his 'Radio Telephone Game' for Per Soap. He'll also work on some television features.

Hodges Pays Tribute To Aid Given Army

(Continued from Page 1)

port of the Army, General Hodges not alone reviewed their participation in Army Week last year but spoke of the stations continued interest in the Army throughout the year.

Among the broadcasters who received citations were Elliott Sanger of WQXR, Jim Gaines of WNBC, Arthur Hull Hayes of WCBS, Jack Poppele of WOR, Warren Wade of WNBT, Joe Ransom of WHN, Allen Hartley of WOV, Bill Moore of WBNX, Seymour Seigel of WNYC, Henry Greenfield of WEVD, Charles Baltin of WHOM, Leon Goldstein, WMCA; Ted Cott of WNEW, Clifford Evans of WHLI, Fred Barr of WWRL, Dorothy Thackery, WLIB, and John McNeill of WABD.

Miss., La. Association Opens Meeting Today

(Continued from Page 1)

also appearing as guest speakers will be Hugh Feltis, president of BMB; Carl Haverlin, president of BMI, and J. Collins, radio director of ASCAP.

Fred Weber, of WDSU, New Orleans, will report on the recent experience of televising the Sugar Bowl game and Stanley Ray of WJMR, a member of the board of directors of the FMA, will report on FM's progress.

Gene Tibbet, WLOX, Biloxi, president of the Mississippi broadcasters, will open the joint session and James E. Gordon, president of the Louisiana broadcasters, will also deliver a word of welcome.

Yarn Center Buys On WOR

The Yarn Center has bought sponsorship of 'Bill Berns Knitting Circle' which premieres over WOR Saturday, Feb. 28, from 10:30-10:45 p.m. Ellis Advertising Co. placed the 52-week contract. Gizi Alton, editor of Modern Knitting magazine, will appear on the weekly show to instruct Berns how to knit and to answer inquiries from listeners.

Canadian Radio Law Discussed By Sedgwick

(Continued from Page 1)

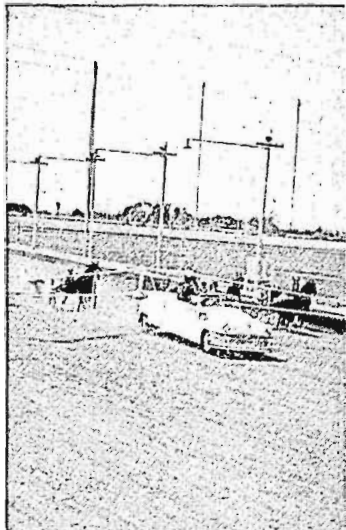
the Advertising and Sales Club of Toronto.

Radio law is so unformed that in the four cases of defamation in Canada all have been settled out of court, Mr. Sedgwick said. He expressed the hope that a federal act presently would clarify radio law at least in the eight provinces of Canada which subscribe to common law.

Aiding Campaign

Julius F. Brauner, general attorney and secretary of CBS, has accepted the chairmanship of the Radio Division of The Legal Aid Society's Appeal, it was announced recently by William B. Given, Jr., president of American Brake Shoe Company. This year the Society is asking for \$200,000 in order to continue to provide free legal advice and representation to those who would otherwise not be able to afford the services of an attorney.

WEVD 5000 WATTS 1330 K.C. 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



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 racers 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 in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Reed

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 EL DORADO 5-1872

RADIO DIVISION  
 SAMUEL H. NORTHCROSS  
 Vice-President

February 11, 1948

Miss Jo Stafford  
 607 Fifth Avenue  
 New York, New York

Dear Miss Stafford:

You will be interested to know that in our Continuing Audit of Radio Personalities, a regular ARI nationwide survey, you have the most enthusiastic following of any female singer included in the most recent poll.

You have reached a position of public recognition as a radio star by 53% of the radio listeners in the country. Furthermore, among those people who have heard you, 60% picked you as one of their favorite performers.

Although several other singers are more widely known, none of those included in this survey has quite the "Enthusiasm Quotient" that you have. The "E.Q." values reported in the Audit are a combination of two measurements:

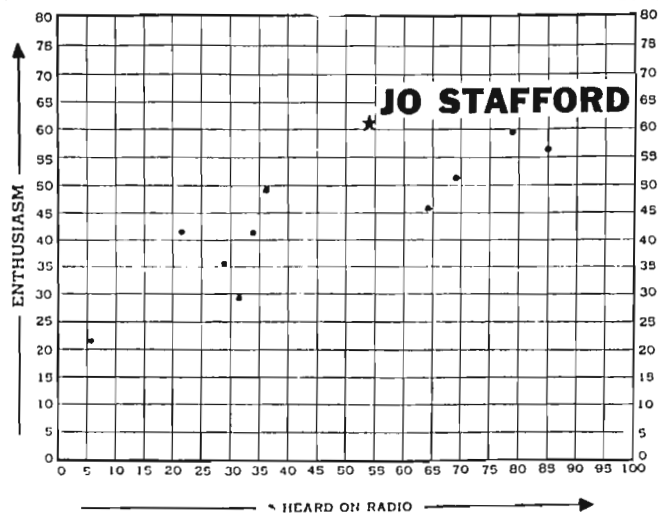
- a. The extent to which a performer has been heard by the listening public, and
- b. The degree to which the performer's following is enthusiastic about his or her performance.

Sincerely yours,

*Samuel H. Northcross*  
 Samuel H. Northcross

SHN:dc

AUDIT OF RADIO PERSONALITIES  
 PER CENT ESPECIALLY ENJOYED      FEMALE SINGERS      PER CENT ESPECIALLY ENJOYED



**CHESTERFIELD SUPPER CLUB**

Management  
 MICHAEL HIDOFF

TUESDAYS AND THURSDAYS 8-10  
**CAPITOL RECORDS**  
 Public Relations: MARGARET ETTINGER & COMPANY

Direction:  
 GENERAL ARTISTS CORP.

## LOS ANGELES

By RALPH WILK

ALAN SANDS has written the lead story in the March issue of "Humor Business," a magazine for the boys who manufacture laughs. Article enumerates the problems confronting the radio writer who hopes to get into upper income brackets by selling his own comedy package.

First nation-wide co-op deal for the Alan Ladd "Box 13" show was set by B. A. Joslin, head of Mayfair Transcription Co., with J. William Brenner, president of the William Brenner Furniture Manufacturing Company of Cincinnati, who flew to Hollywood for the transaction. Brenner, through the Sheridan Advertising Agency in Cincinnati, will cooperate with his dealers throughout the country in presenting "Box 13." Series will start on WKRC, Cincinnati, February 29th.

Zila Manufacturing Co. of Culver City (Calif.), manufacturers of precision products, has appointed Bass-Luckoff of Hollywood to direct its advertising. The current campaign will include trade paper advertising and direct mail.

KMPC's vice-president and general manager, Robert O. Reynolds, has been appointed accommodations chairman for the National Association of Broadcasters convention to be held in Los Angeles during the week of May 17th.

Sponsors of Jack Carson's Thursday NBC comedy revue revealed that Carson and his troupe will have only an eight-week layoff during the summer, returning to the air a month earlier than other major network shows.

## Broadcasters Gather For Oklahoma Conference

(Continued from Page 1)

discussed during the conference will be the matter of editorializing in radio news. This subject will be discussed at the luncheon session on Friday which will be presided over by Ben Ludy, general manager of the Capper Publications broadcasting stations. Virgil Sharpe, news director of KOIL, Omaha, will be the guest speaker at the luncheon session.

Farm directors of radio stations will gather on Saturday at a luncheon session presided over by Ed Lemons, farm director of WKY, Oklahoma City. Appearing with Lemons on the farm directors' program will be Charles Worcester, president of the Rural Farm Directors, WMT, Cedar Rapids, Iowa, and Layne Beaty, farm director of WBAP, Fort Worth.

## Stork News

Los Angeles—Radio friends of Mr. and Mrs. Joe Bulasky are congratulating them on the birth of their first child, a girl, Tina. He is owner of Coffee Dan's Restaurant, which is a popular place for radio folks. Baby has been named Tina Rachelle.



## Windy City Wordage. . . !

• • • There's going to be a disc jockey jamboree at the State-Lake Theater on March 12 when jockeys Dave Garroway, Ernie Simon, Lynn Burton and Eddie Hubbard appear on the vaude bill with singers Mel Torme and Rose Murphy. . . . The Fred Allen show is being promoted locally by WMAQ with colored posters mailed to more than 600 Ford Motor Co., dealers in the Chi area.

## Chicago

Broadsides show cartoons of Allen and his alley characters. . . . Jesse Teague, who has been with A. C. Nielsen Company, research firm, for 14 years, the last few years as vice-president, becomes a merchandising executive with Henri, Hurst & McDonald, Inc., on March 1. . . . A special "Dr. I. Q." show will be presented today (Thursday) at Memorial Fieldhouse, Cincinnati, in connection with presentation of "Drama of the United Nations" by Xavier University in co-operation with the Cincinnati Plan for United Nations.

☆☆☆

• • • Jack Paar and his charming wife made an excellent impression at a party staged at the Electric Club a few days ago to introduce the comedian to the Chicago press. Paar is emceeing the "Breakfast Club" for two weeks while Don McNeill and his family vacation in California.

☆☆☆

• • • Quiz Kid Ruthie Duskin will be guest speaker on the Elizabeth Hart program over WMAQ on March 26. Ruthie's book, "Chemist, the Magician," is being dramatized by Mrs. Charlotte Chropenning, director of the famous Goodman Children's Theater, and in play form "Chemist" will be distributed for use in schools all over the country. . . . Dan Edelman, public relations director of Radio Home Beauty Institute, New York, will spend several weeks in Chicago on promotional work. . . . WBKB, the B. & K. tele station, entertained 150 children—all the studio holds—on Monday with a reception at which the kids met Kulka and Ollie, stars of "Junior Jamboree." . . . A recent issue of the Chi Psi fraternity mag from the U. of Illinois chapter has a column which started: "Help! Help! We have lost track of the following alumni. Can you help us locate same?" In the list was the name of I. E. Showerman, NBC vice-president in charge of the central division.

☆☆☆

• • • In a Monday through Friday audience poll of ABC's "Welcome Travelers" program, in which 1,115 persons were queried, it was brought out that 238 of the 1,115 persons had entered radio contests of one sort or another, and of these 51 said they had been winners. Persons queried represented 44 states, and women outnumbered men four to one as contest winners.

☆☆☆

• • • Edwin S. (Ted) Mills, Jr., recently appointed program coordinator for WGN-TV, has been with NBC-TV, developing new show formats since 1946, and his first major assignment here will be to formulate plans and draw up a programming pattern for WGN-TV. He's a native Chicagoan. . . . Pretty Ileen Helman is handling station relations for the Toni Company. . . . Jack Ryan, NBC press dept. manager in Chicago, will speak on network public relations before the annual radio conference at the University of Oklahoma, Norman, Okla., Friday. Theme will be "The New Look in Radio." . . . Advertising expenditures of the radio division of Stewart-Warner Corp. for 1948 will be slightly in excess of a million dollars, a sizable slice of which will go for advertising on the air. . . . Ads are being used in all of the Chicago subway stations to boost WENR as the hospitality station of the nation.

## SOUTHWEST

JAMES A. MORONEY, vice-president and secretary of WFAA, Dallas, has been elected president of the Dallas Country Club.

Glen W. Travis has been appointed commercial manager for KREL, Goose Creek. Mr. Travis was former commercial manager of WTMC, Ocala, Fla.

The "Gene Autry Show," heard each Sunday over the CBS network originated last Sunday in Houston the last stop of a six-week road trip the singing cowboy has made. From Houston Autry and his radio troupe go to Hollywood.

Del Bellflower has been transferred to the news staff of KFDD, Amarillo. He was formerly a disc jockey for KFDD, and was previously with KPDD, Pampa, and KGNC, Amarillo.

Robert T. Nolan has been promoted from the post of staff announcer to chief announcer for KREL, Goose Creek. Nolan was formerly with KXLA, Pasadena, Calif.

Denny Beckner, band leader, has been named disc master of ceremonies for KIXL, Dallas.

Ben Barnes has joined the new staff of KTSA, San Antonio. He comes to the station with a wealth of 17 years' experience in news editing writing and reporting. He was city editor of the San Antonio Evening News for 10 years.

Charles S. Harris, manager of KCOR, San Antonio, turned over \$1,028 to the local March of Dimes campaign. The money was the result of contributions in some 40 surrounding communities, many of them members of the KCOR Spanish language audience.

Charles Rashall has been named chief announcer for KLEE, Houston's new 5,000-watt outlet. Rashall comes from Ogden, Utah.

"Your Record Shop, presided over by Gordon Fitzgerald and broadcast over WBAP, Fort Worth, daily Monday through Friday, is rapidly establishing itself as a platter parade with authenticity. Instead of asking for fan mail votes, Fitzgerald calls in the men who know—local record shop owners or managers in person. Appearing singly on each program they bring along the three records made most popular in their shop by purchases. The record shop owners or managers appearing on the program give the background of their selection as well as interesting sidelights on platter business in general.

William F. Bennett, for the past 10 years with KXYZ, Houston, handling national, regional and local sales, has been named new commercial and sales manager for KTHT, Houston.

Elbert J. Halling has joined the commercial department of KRLD, Dallas. Halling was formerly with WFAA, Dallas, and WBAP, Fort Worth.

Donald Cooke, Inc. has been named national sales representatives for KFRO, Longview.

The Wright Sporting Goods sponsored the airings of the Texas Open Golf Tournament in San Antonio over KTSA, San Antonio.

# Would Air Congress Via Radio And Tele

(Continued from Page 1)  
 nd government transmitters was mended to provide for television. In addition to private broadcasting, the bill provides for Congressional operation of shortwave stations—one each on the East and West Coast. These, he explained, would provide a continuous service which private broadcasters would not undertake. He said over 30 per cent of all home radios in use in this country would be in the short wave broadcasts. Senators John Sparkman, Alabama, and George Aiken, Vermont, indicated sympathy with Pepper's proposal, while Senator Edward Thye of Minnesota seemed sympathetic toward private broadcasting but uncertain about Federal operation. Senator Pepper pointed out that New Zealand and Australia have successfully and efficiently broadcast parliamentary proceedings through government-owned stations and that states and cities in the United States have broadcast meetings of state legislatures or local governing bodies either over local, privately-owned or publicly-operated stations. He said a democracy requires as much communication between its citizens and their elected representatives as is possible. He said while all the people have a right to know what is going on in the Congress only a select few who happen to be in the galleries and in the hearing rooms of the Congress in Washington have the opportunity to listen to the debates and hearings. Because of limited space and time, he said, press and radio reports of Congress are too sketchy and fragmentary to be fully informative. He said, "This bill would educate, enlighten and inform the people, and thus provide for a more responsive and responsible electorate, improve the quality of Congressional debate and lead to an improvement in the composition of the Congress."

## ★ AGENCY NEWSCAST ★

**BADILLO & VALENCIA**, of San Juan, Puerto Rico,—associates of National Export Advertising Service, Inc., New York, announce the appointment of Ary Moll as head of their radio department. Moll was connected with NBC's international division for 14 years, and had been the division's production manager before becoming the representative of Young & Rubicam in Puerto Rico. The latter post was resigned by Moll in order to join Badillo & Valencia.

**LINDSEY & COMPANY, INC.**, Richmond, Va., has been elected to membership in the American Association of Advertising Agencies.

**VARIOUS CLINICS** of the Advertising and Selling Course, conducted by the Advertising Club of New York, today will be in charge of the following leaders: Sales promotion—Robert J. Ingram, executive vice-president, Drug Merchandising Service, "Drug products promotion;" Sales Training—Carey E. Tharp, manager, management and research service, Metropolitan Life Insurance Co., "The fields of selling;" Copy—William E. McKeachie, vice-president and copy director, McCann-Erickson, Inc., "Why some ads click and others don't;" Radio—Philip Frank, executive secretary, Broadcast Measurement Bureau, "Station and network audience measurement;" Advertising Production—Donald Macaulay, Lathrop Paper Co., "The graphic arts and production;" Export Advertising—Shirley F. Woodell, account executive, J. Walter Thompson Co., Inc., "Opportunities in export advertising;" Sales & Advertising Research—Howard A. Stone, vice-president, Daniel Starch & Staff, "Research—an accurate pulse beat of the public."

### Renewals And New Biz Reported By WNBC

(Continued from Page 1)  
 ter Co., seed firm, which bought the 7 a. m. news with Clyde Kittell thrice weekly for 13 weeks through Bourne Associates. John C. Warren set the deal for the station. Other renewals were signed by Peter Paul, Inc., 6 p. m. news with Kenneth Banghart, twice weekly for 52 weeks, through Platt-Forbes, and War Assets Administration, participation in the Bob Smith show for 13 weeks through Arthur Kudner agency.

### Three Radio Execs. Elected To Controllers Institute

Howard L. Letts, record department controller, Radio Corporation of America, Camden, N. J.; Paul B. Schuecking, controller, Scott Radio Laboratories, Inc., Chicago, and A. A. Vogel, general controller, Radio Corporation of America, Camden, N. J., have been elected to membership in the Controllers Institute of America.

**EUREKA MANUFACTURING CO.**, manufacturers of silverware chests, has appointed Fred Gardner Company, Inc., to place its advertising

**JAMES KENNEDY**, copywriter, formerly of J. Walter Thompson and Biow Company; James W. Link, art director, formerly of Young & Rubicam, and John McClean, Jr., account executive, formerly of Pedlar & Ryan, have joined Sullivan, Stauffer, Colwell & Bayles, Inc.

**G. POTTER DARROW** has announced his resignation from N. W. Ayer & Son, Inc., to accept a vice-presidency of The Dorville Corp., an advertising, merchandising and sales promotion organization with offices in New York and Philadelphia. Darrow, in addition to handling the network radio programs of Charles E. Hires Company, has supervised the use of regional networks and spot programs for Supplee-Wills-Jones Milk Company and The General Baking Company.

**FOULKE AGENCY**, Minneapolis, Minn., has been elected to membership in the American Association of Advertising Agencies.

**ART HARRIS**, well known in New York as a free lance commercial artist, has joined the Brandford agency as an account executive.

**NATHAN A. TUFTS**, manager of the Hollywood office of W. Earl Bothwell, Inc., has been elected a vice-president of the agency. Prior to joining the Bothwell agency in October, 1946, in charge of West Coast operations. Tufts was vice-president and director of the Hollywood radio department of Ruthrauff & Ryan.

### Clark, Farley, Proskauer Talk Tolerance On WBNX

Attorney General Tom Clark, James A. Farley and Joseph Proskauer, former New York Supreme Court Justice, will be heard on WBNX Sunday as a feature of National Brotherhood Week. The program will be heard from 8:45-9 p.m.

### Wedding Bells

Elinor Inman, CBS director of religious broadcasts and co-author of "Religious Radio," will be married Sunday, Feb. 29, to Clifford Ross Jennings of Rock Falls, Ill., in a double-ring ceremony at the Hilton Chapel of the Chicago Theological Seminary, Chicago. Miss Inman, the daughter of Mrs. Benjamin Franklin Inman of New York, was born in Bagdad, Fla., and is a graduate of U.C.L.A. The groom, a consultant in administrative accounting, was graduated from Beloit College, Wisconsin, and received his MBA at the Harvard Graduate School of Business Administration.

# NAB Membership Up 37% Since November

(Continued from Page 1)  
 absentees at the meeting were John J. Gillin, Jr., general manager, WOW, Omaha; Harry Spence, KXRO, Aberdeen, Wash., and William B. Way, general manager, KVOO, Tulsa. The board voted to send a representative to the annual meeting of the Canadian Association of Broadcasters, to be held at the Chateau Frontenac in Quebec, March 8-11. A report by Hugh Terry, general manager, KLZ, Denver, and NAB representative on the BMB board of directors, indicated that BMB was sufficiently endorsed by the membership to continue in business "on a healthy basis," NAB said here yesterday.

### Berle's 24-Hr. WHN Stint Big Help To 'Heart' Drive

(Continued from Page 1)  
 microphone and the special phones installed to receive the donations. Among those introduced to the listeners by Berle during his first nine hours on the air were Ed Sullivan, Jesse Block, Monica Lewis, Hazel Scott, Maurice Chevalier, Jinx Falkenburg, Jack Pearl, Peter Donald, Menahsa Skulnick, Patti Clayton, Maggi McNellis, Helen Forrest, Myron Cohen, Scotty Beckett, Sid Caesar, Vaughn Monroe, Tex Beneke, Glenn Langan, Libby Holman, Mrs. Horace Heidt, Arthur "Bugs" Baer, Georgia Gibbs, Louis Prima and Eddie Schaefer. Each guest gave his bit for the good cause, seriously, and yet delivered in the breezy, interesting manner usually associated with the individual by the listener. Additionally, most of the guests contributed generously to a receptacle placed at the door of the studio. Ten special phones, bearing a special number, were installed for the purpose of receiving the pledges given directly to Berle.

## New Books

### Aid In Exams

Preparing for Federal Radio Operator Examinations by Arnold Shostak (Prentice-Hall, Inc.) In concise outline form, Shostak has set forth the theory and practice of radio, both technical and legal, required by the FCC for operator licenses. Entire book is in question and answer form, with questions based on actual FCC exams. Answers are presented directly and simply, with easy-to-read diagrams and equations included when necessary. Subject matter is arranged in six elements to cover basic radio laws; basic theory and practice; radiotelephone; advanced radio telephony; radio telegraphy, and advanced radio-telegraphy. Three appendices contain rules governing commercial radio operation; extracts from the Communications Act, and abbreviations used in radio communications. I. R.

**WTAQ SHEET**  
 PROGRAM-WISE!  
 Have you heard about  
 our Armchair  
 Detective Club?  
 You Will!  
 5000  
**WTAQ CBS**  
 GREEN BAY 1360  
 See WEED for Clues



"Our American concept of radio is that it is of the people and for the people."

## **Freedom to LISTEN – Freedom to LOOK**

As the world grows smaller, the question of international communications and world understanding grows larger. The most important phase of this problem is *Freedom to Listen* and *Freedom to Look*—for all peoples of the world.

Radio, by its very nature, is a medium of mass communication; it is a carrier of intelligence. It delivers ideas with an impact that is powerful . . . Its essence is freedom—liberty of thought and of speech.

Radio should make a prisoner of no man and it should make no man its slave. No one should be forced to listen

and no one compelled to refrain from listening. Always and everywhere, it should be the prerogative of every listener to turn his receiver on or off, of his own free will.

The principle of *Freedom to Listen* should be established for all peoples without restriction or fear. This is as important as *Freedom of Speech* and *Freedom of the Press*.

Television is on the way and moving steadily forward. Television fires the imagination, and the day is foreseen when we shall look around the earth from city to city, and nation to nation,

as easily as we now listen to global broadcasts. Therefore, *Freedom to Look* is as important as *Freedom to Listen*, for the combination of these will be the radio of the future.

The "Voice of Peace" must speak around this planet and be heard by all people everywhere, no matter what their race, or creed, or political philosophies."

*David Sarnoff*

President and Chairman of the Board,  
Radio Corporation of America.

\*Excerpts from an address before the United States National Commission for UNESCO.



**RADIO CORPORATION of AMERICA**

FREEDOM IS EVERYBODY'S BUSINESS

# TELEVISION DAILY

Daily section of RADIO DAILY—Thursday, Feb. 26, 1948—TELEVISION DAILY is fully protected by register and copyright.

## AT&T PLANS EAST-MIDWEST TELEVISION LINK

### TELE TOPICS

By JIM OWENS  
Associate Editor

**S** SMALL Fry Club," one of the hottest properties on the air at the moment, may switch from Du Mont to the NBC web as a top agency can swing a deal. "Club" could be offered on a "syndicate" basis . . . PIX, N. Y. News' outlet, has practically at its first remote deal—pickup of boxing and wrestling from the Queensboro Arena for the summer months. And because of the wholesale exodus of a certain station's key staffers to The News in recent weeks the bags are wagging" . . . the PIX-ies will get you if you don't watch out." . . . Hal Meier replaces Jim Furness at WCBS-TV as night operations chief. Latter goes to WFIL-TV (Phila.) as producer-director this week.

Madison Square Garden biggies reported not to officially throw open its '48-'49 vents to all b'casters on a bid basis before the month is out. . . . Don Pallini, recently featured as guest on a local video series, will do his own video show if details can be ironed out. . . . That new tele(consumer) weekly will change its name with the March issue. . . . Dennis James, who handles the commercials on the Kaiser-Frazer Amateur Hour (WABD) copped 125 votes after last Sunday night's show. Women's Club said they liked him better than any of the contestants. Not a difficult choice, we might add, since the show could stand a little fizzing here and there. . . . Bob Jamieson, one of video's youngest vets, starting a course in tele for GI's and college youngsters in Ridgewood (N. J.).

Du Mont network has snagged the Golden Gloves "Tournament of Champions" semi-finals at the Ridgewood Grove next Monday night. . . . Ray Nelson has divorced his ad agency and tele biz, set up the latter under Nelson Productions, Inc. . . . WCAU-TV, on a talent hunt in Philly, inserted an ad in the classified for any and all types. Local wag felt the medium was big bluff, offered "different" type of audition, said he'd jump off the station's 737-ft. tower "into a damp cloth."

### A Nod To Rickey

Films of presentation of the "Graham McNamee Sports Broadcasters Award" to Branch Rickey, president of the Brooklyn Dodgers Baseball Club at the Club's first annual dinner Tuesday night will be aired over WCBS-TV tonight at 8 p.m., as part of the Gulf news show. Added felt the films of Senator Warren R. Austin's address on U. S. policy in Palestine delivered before the UN Security Council. Doug Edwards will handle commentary.

### Para. Video System To Get Tryout Soon

The "Intermediate" large-screen television system recently demonstrated by Paramount will be unveiled in several key cities by the movie organization "in the very near future," it was learned yesterday. No announcement of the specific time for the first showing will be made because of the desire of the company executives to judge the reaction of a "normal" motion picture theater audience. The firm's Paramount Theater on Broadway may be the scene for the opening video shot, since much of the company's experience with video was derived from that source. Sequences from the Louis-Walcott fight and a Theater Guild of the Air drama, demonstrated several months ago at a meeting of tele people, were made in the projection booth.

All rights to the program selected will be cleared by Paramount in order that no legal complications will result from the showing.

### Six Apply For Television; FCC Approves Cincy CP

Washington Bureau, RADIO DAILY  
Washington—FCC announced yesterday a grant of a new CP for Cincinnati to Scripps-Howard Radio, licensee of WCPO, on Channel No. 7, while six new applications for video channels were received.

New filing included: WIBC, Indianapolis, for Channel 12; WGR, Buffalo, for Channel 9; the St. Louis Globe-Democrat, and St. Louis Star-Times, for Channels 13 and 4, respectively; Badger Broadcasting Co., licensee of WIBA and WIBA-FM, Madison, Wis., and WRNL, Richmond, Va. Badger asked for Channel 9, only channel assigned to Madison.

## Film Audiences Should Double With Advent Of Tele—Mullen

West Coast Bureau, RADIO DAILY  
Los Angeles—The use of television, far from hurting motion picture box-office totals, will double movie attendance in this country, Frank E. Mullen, executive vice-president and general manager of NBC, told a press conference here. Apprehensiveness of film executives regarding the effect of television on their takes is completely unfounded and without any basis, said the NBC official. Television, he added, will prove to be the greatest

### Sonora Pushes Output Of Video Receivers

Chicago—Sonora Radio & Television Corporation announced this week plans for increased production of television receivers starting next month. Television receiver production in April, according to Joseph M. Gerl, Sonora prexy, will be 500, increasing to 1,000 per month thereafter.

Company's factory here was closed down last week for a three-week period to permit setting up of new production lines for both TV and portable AM output.

### WNBT Sets Skate Show From N. J. Roller Rink

In a special television program from the Twin Cities Roller Skating Arena in Elizabeth, N. J., NBC Television will present a group of national and world roller skating champions this Saturday (8:00 p. m., EST). Program, produced by NBC in co-operation with America On Wheels, leading U. S. roller skating organization, will include figure skating, races, dancing and an inter-city speed competition between AOW members from Washington, Hackensack, Newark, Passaic and Elizabeth.

### Buy WPTZ Spots

Philadelphia—The Western Saving Fund Society, one of Philadelphia's leading banks with main office at 1000 Walnut Street and six branches in other parts of the city, will sponsor a series of spot announcements on Philco television station WPTZ. Video spots on film will immediately precede the NBC television network programs featuring wrestling each Tuesday evening at 8:45.

### Will Connect Phila. With Cleveland In December

AT&T announced this week extensive plans for additional inter-city television network facilities, including a link between the East and Midwest by the end of this year. Project, which calls for the construction of a 2,000-mile link between Buffalo and St. Louis by next fall, will culminate in the connection of the mid-west and eastern nets between Philadelphia and Cleveland via coaxial cable in December. Latter phase of the plan would make possible, for the first time, simultaneous reception of the same program in all cities linked to the network from Boston to St. Louis.

Existing eastern network, which stretches along the Atlantic Coast from Boston to Washington, will also be increased and extended in time for the national political conventions in Philadelphia next June, according to Bartlett T. Miller, vice-president in charge of the long-lines division of AT&T. Miller said the new mid-west network, which will comprise two channels for one-way service in "early October," will connect Cleveland, Toledo, Chicago and St. Louis. Another channel on this web will carry programs from the mid-west to Buffalo.

Two additional tele channels from New York to Washington to service these cities, and Philadelphia and Baltimore, will be added to the present eastern web by June, thus doubling the channels between these cities. During the political confabs, three of the tele channels can be set up to carry separate programs from Philadelphia to cities on the network, both north and south. This web will also be extended south by the addition of one channel which will enable programs to be received in Richmond.

### WABD Promotes Coyle

Harry Coyle, a member of the WABD staff for the past two years, has been named manager of remote operations for the New York outlet of the Du Mont network.

### Promotion Plus

Admiral Corporation has set an all-out advertising and promotion campaign to push its new development "television optional," in line with debut of the model in leading Chicago retail stores. Set, which features matching TV consoles, radio-phonograph combinations, etc., will be plugged via a total of 60 full page ads in four Chi papers during the next 30 days.

## COAST-TO-COAST

### New Collegiate Station Bows

New London, Conn.—WRUM, this state's fifth college radio station, is now on the air. Situated on the Fort Trumbull campus of the University of Connecticut, it broadcasts nightly, Monday through Thursday. Station manager is Henry Morgan of Stamford.

### "Varsity Varieties"

Washington, D. C.—New series of programs featuring the songs voted most popular on the campuses of American universities, will be featured on WWDC and WWDC-FM beginning February 28. Titled "Varsity Varieties," the shows will be heard every Saturday and will be aired with the co-operation of Varsity Magazine which conducts the popular-music polls through its representatives stationed at leading universities throughout the country.

### Boyd Braithwaite Passes On

Boise, Idaho—Boyd Braithwaite, KIDO commercial manager, recently passed away. The 35-year-old executive joined the station in 1940 as an announcer, was promoted to salesman shortly thereafter and in 1943 was appointed commercial manager.

### Song-Dramatic Spot On WIOD

Miami, Fla.—Newest local production on WIOD is a weekly song-dramatic vehicle entitled "Rusty and Mark." Title characters are portrayed by Mary Grayce and Kirby Brooks, with stories by Billie O'Day. Program, heard each Saturday, is produced by Scott Bishop, Clark Fiers, staff organist, supplies background music and acts as narrator.

### KIMA Airs Anniversary Show

Yakima, Wash.—In observance of the Yakima Lions' Club 25th anniversary, the KIMA public affairs department produced a half-hour documentary show saluting the Lions' achievements in community service over a quarter-century span. Show was written by Bob Swanson and produced by the station manager, R. Lee Black.

### Takes Continuity Chief Post

Columbus, Ga.—Jack Dell, former copyrighter for WGBA and WGBA-FM, has been promoted to chief of continuity for the two stations which send out 1,000 watts of music, news and program sports on AM and 9,000 watts on FM.

### Too True

Peggy Cartwright, actress on various web drama shows, played a role on "Sherlock Holmes" last week with more realism than even she realized. Acting the part of a titled Englishwoman who was informed she'd have to undergo an immediate though minor operation. Peggy left the studios to keep an appointment with her own medic. —and heard the same news.

## Brooklyn Dodgers Seek FM Commercial Station License

(Continued from Page 1)

sized by team officials, it seems almost certain that the team station would become exclusive outlet for Dodger baseball and football broadcasts under commercial sponsorship, if and when FM receivers are in a majority of radio homes. Other major league clubs are sure to keep close tabs on the Brooklyn experiment and probably will follow suit if the plan shows signs of success.

Biggest question mark, however, is television, most potent of all media. Club officials admittedly are disappointed because no video channels are available in the city and indicate that they will be ready to apply if and when high band tele comes in. The ever-increasing tele audience, both in homes and public places such as bars, presents a strong threat to both AM and FM sports broadcasts.

Plans for the Dodgers station, as outlined in the application, call for two prime objectives. First, the projection of the station as a youth outlet with much time devoted to sports, dramatics and other types of pro-

grams of interest to young people, and in which young people will participate. Second, to provide a community station for Brooklyn—from the point of population the third largest city in the country—which at present does not have a local FM outlet.

This, however, raises the question of whether or not the FCC will recognize the borough as a separate community and therefore entitled to a Class B station.

Application was filed by the Ebbets-McKeever Exhibition Co., of which Branch Riekey, Walter O'Malley, Lawrence Smith and Mulvey—McKeever heirs each own 25 per cent. Ownership is in the same proportion as the Dodgers athletic franchises.

Getting in on the act, as the saying goes, WNEW yesterday wired Branch Riekey, Dodgers prexy, offering the club time for a sports and youth show pending FCC action on the FM request. The wire also offered the services of WNEW producers and writers to help out on the proposed program.

### Wilmington's Fourth Sta. Now Under Construction

Wilmington, Del.—Erection of towers and the transmitter house for this city's fourth radio station has begun. The transmitting equipment for the new station, WARS, will be located a few miles from the center of the city.

Installation of power lines is progressing, and bases for the towers are already in place, as is the transmitter house foundation.

The Wilmington Tri-State Broadcasting Company, all locally-owned, has been authorized by the FCC to erect and operate an AM station with 1,000 watts power, day and night, as well as an FM station with a 20,000-watt output. The FM station will operate under the call sign of WARS-FM.

Primary impetus was given to the Wilmington concern by virtue of the fact that the owners comprise a representative group of well-known Wilmington citizens, General Manager George L. Sutherland remarked. Mr. Sutherland came to this city in 1945 to direct rebuilding of station WILM. He has had 25 years of practical broadcasting experience.

### Calif. Ad-Men Elected

Hollywood — Southern California Advertising Agencies, Inc., has re-elected for a second term David R. Fenwick as president and J. B. Kiefer, vice-president. Howard Ehrlich is the new secretary-treasurer, while directors, including the above, are Larry Raymond, Henry Mayers, Walter McCreery, Norman Tolle, Paul Jordan and William Scholts. All are Los Angeles advertising men with the exception of Tolle, who hails from San Diego.

### FCC Asked To Approve KTFS Ownership Shift

David M. Segal has applied to the FCC to acquire full ownership of KTFS, Texarkana, which operates on 1400 kcs. with a power of 250 watts. At present, Henry N. Fones has a 30 per cent interest in the station and plans on retiring from radio to devote his time to other business interests. Segal has 70 per cent interest in KTFS and is its general manager.

### Stork News

Mr. and Mrs. Robert Bryar are the parents of a 7-pound, 14-ounce girl, Bonnie, born last week at Women's Hospital. Father is an announcer at WHN, and mother, the former Shirley Palmer, is a radio actress. This is their second child.

### Secret Is Out

CBS' intensive teaser campaign on the "Double Or Nothing" quizzer ends today (Thursday) when wives of the entire D. or N. cast take over the entire operation of the show—announcing, emceeing, producing, singing et al.

### Ripley To Host Jean Merrick

Robert L. Ripley's NBC program tomorrow, Feb. 27, will dramatize the story of Jean Merrick, the woman who operates a personal introductory service on New York's Madison Avenue. Miss Merrick will appear as guest on the program.

### Roger Bower Hospitalized

Roger Bower, senior producer at WOR, underwent a gall stone operation at New York Hospital yesterday. He will be away from his radio duties for several weeks.

## PROMOTION

### Food Bulletin

Early in March a monthly new bulletin aimed at retail grocery and meat dealers will be inaugurated by WMAQ, Chicago, it is announced by Harold Smith, promotion manager. First mailing of over 1000 copies will go out soon to retail food dealers in Chicago and Illinois. The bulletin, entitled "Food for Thought and Action," is being distributed in co-operation with the Food Distributors Association of Illinois and the Chicago Retail Food Merchants Association, and is designed to keep dealers informed on grocery, dairy and meat advertising on WMAQ.

### Tie-in With ET Firm

In conjunction with its teen-age record program, "The Music Maker Club," and through the co-operation of MGM records, WCSI-FM, Columbus, Ind., has made arrangements with local record retail outlets for the distribution of Four Leaf Clover key chains. Keychains are used to promote the Music Makers Club, and MGM hit tune, "I'm looking over a Four-Leaf Clover." Station has similar arrangements with Mercury Records.

### Confusion-Lessener

WBAP, Fort Worth has distributed to radio set dealers in the Dallas-Fort Worth area gummed push button tabs to help overcome listener confusion for each of the two frequencies the stations operates on. Tabs are marked WBAP-570 and WBAP-820. WBAP shares operating time with WFAA, Dallas on the two frequencies since KGKO, Fort Worth, was dissolved by FCC order.

### WTAG's "Valentine"

The latest of WTAG's FM promotional activities in Worcester, Mass., was series of newspaper paid ads with Valentine tie-in. On Feb. 12, a two column x 5 inch ad appeared on the radio page of both the Worcester Telegram and The Evening Gazette in the form of a heart with nothing but the letters "CNE loves FM." This was repeated the following day. On Feb. 13 the same ad was run, with the addition: "Yes... Central New England loves FM because it can hear its favorite programs on WTAG-FM. WTAG now duplicates its complete broadcast schedule on WTAG-FM, 96.1 mc

### "Just Because"

Radio contest to end all contests has been inaugurated over WHN by Leonard Feather, emcee of the Varsity Varieties stanza, Saturdays, 1:30-2 p.m. Feather is asking listeners to send in the statement "I like Varsity magazine because..." WITHOUT finishing the sentence. Record albums will be awarded entries Feather likes best, and decision of judges will be final.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 39

NEW YORK, FRIDAY, FEBRUARY 27, 1948

TEN CENTS

## NAB BOARD OKAYS NEW DRAFT OF 'CODE'

### Red Cross Day Monday Gets Vast Radio Salute

Monday, March 1, has been designated as Red Cross Radio Day, and virtually every program on the air on every station in the country, both network and local, will plug the 1948 fund-raising drive of the R.C. The campaign, which has a national goal of \$75,000,000, runs throughout next month;

(Continued on Page 8)

### Mortimer To Address Next REC Luncheon

Charles Mortimer, vice-president of General Foods Corp. and chairman of the board of the Advertising Council, will address the Radio Executives Club of New York at the Thursday, March 4, meeting on "Democracy's Newest Weapon." It was announced yesterday by William S. Hedges, president of the REC and vice-president of NBC. Mortimer will discuss radio's responsibility in the work of the Advertising Council in bringing national and world problems dramatically home to the American people. The luncheon-meeting will begin at 12:30 p. m., in the Hotel Roosevelt.

### AMA Survey Will Gauge FM Use Of Web Shows

Seeking to determine the extent to which FM broadcasters are using the programs of the major AM networks, AMA revealed yesterday that it has undertaken a survey of the 400-plus FM stations on the air. "We have had complaints from

(Continued on Page 5)

### Rivalry

Refuting claims of WJBK, Detroit, and KFJR, Bismarck, of having launched a new program idea in which the radio audience gives temperature forecasts, L. O. Fitzgibbons of WOC, Davonport, Ia., asserts that he started "Temperature Forecasts" in radio 11 years ago. Fitzgibbons adds that the idea was copyrighted by him back in May, 1937.

### So Far-So Good

The new Communist regime in Prague so far is not censoring any broadcasts by American newsmen. This was stated yesterday by Palmer Hoyt, Jr., correspondent of the ABC, in one of the first broadcasts from Czechoslovakia's capital since it came under Communist rule.

Hoyt told ABC in a conversation following the broadcast that no Communist controlled police or "action committeemen" were stationed at Prague Radio yesterday, although they had "swarmed in here Wednesday."

### RCA Income Rises; NBC Also Shows Gain

Total gross income of Radio Corporation of America from all sources during 1947 amounted to \$314,023,572, representing an increase of \$77,042,802 compared with the total of \$236,980,770 in the first post-war year of 1946. Brig. General David Sarnoff, president and chairman of the board, disclosed in the RCA's 28th annual report released yesterday.

Net earnings of RCA in 1947

(Continued on Page 8)

### N. Y. Heart Fund Appeal On WHN Raised \$35,000

Final count on New York listener pledges to the Heart Association campaign fund during the 24-hour broadcast appeal over WHN, yesterday revealed that \$35,000 had been raised by Milton Berle, Ed Sullivan, and a host of stars who participated in the

(Continued on Page 3)

## Noble Spending \$250,000 For Spots On ABC Stations

Life Savers Corp., returning to radio after several years absence, has just opened a \$250,000 spot campaign on ABC's five owned and operated stations. Program is continuous throughout the year and represents one-fourth of the reported million dollar advertising budget set by the sponsor for 1948. Account is handled by Young & Rubicam.

Stations sharing in the deal—ac-

## To Be Submitted To L. A. Meet In May; Revised Section On News Approved; Chicago Permanent Convention Site

Hot Springs, Va.—The NAB board of directors yesterday approved a new draft of its Standards of Practice and returned the document to a re-styling committee as it concluded a three-day meeting at The Homestead here. More than a full day was devoted to discussion of the code of standards as re-drafted by NAB Program Chief Harold Fair to meet various objections offered to earlier versions.

Chicago was named as the site for the 1949 convention and all future conventions.

Re-styling of the standards was assigned to Fair by NAB President Justin Miller and NAB Executive Vice-President Jess Willard, with Miller authorized to appoint others to aid. The code, as it finally emerges, will be submitted to the membership for approval before the May convention in Los Angeles. After being discussed by the convention it will be returned to the board for final promulgation.

### Discussions Open Okla. Conference

By Staff Correspondent

Norman, Okla.—The "New Look in Radio" was the source of spirited discussion Thursday as the Annual Radio Conference opened on the north campus of the University of Oklahoma.

Dr. Sherman P. Lawton, OU coordinator of radio, aided by a national committee of thirty-five radio and advertising executives and educators planned the clinics around some of the radio industry's most perplexing and controversial questions.

That they planned well was indicated

(Continued on Page 3)

board for final promulgation. The board's action followed submission of several proposed drafts by industry committees, submitted by Fair for the

(Continued on Page 5)

## Ready For ET Pact, Says AFM Release

First press release of the American Federation of Musicians under their new public relations program was sent out yesterday. The release was based on an article by James F. Petrillo, president, in the current issue of the International Musician, the federation's journal, and dealt with the recording ban.

Indicating that the AFM "stands

(Continued on Page 2)

### 500th Broadcast

"America's Town Meeting of the Air" will observe the occasion of its 500th broadcast on Tuesday, March 16, when George V. Denny, Jr., moderator, will present four speakers discussing "Which Way America—Fascism, Communism, Socialism or Democracy?" The speakers will be Raymond Mo'ey, Norman Thomas, Dr. Leon M. Birkhead and Marlin Ebon.



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Nat Green  
1417 Ashland Bldg., 155 No. Clark St.  
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**FINANCIAL**

(Feb. 26)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/8	8 1/8	8 1/8	.....
Am. Tel. & Tel.	150	149 3/4	149 3/4	- 1/4
CBS A	24	24	24	+ 1/8
Farnsworth T. & R.	5 7/8	5 7/8	5 7/8	.....
Gen. Electric	32 3/8	32 3/8	32 3/8	+ 1/2
Philco	29	28 3/4	29	+ 1/2
RCA Common	8 1/8	8	8	+ 1/4
RCA First pfd.	64 1/2	64 1/2	64 1/2	- 1/2
Stewart-Worner	13	13	13	.....
Westinghouse	26 1/4	26	26 1/4	.....
Westinghouse pfd.	88 1/2	87	88 1/2	+ 1 1/2

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	8 3/8	9 1/2
Stromberg-Carlson	10 1/4	11 1/2
U. S. Television	1 5/8	1 7/8
WCAO (Baltimore)	29	30
WJR (Detroit)	12	13

**10 YEARS AGO TODAY**

(From the files of Radio Daily)

Phillip G. Loucks was named acting administrative head of NAB pending selection of paid president by the board of directors. . . . Connie Desmond was made production manager of WSPD. . . . Parade of 10 bands highlighted dedication ceremonies of WTAM's new \$300,000 studios. Lenox Loehr, John Royal and Alfred Morton represented NBC at the opening.

**YOUR RADIO DAILY DELIVERED TO YOU IN LOS ANGELES AND VICINITY BY MANNING'S DELIVERY SERVICE A SPECIALIZED MESSENGER AND DELIVERY SERVICE HO-3129**

★ **COMING AND GOING** ★

E. R. BORROFF, vice-president of the American network in charge of the Central division, is in Phoenix, Ariz., conferring with officials of KPHO.

C. R. JACOBS, director of construction for CBS, is in Philadelphia to inspect the new television facilities of WCAU.

ROBERT WHITE, supervisor of agriculture for ABC, is in Washington for talks with members of the U. S. Department of Agriculture. The "American Farmer" on the network tomorrow will originate at the Capitol.

PETER DONALD, comedian, has left for Buffalo, N. Y., where he will be honor guest of the Buffalo Men's Club tomorrow.

IRA MARION, script writer for ABC, has returned from Texas City, Tex., where he secured on-the-spot recordings for the network's special Red Cross program, which will be heard Monday at 8:30 p.m.

EARL JANES, Columbia network technician, has returned from a three-week trip with LOWELL THOMAS to the Winter sports centers of New England and Quebec. The Thomas program originated at Hanover, Stowe, Montreal and Mont Tremblant.

FRANK SOMERS, who made a trip over the North Pole for CBS, has returned to New York by way of Fairbanks, Alaska, with a number of recordings for the news department of the network.

ED BEGLEY, radio and screen star, to Miami for the premiere of the movie, "Sitting Pretty."

LYMAN BRYSON, Columbia's counselor on public affairs, has returned from Atlantic City, where he participated in meetings held by members of the NEA.

HUGH FELTIS, president of BMB, is in New Orleans for the meeting of the Louisiana Association of Broadcasters.

DOROTHY KILGALLEN and DICK KOLLMAR are broadcasting their husband-and-wife breakfast show on WOR from the Hotel Jaragua in Ciudad Trujillo, Dominican Republic, where they are covering the training season of the Brooklyn Dodgers.

GUY CUNNINGHAM, promotion manager of WEEL, Boston, is in town for conferences at the headquarters of CBS.

BOB ALLISON, director of the Columbia network's "People's Platform" and moderator on "Opinion Please," leaves today for Philadelphia, originating point for the current stanza of the latter program.

ROBERT HUDSON, director of education for CBS, is in Norman, Okla., for the annual radio conference of Oklahoma University.

HAROLD BRIDGES and HENRY STANGROON, of the CBS engineering department, are in Pittsburgh for the broadcasting of the Spike Jones program.

HERB SHELDON is back from Philadelphia, where he discussed the filming of his daily audience participation shows from New York's "Latin Quarter."

BERT LOWN, director of station relations for the Associated Program Service, is in New Orleans for the meeting of the Louisiana and Mississippi broadcaster associations. On the way back he'll visit APS subscribers along the Atlantic seaboard.

ALICE FROST, starred in "Mr. and Mrs. North," is back from a short trip to New Hampshire.

**Can. 'Happy Gang' Show To Be Mutual Web Co-op.**

Canada's No. 1 musical variety program—"The Happy Gang," starring Bert Pearl, will become a Mutual network co-op feature on March 15 through arrangements completed yesterday with Charles Michelson, New York producer who represents the Canadian program.

"The Happy Gang," which originates before a theater audience of 2,000 daily in Toronto, will be fed by CBS to CKLW, Detroit outlet for Mutual, and then to the complete MBS network. The program will be heard five days a week from 1:15 to 1:45 p. m., EST.

**Mrs. Clara A. Strotz**

Los Angeles—Mrs. Clara A. Strotz, widow of Charles N. Strotz, died Saturday, Feb. 21, at her home in Beverly Hills. Mrs. Strotz was the mother of Sidney N. Strotz, vice-president of the western division of the National Broadcasting Company; Harold C. Strotz, vice-president of Wilding Picture Productions here, and Kay Strotzi, New York stage playwright. Private memorial services were held Monday at Pierce Brothers Beverly Hills Chapel. Interment at Swann's Point Plantation, Surry, Va.

**Ford Renews On NBC**

The Ford Motor Co. has renewed "The Ford Theater" over NBC, it was announced yesterday by George H. Frey, NBC director of network sales. The program is heard Sundays, 5:00-6:00 p. m., EST. The agency is Kenyon & Eckhardt.

**Ready For ET Contract, Says Release From AFM**

(Continued from Page 1)  
ready to come to any agreement in its dealing with record manufacturers that will safeguard the members against mechanical competition," Petrillo's article is a review of his testimony at the recent Washington hearing before the House Labor Committee. It reiterated that the AFM "stands ready to permit the immediate manufacture of records for home use, provided they were not diverted to profitable use by radio stations, Muzak, juke boxes, etc."

S. Stephenson Smith, formerly instructor in the fundamentals of editing at New York University, is reported to be doing Petrillo's ghost writing as well as serving as managing editor of The International Musician. Hal Leyshon, formerly with the Miami Herald, according to reports, will join Petrillo later as p. a.

**THERE'S PLENTY OF BUSINESS IN**

**DAYTON, OHIO**  
Get Your Share By Using...



WEED & CO. National Representatives



**Bored to Death**

Billy's not being mean. That's not a snarl. Not a scowl. He's just bored stiff . . . so that expression is a yawn!

It seems that picture of Billy the Mandrill was shot just after school opened. He missed the kids . . . and the attention he's accustomed to getting.

When the crowd goes away, Billy can yawn. But, when your clients' customers go away, that sales manager is going to take a second look at the agency.

If you buy radio time and your client is operating in Baltimore and W-I-T-H is on your list . . . you've got an iron clad hold on listeners who make sales.

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

Put W-I-T-H on that next budget.



**W-I-T-H**

AM and FM

**Baltimore 3, Maryland**

TOM TINSLEY, President

Represented Nationally By Headley-Read

## Discussions Open Okla. Conference

(Continued from Page 1)

ated by the opening discussion chair-  
 manned by Jack Leach, of Lowe  
 tunkle Advertising, Oklahoma City,  
 n transcribed commercials. Will  
 Wright, Wright Radio Productions,  
 Chicago, disagreed with the paper  
 lead for Charles Wolfe, BBDO, New  
 York, who said all effective commer-  
 cials entertained or irritated. Wright  
 believes there is a third effective  
 classification in longer commercials  
 saturating straight selling. John Steel,  
 CWO, Chickasha, and Mott John-  
 son, KWFT, Wichita Falls, Texas, con-  
 curred and gave examples of effective  
 commercials.

Charles A. Batson, NAB director of  
 information, was chairman of the U  
 nion discussion of the Univer-  
 sity's service to the radio industry.  
 Doctor Lawton outlined the field for  
 radio in education. Ralph Hardy,  
 KSL, Salt Lake, stressed importance  
 of teaching principles of free enter-  
 prise to undergraduates; Adam Thom-  
 s F. Conroy, of San Antonio, felt  
 greatest need is for employees uni-  
 versity trained in practical radio.

### Program Problems Discussed

Programming problems of all clas-  
 sifications of radio stations were  
 discussed by Arthur Holbrook, WIBW,  
 Topeka; James Lawrence, KSD, St.  
 Louis; Martin O'Brien, WMRO, Au-  
 rora, Ill., and the co-chairmen of the  
 program clinic, J. Johnson, KMOX,  
 and John Tinnea, of KWK, St. Louis.  
 Limitations of time, limitations of fi-  
 nance and the veteran radio men em-  
 phasized. Every man on the panel  
 has been in radio at least twelve  
 years and thus gave a long-range  
 viewpoint.

Down to earth factors influencing  
 station time buyers were given by  
 Lee Hall, radio director of Carter  
 Advertising, Kansas City, and Monty  
 Mann, vice-president of Tracy Locke  
 Advertising, Dallas. A note of warn-  
 ing but also hope was sounded by  
 D. Penn, of the international broad-  
 cast division of the U. S. Department  
 of State, at a dinner meeting Thurs-  
 day night. "The U. S. is running a  
 poor third among nations engaged in  
 international radio. Even impover-  
 lished Great Britain spends three  
 times our sum," he declared.

The twelfth district conference will  
 meet Friday and Saturday concu-  
 rrently with the Norman conference.

## ★ AGENCY NEWSCAST ★

C. E. HOOPER INC., at a special  
 meeting of the board of directors,  
 elected H. Douglas Hadden vice-presi-  
 dent and general manager. Albert H.  
 Wharfield was elected vice-president  
 in charge of advertiser and agency re-  
 lations. Immediately prior to joining  
 Hooper, Hadden was vice-president  
 and general manager of Dillingham  
 Brothers, Ltd., manufacturers' sales  
 representatives of Honolulu, Hawaii.  
 From 1942 to August 1946, he served  
 in the U. S. Naval Reserve, and prior  
 to returning to inactive duty was  
 executive officer of the Naval Air Sta-  
 tion, Barber's Point, Oahu, Hawaii,  
 with the rank of commander. Whar-  
 field has been associated with Hooper  
 since 1939. Shortly after Pearl Har-  
 bor he was called to active duty, and  
 for the duration was associated with  
 the Bureau of Public Relations of the  
 War Department in charge of trans-  
 cribing and scheduling all Army ra-  
 dio programs.

FREDERICK, FRANZ AND Mac-  
 COWAN, Chicago, has been elected to  
 membership in the American Associa-  
 tion of Advertising Agencies.

## N. Y. Heart Fund Appeal On WHN Raised \$35,000

(Continued from Page 1)

around the clock entertainment pro-  
 gram.

In addition to appearing on virtu-  
 ally all WHN daytime programs and  
 throughout the night, Berle conducted  
 his own record program from 2:00 to  
 6:00 a.m. Among the many artists  
 who assisted Berle in making appeals  
 for the New York Heart Association  
 campaign were: Hazel Scott, Monica  
 Lewis, Ed Sullivan, Jessie Block,  
 Maurice Chevalier, Jinx Falkenberg,  
 McCrary, Jack Pearl, Menasha Skul-  
 nic, Patti Clayton, Maggi McNellis,  
 Helen Forrest, Myron Cohen, Scotty  
 Beckett, Sid Caesar, Vaughn Monroe,  
 Tex Beneke, Glenn Langan, Libby  
 Holman, Mrs. Horace Heidt, Arthur  
 "Bugs" Baer, Georgia Gibbs, Louis  
 Prima, Eddie Schaffer, Basil Rath-  
 bone, Macklin Marrow, the Bell-  
 Aires, the Golden Gate Quartet,  
 Enoch Light, Joe DiMaggio, Eddy  
 Howard.

Also John Conte, Nannette Fabry,  
 Phil Silvers, Bobby Breen, Frank Gal-  
 lup, Harry Conover and Candy Jones,  
 Jack Eigen, Dr. Frank Kingdon, Stan  
 Fisher, Carl Ravazza, Phil Foster,  
 Morey Amsterdam, June Richmond,  
 Harvey Stone, Walter Thornton, Sadie  
 Banks, Eileen O'Connell, Jerry Ber-  
 gen, Jack Carter, Ziggy Lane, Wier  
 Brothers, Radio Aces, Noro Morales,  
 Kenneth Spencer and Acting Mayor  
 Vincent R. Impellitteri.

### Lewis To Visit Waterbury

Robert Q. Lewis, CBS comedy star,  
 will make a personal appearance at  
 the Waterbury, Conn., Medical Soci-  
 ety dinner on Thursday, March 4. His  
 "Robert Q. Lewis" show will originate  
 from CBS station WBRY, Waterbury,  
 that evening.

CHARLES MICHELSON, INC.,  
 transcription producers, announce  
 that their telephone number has been  
 changed to PLaza 7-0695-0696.

FORJOE & COMPANY, national  
 radio representatives, have appointed  
 Harold H. Hollman, as manager of  
 their San Francisco office.

VAN BAALEN-HELLBRUN & CO.,  
 makers of State O'Maine men's robes,  
 have appointed Hirshon-Garfield, Inc.,  
 as merchandising and advertising  
 counsellors. Plans are being formulat-  
 ed for a campaign and will be an-  
 nounced at a later date.

HARRY TORP, formerly with Wal-  
 ter Weir, Inc., has joined Kenyon &  
 Eckhardt, Inc., as a space buyer.

INTERSTATE ASSOCIATES COM-  
 PANY of Los Angeles, national dis-  
 tributors of "Revelation," the ad-  
 vanced soft drink cup dispenser, have  
 appointed Bass-Luckoff of Hollywood  
 to direct a current advertising cam-  
 paign on a national basis.

## Radio Executives To Aid National Safety Council

The coordinated support of top  
 level media executives has been en-  
 listed by the National Safety Council  
 in a move to bring about greater pub-  
 lic participation in accident preven-  
 tion. Forty-three executives have ac-  
 cepted membership in the council's  
 public information conference, it is  
 announced by Paul Jones, director of  
 information for the council, and the  
 first meeting will be a luncheon in  
 the Waldorf-Astoria Hotel, New York,  
 on March 10. W. Earl Hall, vice-  
 president for public information, will  
 preside.

Radio executives who are members  
 of the conference are James Rowland  
 Angell, public service counsellor, and  
 Margaret Cuthbert, director of wom-  
 en's activities, NBC; Elsie Dick, di-  
 rector women's activities, Mutual;  
 Robert Saudek, director of public af-  
 fairs, and Grace W. Johnsen, director  
 women's activities, ABC; Helen Si-  
 oussat, director of talks, and David-  
 son Taylor, vice-president for public  
 affairs, CBS; Dorothy Lewis, coordi-  
 nator of listener activity, and Arthur  
 Stringer, promotion director, National  
 Association of Broadcasters; Bill  
 Goodwin, chairman motion picture  
 and radio committee, National Safety  
 Council, and George Jennings, treas-  
 urer, Association of Education by  
 Radio.

### Making Movie Shorts

First of a series of ten-minute  
 shorts based on the CBS program,  
 "It Pays To Be Ignorant," was com-  
 pleted yesterday at the RKO-Pathe  
 Studios here. Each of the shorts is  
 a condensed version of the broadcast  
 as it goes out on the air. Herb Pole-  
 sie, producer of the radio show, also  
 produced the movie.

## Life Savers Campaign On Five ABC Outlets

(Continued from Page 1)

members to work on the account  
 which is making use of station breaks,  
 one-minute announcements and par-  
 ticipations. Currently all copy is live  
 but schedule will be changed at inter-  
 vals.

Unique feature is that all commer-  
 cials are pegged on a "Life Savers  
 listening tip"; that is, every single  
 announcement will be a double plug  
 for Life Savers and an upcoming  
 ABC program. Web says Y&R is sole-  
 ly responsible for picking the shows  
 to be plugged in this manner and that  
 key programs from Wednesday  
 through Sunday night are currently  
 getting the nod. ABC also reported  
 that its regular on-the-air promotion  
 of shows will far exceed any Life  
 Savers listening tips.

The \$250,000 account, one of the  
 largest single spot campaigns ever  
 placed with ABC Spot Sales, may  
 even grow larger during the year.  
 Life Savers will also spend heavily  
 with other media, particularly the  
 Saturday Evening Post and Life.

### Amos n' Andy Profiled

Amos n' Andy are the subject of  
 an article titled, "Angels in Black-  
 face," in the current issue of Coronet  
 magazine. The article was written by  
 George Frazier.

**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.

**NEW ORLEANS WDSU ABC Affiliates**  
 1280 kc 5000 Watts

## RIP LAWSON, ADVENTURER!!!

- 3 or 5 a week transcribed action series—beamed to the juvenile-family appeal.
- 130 episodes just completed with top acting—scripting—music and sound.
- Any episode for audition purposes, they stand on their individual merit.
- To fit your budget with sales results contact: James Allen, Soundscript Radio Productions, 6600 St. Francis Terrace, Hollywood 28, California.

# SOUTHWEST

**T**HE "Mrs. Tucker's Smiles" program, heard three times weekly over WFAA, Dallas, and member stations of the Texas Quality Network, observed its 15th anniversary. It was the 2,496th broadcast of the airings. The anniversary show featured the show's originator, Mary Tucker, pianist; Myra Lee, vocalist, and Louise Mackay, who returns to the show as regular vocalist when Miss Lee leaves for New York City this week and the male singing star, Jim Burdette. The Jerry Gates orchestra will supply the music while announcer is Dave Naugle.

A boy, to be named John Cott Meny, arrived at the home of Mr. and Mrs. John Meny. The father is transmitter engineer for KTSA, San Antonio.

A special statewide network of stations was used to air the finals of the Texas Golden Gloves Tournament held in Fort Worth. Broadcasts were under the sponsorship of the U. S. Army and Air Force Recruiting. Bob Holleron, JTSA, San Antonio, gave a blow by blow account while color was handled by Larry Du Pont of the WBAP, Fort Worth, staff.

Newcomer to the staff of KITE, San Antonio, is Imogene Phillips, who will serve as receptionist.

The entire music used at a recent wedding in San Antonio was broadcast through KYFM, San Antonio. Arrangements were made through Charles Lutz, manager of KYFM. A receiver was placed in the patio of the Doss home here where the ceremony was performed. The opening song, "Because," the "Wedding March" and nuptial music during the ceremony was broadcast by KYFM and received at the Doss home.

"Cornbread Matinee," a half-hour hillbilly band and quiz program, is being broadcast from the stage of the Arcadia Theater each weekday noon over KRLLD, Dallas. Hal Horton the master of ceremonies, asks the questions and gives away groceries and other merchandise prizes.

A special half-hour program was presented over KTSA, San Antonio, on the occasion of Spring Market Week. A total of 13 South Texas Mayors were heard in a round table discussion led by A. J. Lewis, president of the San Antonio Chamber of Commerce.

Al Rickey, conductor, informs us that Mayfair Records has just released a sensational kiddie album called "Magic Carpet"—written and produced by Hugh E. Perette, featuring June Winters, nationally known as "THE LADY IN BLUE" to the younger set. For songs plus the able assistance of lovable 8-year-old Frances Lynn and a full orchestra and chorus make it a number one item on the children's hit parade.



## Mainly About Manhattan . . . !

● ● ● Alan Young, we hear, may wind up with top billing on the Texaco aircer, with Tony Martin practically set for a new stanza and a new bankroller. . . . "The Clock," ABC thriller, skedded to shift to the Coast next month. . . . Pete Donald sez the Walking Man has become radio's favorite STEP-son. . . . Reports about Metro cancelling its air budget denied, with the claim that only West Coast spots were slashed. . . . Herb Moss and the Vox Pop troupe off to Puerto Rico Sat. to thaw out after their 10,000 mile jaunt through Alaska. They hope to get to Paris in a month or so. (April in Paris. Wow!). . . . Television will mean added revenue for the nation's top gollers. One talent agency has already signed up 15 of the leading linksmen to make instruction shorts for video. . . . Herb Polesie, our favorite wit, has become radio's newest triple-threat man—directing "It Pays To Be Ignorant" on Saturdays following "20 Questions," where he's the chief laugh-grabber plus "Charade Quiz" on WABD Thursdays. (Herb just finished directing the first of the "Ignorant" movie shots for RKO this week). . . . Parade and Look mags devoting spreads to Prof. Quiz in forthcoming issues, highlighting the fact that the Prof., during the past year, has amassed better than a million lines of news space for himself and the show. (Not bad for an 11-year-old radio act, huh?). . . . Maggi McNellis points out that Bobo is one Sears who certainly doesn't need a Roebuck.

★ ★ ★ OUR HATS DOFF DEPT: The way Jack Smith CBSwings out with the lilted "Lucky". . . Ruth & Gil Braun's scripting and Sylvan Taplinger's production of the Coast Guard thriller, "This Is Adventure". . . The exciting Chandra Kaly dancers at the Harem. . . Al Schacht's clowning on his Sat. p.m. WOR aircer. . . The opening Hooper (4.3) on "True or False". . . Mary McNally at Tony's Trouville. (Her pianotes are out of this Wurlitzer). . . Louis Prima's version of "Civilization"—jukes what the doctor ordered.

★ ★ ★ THERE'S NO BIZ LIKE SHOW BIZ: Don Reid is just about one of the hottest young singers in town right now. His Metrolone platter of his own tune, "More Than Ever Before," (a tremendous seller) has made him a very much sought-after young man. Publishers have offered him \$10,000 for the tune outright and disc outfits would like to buy up the master recording. Funny thing, this is Don's second jaunt up the Glory Road. It wasn't too many years ago that he had his own NBC show and was under contract to P & G. Then one summer up in Montreal he happened to hear a gal named Anne Marleau warble. He got so excited over her thrushing that he promptly proceeded to forget all about his own career and devoted his full time in putting her across. Anne was and still is quite a singer of songs with plenty of looks to boot but somehow or other the big breaks seemed to elude her. Don finally decided to book her in out-of-town spots and booked himself along with her to spur things on. One day he dusted off one of his old tunes and the rest is what made up this paragraph. Now Don's back in show biz again with both feet. That's about all there is to the story—except that Anne Marleau is one whale of a singer, one of the best we've heard in years. Does she have to wait until she writes a song before someone latches on?

★ ★ ★ SID-BITS: Cy Harrice, who hit this town some two years ago from Chicago, is making great big footprints here. Last nite he stepped up from the announcing ranks to take over as emcee of "Reader's Digest". . . It's a baby boy, Christopher David, at the Ted Cordays. (Mom is Betty Shay, who returns to Pedlar & Ryan April 1st as daytime supervisor, and pop is half of the producing firm of Corday & Roberts). . . Alfe Bester (Charlie Chan writer) and his wife, Rolly (Camay Soap gal) off for 10 days in H'wood via Constellation.

# CHICAGO

By NAT GREEN

**T**OM FOY, of the WBBM sports department, left last week for vacation of several weeks in Florida. Jules Herbuveaux, television and program manager of NBC central division, has been appointed radio committee chairman for the American Centennial of Christian Brother in Chicago.

Dave Elman, creator of "Hobby Lobby," last Saturday originated a special version of the show called "Hobby Lobby With Dave Elman" from the World Hobby Exposition at the Chicago Coliseum, presenting a combination of exposition feature and interviews with outstanding hobbyists. Show was carried by Mutual at 2 to 2:30 p. m. and was recorded and rebroadcast over WGN at 8 p. m. Saturday.

Tom Horan, supervisor of sound for NBC central division, is in a Chicago hospital recovering from a major operation.

The film operations of Television Advertising Productions were covered on "location" by the Chicago Sun-Times and carried as a feature with a picture spread, in the Sunday, February 15, edition.

John Outler, manager, and Frank Gaither, commercial manager, of WSB, Atlanta, and James Le Gate manager, and Robert Fidler, commercial manager, of WIOD, Miami, were recent NBC visitors.

WBBM's documentary series "Report Uncensored" was cited as radio's acceptance of the city's human responsibilities at the annual meeting of the Chicago Council of Social Agencies. Following the luncheon, Ben Park, WBBM writer-producer of the series, acted as narrator for a slide film demonstration of the agency's work.

## Candy Co. Buys Spots In 36 Major Markets

Use of spot radio on 36 major stations is included in the biggest advertising campaign ever drawn up by New England Confectionery Co., it is announced by John Reddy, advertising director of the firm. About \$70,000 has been marked for the current air campaign which will run 16 weeks. Radio project will resume in the fall with an expansion in number of markets. Agency is LaRoche & Ellis.

The confectionery company's radio campaign in 36 major markets uses one-minute ETs. Promotion is in behalf of several candy bars and mints. Overall ad campaign will also use 71 newspapers in 60 markets.

## NEW ENGLAND 5000 WATT MUTUAL WANTS SALESMAN

Good Salary and working conditions. Send references and picture to Box No. 117, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

**EQUIPMENT**

**New Line Of Arvin Sets**

Nine new Arvin radios will make their bow early in March on dealers' shelves across the country and will be backed up by an intensive advertising effort, according to Gordon T. Ritter, of Arvin sales, Noblitt-Sparks industries, Columbus, Ind. "Key numbers in our spring sales and merchandising plans are three new portable models which are completely new in design, circuit and cabinets," said Ritter. All of the portables are said to have greatly advanced performance features and each is competitively priced in terms of today's markets. Arvin will support the new models with the largest national magazine and newspaper schedule in its history, according to Ritter, and will step up its over-all distributor and dealer promotion efforts accordingly.

**Zenith FM/AM Model**

A table model FM-AM radio was announced this week by H. C. Bonfig, vice-president of Zenith Radio Corporation, Chicago. The 8-inch speaker is into the compact table model because of Zenith's new development, called the Dialspeaker, which combines speaker and large dial in the same space. Brightly illuminated with 110-volt light, the large dial is easy to read and tune over the full broadcast band and both FM bands. Named the Symphony, this receiver provides tuned radio frequency amplification assuring maximum performance on broadcast and both FM bands, with 30 per cent greater sensitivity and 30 per cent greater rejection of unwanted signals.

**E. E. Executive Named Member Of Stand. Council**

A. B. Chamberlain, chief engineer of the General Engineering Department of Columbia Broadcasting System, New York, N. Y., has been appointed a member of the Standards Council of the American Standards Association by the Institute of Radio Engineers, Vice-Admiral George F. Hussey, Jr., USN (Retired), secretary of the ASA, announced yesterday. The Standards Council is the technical body representing national trade associations, technical societies, and Federal Government departments which has charge of all the work on national standards of the American Standards Association.

R. F. Guy, National Broadcasting Company, New York, N. Y., will act as Mr. Chamberlain's alternate.

**Renew WCBS Participations**

Conformal Footwear Co. has renewed for 52 weeks its participations in WCBS' 6:00-7:45 a. m. Arthur Godfrey program on Tuesdays and Thursdays, and in the Harry Marble program, same time Saturdays, it was announced by Arthur Hull Hayes, general manager of WCBS. The renewal is effective March 6.

**New Draft Of Standards Code Okayed By NAB Directorate**

(Continued from Page 1)

three man board committee including Harold Fellows, WEEL, Boston; John Meagher, KYSM, Mankato, Minn.; and Willard Egolf, WBCC, Bethesda, Md.

The board tentatively approved a revised section on news broadcasting for the standards, again emphasizing that several suggestions by the group's members should be incorporated into a final draft by the re-styling committee.

Other agenda matters discussed included these:

(1) A proposal for an over-all industry presentation on the effectiveness of radio as a medium for advertising, entertainment, and public interest features.

(2) Present status of negotiations with Ascap.

(3) A proposal for the 1949 and future annual conventions of the association.

**Introduced by Thomas**

Eugene Thomas, of WOR, chairman of the sales managers executive committee, introduced the proposal for an over-all industry presentation of radio's impact by reading a resolution urging adoption of the project, which may entail the expenditure of up to \$200,000. The project already has support of the four national networks, which have pledged \$50,000 toward defrayal of the cost.

Vic Ratner, CBS vice-president in charge of promotion, outlined the proposal to the board, explaining that it would be made in the form of a motion picture employing an "entirely new technique of visual presentation."

Support was voiced also by Gordon Gray of WIP, Philadelphia, chairman of the sales managers executive committee sub-committee which is developing the plan. Ratner and Thomas urged the project, with a target date for final production estimated at "sometime during the fall of 1948". The board took the matter under advisement.

Resolutions commending Frank E. Pellegrin, former director of the NAB broadcast advertising department, and Mrs. Dorothy Lewis, former NAB coordinator of listener activity, were adopted unanimously.

**Report by Streibert**

Theodore C. Streibert, of MBS, as chairman of the NAB music advisory committee, reported on the current status of negotiations with Ascap. He said renewal details of the extended contract with Ascap (Jan. 1, 1950, to Dec. 31, 1959) had been negotiated in part, with Ascap agreeing to retention of the rate applicable to the original contract now in effect, provided other issues can be resolved. Payment of royalties on co-operative programs was one of the principal problems discussed.

He noted also that the extension of the right of switch-over between blanket and per-program contracts in the renewal term had been refused. These negotiations concern license arrangements by the broadcasters and

music publishers for the use of copyrighted musical compositions.

Howard Lane of Field Radio Enterprises, Chicago, in his capacity as chairman of the association's convention sites and policy committee, reported on plans for the 1948 convention, scheduled for May 17-21 in Los Angeles, and offered resolutions of his committee seeking board approval of retention of the committee as the program-planning group for the up-coming meeting; and approval of Chicago as the site of the 1949 convention. Both resolutions were adopted.

The Chicago meet will be held in the Stevens Hotel, April 8-13, 1949, and the final contract for arrangements has been negotiated with Hilton Hotels, Inc. It was agreed also that the association's secretary-treasurer negotiate with the principal in Chicago a plan for selection of Chicago as a permanent site for the annual parleys.

**FMA Survey Will Gauge FM Use Of Web Shows**

(Continued from Page 1)

members of the FMA that some of the major networks have adopted policies of take-all-of-our-programs-or-none-on-FM," executive director Bill Bailey declared, and added: "In some instances our members have complained that they would be forced to cancel many local-interest programs, such as high school sports, if they are required to carry a full network schedule on their FM stations."

Pointing out that FM's own programming might suffer, Bailey said "inasmuch as network musical programs have been available to FM stations less than a month, we want to give the problem careful study before we take any action in any direction."

FMA this week sent all FM broadcasters a questionnaire designed to aid the organization in any future action regarding simultaneous broadcast of network programs on FM and AM. Among the questions asked were these:

"Do you carry on FM the full network option schedule as carried by your AM stations? If so, is it satisfactory to you?"

"Does your network policy interfere with or hamper you any way in programming your FM station locally in the public interest?"

"Are you losing revenue from FM as a result of the network policy?"

"Can you carry a full network schedule on FM (as carried by your AM station) and still program FM locally from a profitable standpoint?"

**David Wayne To Guest**

David Wayne, currently featured on Broadway as the young ensign in "Mr. Roberts," and formerly in Finian's Rainbow, will be heard on WCBS tomorrow when he guests on Margaret Arlen program, 8:30 a.m.

**PROMOTION**

**Birthday Party**

WJHP, Jacksonville, Fla., celebrated the 100th broadcast of its popular local show, "Campus Corner," by giving a birthday party for any high school students who wanted to attend the broadcast in the studio. The party was a big success, attended by almost 400 school students, who were given souvenir pencils printed with "Campus Corner—WJHP." "Campus Corner" features high school entertainers, news from the schools, record requests from students, and interviews with outstanding school girls and boys.

**Public Service Report**

CJCA's 1947 public service report presents a picture of the part the radio station plays in the affairs of the area it serves. Broken down into eight major divisions with sub-headings running into the dozens, the Edmonton station's contribution to community service in 1947 reads as follows: Time donated, 371 hours, 11 minutes; value of donated time, \$45,303.88; personnel time spent in public service broadcasts, 1,649 man-hours; station outlay for broadcasts, \$3,654.50; token payments received for above, \$4,626.25.

**Discontinue Radio Column**

The radio column called "On The Beam With John Milton," which the publicity firm of Carter-Johnson Associates has been syndicating to 29 Negro newspapers as a free service, has been discontinued after six weeks. Anticipated financial support from the networks, with one exception, was not forthcoming, it was said.

**Prize Script On 'Dr. Christian'**

"Fool's Gold," one of the prize-winning scripts in the "Dr. Christian" contest, will be broadcast next Wednesday on the CBS program, 8:30-8:55 p.m., EST. The author is Jean Reed, 23-year-old native New Yorker, alumna of the Brierley School.

**Congress Invites Ed Wallace**

Cleveland—Ed Wallace, Cleveland newsmen of NBC, whose broadcast of Monday on the "gray market" in steel attracted nation-wide attention, has been invited to appear before the Senate sub-committee investigating the price situation in the steel industry.

**Title Claimant**

Boston—Harvey Davies, concert pianist and orchestra conductor, who presides over the classical recording program titled, "Behind the Baton" on WEEL, takes the podium to refute the claim that Milton Cross will be the nation's first classical disc jockey. Davies, according to Marie Houlihan of WEEL, has been doing a classical recording show on the station since October, 1947.

## PLUG TUNES

ON RECORDS and TRANSCRIPTIONS  
**"I'M A LONELY LITTLE PETUNIA"**  
 (IN AN ONION PATCH)

Rytvoc, Inc.

1585 Broadway New York 19, N. Y.

A TIMELY REVIVAL  
**"AM I WASTING MY TIME ON YOU"**

on Records and Transcriptions  
**STASNY MUSIC CORP.**  
 1619 BROADWAY NEW YORK 19, N. Y.

The World Wants PEACE  
 You'll Want for your Programs

**"PEACE OF MIND"**

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

**I'VE ONLY MYSELF TO BLAME**

JEFFERSON MUSIC CO., INC.  
 1619 Broadway New York 19, N. Y.

On RECORDS—TRANSCRIPTIONS

**CONGRATULATIONS**

MARCHANT MUSIC PUBLISHERS  
 1619 Broadway New York 19, N. Y.  
 Bob Lee, Gen. Prof. Manager

D.-J. RECORD RELEASED Mar. 1  
**"THE OLIVE SONG"**

Pat Ballard Music Corporation  
 Room 419, 1619 B'way, New York

**BUT BEAUTIFUL**

By  
 JOHNNY BURKE  
 and  
 JIMMY VAN HEUSEN

GROWING BY LEAPS AND BOUNDS!

Lyric by  
 Buddy Kaye

**THOUGHTLESS**

Music by  
 Carl Lampl

LEO FEIST, INC.  
 1619 Broadway New York 19, N. Y.

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—The boulevard of Ballads, Boogie and Be-bop seems brighter these days because of the feeling (as yet unsubstantiated by Petrillo) that the recording ban is about to be lifted. . . . ● Redd Evans left for a four-week trip to the Coast. . . . Irving Deutsch joins Jefferson Music to work on "I've Only Myself To Blame." . . . ● Dan McNamara's ASCAP Biographical Dictionary is jam-packed with information on nearly 2,000 American Composers . . . this volume, published by Thomas Y. Crowell Co., should prove an invaluable aid to music and radio editors and columnists. . . . ● Radio will miss Bessie Mack. . . . she helped so many youngsters get a footing in show business. . . . ● This pillar often raved about Roger Coleman's tenorizing on KYW. . . . lad leaves for the Coast next week for a network series of his own. . . . ● Les freres Kenny (Nick and Charles) have a honey of a ballad in "Out Of My Mind" published by Goldmine Music. . . . ● Jerry Cooper will guestrill Monday nite on Paul Whiteman's "On Stage America" ABCoast to coaster. . . . watch some smart sponsor sign this artist. . . . ● Hill & Range Music Co., has a commercial ditty in "Easy To Please" written by Betty Wade and Red Foley.

★ ★ ★ Eugene Jelesnik, musical director of KDYL, Salt Lake City, is writing a book "Foxhole Serenade," based on his experiences with the USO. . . . Kelman Music has a clever novelty in "I'm A Little Teapot," written by George Sanders and Clarence Kelley. . . . ● Dreyer Music's novel "There Ought To B A Society," is making progress towards the top. . . . written by Mel Howard and Lee Erwin. . . . ● Rainbow Music has a sleeper in the ballad "If You Care For Me" written and recorded by Jimmy Saunders. . . . Ever since George Vanderbilt hired them some years ago, Erwin Kent's Orchestra has been a top society favorite. . . . currently featured at the Essex House in Gotham where they've broken all records for covers. . . . vocal department well taken care of by Betty Carr and Ken Morley. . . . If "Soon" by George and Ira Gershwin should land on the Hit Parade, credit belongs to Captain Stubby's Buccaneers. . . . this Village Barn band have been MBSwinging the number quite regularly and other bands are calling for the number. . . . A professor at the U. of Pittsburgh (who uses the nom de plume, Allen Laird) collaborates with Bruce Raeburn on the latter's witty song satires which has kept him at the Monkey Bar for two consecutive years. . . . add look alikes: Mary Osborne and Joan Brooks. . . . Tommy (Alan McPaige Trio) McDougal and Henry Fonda. . . . Bob Briody and Alan Hale, Jr. . . . ● Mack Martin, formerly with Barton Music, now with Robbins. . . . ● Bub Miley at John Thomas Music follows "Dream Dream Dream" with another commercial ballad "I Still Love You," by John Redmond and Lee David.

★ ★ ★ **ON AND OFF THE RECORD:**—Chalk up a positive hit for MGM's David Rose Orchestra platter of "Stardust" backed with "Sentimental Journey." . . . mood and music at its best. . . . ● A new series of Gene Carroll's Original Animal records, licensed thru Stapleton Industries, utilizing sound effects and vocals of "Civilization" and "Hawaiian War Chant" by 'Lizzie the Lizard,' 'Freddie the Frog,' 'Susie the Squirrel,' 'Johnny the Turtle' and 'Peter the Penguin,' is a cinch to cop top honors in the Kidisk field. . . . ● Martha Tilton's initial Capitol platter since her return to that waxery, a light rhythmic rendition of "That's Gratitude" flipped with "I'm Not So Bright." . . . Dean Elliott's band supports. . . . ● Kay Kyser's Columbia pairing of "Worry Worry Worry" backed with "There Ought To Be A Society" typical Kyser novelty. . . . Gloria Wood's vocal of the latter outstanding.

★ ★ ★ **SHARPS AND FLATS:**—Marvin Fisher leaves for Hollywood next week to head the Coast office for Fred Fisher, Inc. . . . starting to plug "It's The Sentimental Thing To Do." . . . ● Dick Kuhn Music working on a beautiful ballad, "Blue Sunrise," written by Mae Mitchell, Dick Kuhn and Charles Shaw. . . . ● London Music starting to click with "You're Gonna Get My Letter In The Mornin'" written by Bob Merrill and Vi Ott.

W N B T

scope



ON THE AIR AT CHANNEL 4 . . .

FRIDAY, FEBRUARY 27

1:00 Home Service Club with Tex and Jinx (Swift)

1:30 NBC Television Newsreel

7:30 Musical Merry-Go-Round

7:50 Television Newsreel (Camel)

8:00 U. S. Royal Sports Time (U. S. Rubber)

8:15 Travel Film of Nations

8:25 Ski News (Kools)

8:31 Teleview Film (Simon Ackerman)

8:42 Cavalcade of Sports—Boxing—Madison Square Garden

10:00 Feature Bout—Ike Williams vs. Kid Gavilan (Gillette)

10:45 UP and Acme News

SATURDAY HIGHLIGHTS

5:00 Puppet Playhouse

7:46 UP and Acme News

8:00 Roller Skating Carnival—Twin City Arena—Elizabeth, N. J.

SUNDAY HIGHLIGHTS

7:50 Review of the News (Oldsmobile)

8:00 Author Meets the Critics—Dr. Freud by Ludwig Lewisohn

8:40 Theater Guild Play—The Weak Spot

TODAY'S STORY . . .

Considerable information about television's secondary sales characteristics was provided by N.Y.U.'s recent survey for Allied Stores Corporation. One point: Intra-store television can increase store traffic up to 30%. Another: Television promotion can multiply sales up to 200% of normal for suitable merchandise.

SECOND SCANNING . . .

"Not only does television add an extra fillup to show windows and in-store displays but when the magic word of video is added to newspaper and magazine advertising, readership surveys indicate that it adds as high as 100% readability—the word alone (well displayed) adds at least 10% in reading interest."—Sponsor, November, 1946. "A powerful agent is the right word"—Mark Twain.

NBC  
 Television

A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY — Friday, Feb. 27, 1948 — TELEVISION DAILY is fully protected by register and copyright.

## AGVA - EMA SEEK TELE IN '48 CONTRACTS

### TELE TOPICS

By JIM OWENS  
Associate Editor

SWIFT & CO. switches its "Home Service Club" to the 8:30-9 p.m. slot on NBC (Fridays) April 2. Tex and Jinx will exit the show about that time, with McCann-Erickson almost set with a replacement. . . . United Fruit Company about to scan several ideas re the use of its Chiquita Banana spots on tele. Chiquita—currently Monica Lewis, the thrush—would already be on the air if it weren't for the Petrillo ban. . . . United States Steel will have to make a decision shortly regarding the Theater Guild on NBC. It has first refusal on video rights to the drama seg and option date is nearing expiration. It's felt USS will mix the video version, however, because of the heavy coin it already has invested in radio.

JERRY FAIRBANKS PRODUCTIONS, which is currently saddled with the headache of getting adequate space in Gotham to handle its video work for NBC, is going ahead on the Coast. He's wrapped up the services of Michael Johnson, hep British film exec., as chief of all studio activities in H'wood. . . . Although it won't be on the air 'till June 15, WPIX has a sponsor for a show next week. Station, in co-op with WABD, Du Mont flagship, will "present" the Golden Gloves Eastern tourney from Ridgewood Grove Monday night—and Winston Television and Radio Corp. will bankroll it. News' station holds all rights to the bouts.

WEWS, Scripps-Howard outlet in Clev., will debut its drama sked tonight with George Bernard Shaw's "Man of Destiny." Show will mark first telecast in Clev of a complete three-acter. . . . Rodney Chipp, former ABC engineer, added to the Du Mont staff as assistant engineer for the web.

### Tele's Easter Egg

Special television program explaining the use of funds obtained in the annual Easter Seal Drive will be presented over WNBW, to-night at 7:35 p.m., EST.

Program has been prepared with the co-operation of the District of Columbia Crippled Children's Society. WNBW announcer Ray Michael will interview several prominent people active in child welfare and child health movements. Among the guests will be Mrs. John R. Steelman, wife of the assistant to President Truman; Dr. Raymond T. Holden of the District Medical Society; and Dr. Winthrop Phelps of Baltimore, recognized authority on cerebral palsy.

### WBEN-TV In Tests

Buffalo — WBEN-TV this city's first tele station, begins test pattern operations today, with a four-hour daily schedule set to run Monday through Friday. Station execs expect, with progress continuing in all phases of the operation, to begin regular programming schedules in the early spring.

### Ziv Tele Co. Acquires 76 Full-Length Movies

Ziv Television Programs, Inc., subsidiary of Frederic W. Ziv Company, has acquired exclusive representation in television for 76 full-length feature films, it was announced yesterday.

John L. Sinn, president of the newly formed company, said the features are separate and apart from the General Film Library recently purchased by Ziv. Films, gathered by arrangement with "several producing studios," are available to video stations on a lease basis.

### Constr. Work Begins On NBC Chi. Tele Sta.

Chicago—Construction work preparatory to the installation of transmitting and engineering equipment for NBC's Chicago television station, has been started in the network's Civic Opera Building quarters here.

Adding further impetus to NBC's television plans in Chicago and the Midwest, Noran E. Kersta, director of television operations, and Reynold R. Kraft, television sales manager, were in Chicago for conferences this

### Say CBS Offers To Buy Para.'s Du Mont Stock

Washington Bureau, RADIO DAILY

Washington—CBS has approached Paramount Pictures with an offer to buy the latter's stock interest in Du Mont, it was reported here yesterday following a pre-hearing conference before the FCC on the extent of the movie company's interest in the Du Mont video operations. Meanwhile the Commission was expected to postpone the Paramount hearing scheduled for Monday (March 1).

CBS it's said, has made offers to Paramount to buy the latter's interest in Du Mont because of its alleged desire to effect a network tie-up in Washington, and Pittsburgh, and furthermore, because of a desire to enter the "manufacturing phase" of the business. Du Mont in addition to WABD in N. Y., owns WTTG in the Capital, and has a grant for a station in Pittsburgh.

Pre-hearing confab dealt largely with dates to be set for local hearings in Cleveland, San Francisco, Cincinnati, Detroit, Dallas and Boston, where Paramount affiliates are seeking video grants, but company lawyers were asked to also produce documents which they say will require some time. In addition, Duke Patrick, Para attorney, is ill and his absence is expected to postpone the hearing date a couple of weeks.

New York—Spokesman for CBS in New York said yesterday he "knew nothing" about any such deal between the network and Paramount Pictures.

week with I. E. Showerman, NBC vice-president in charge of the central division.

### New Wave Of Tele Applications As 12 File With Commission

Washington Bureau, RADIO DAILY

Washington—New high in video applications was reached yesterday, with an even dozen new requests reaching the FCC. Among them were three applications for the Coast from the Video Broadcasting Company, seeking channel 3 in Portland, Ore., and San Diego, Calif., and Channel 13 in San Jose, Calif.

Eleven partners in the company include John A. Masterson, John F. Reddy and John W. Melson, Hollywood radio producers. Masterson is part-owner of the "Breakfast In Hol-

lywood" show currently on the ether.

Other applicants include the Sunshine Television Corp., St. Petersburg, Fla., channel 7; Central Broadcasting Company, Des Moines, Iowa, channel 9; State University of Iowa, Iowa City, channel 11; Yankee Network, Springfield, Mass., channel 3; WTAG, Worcester, Mass., channel 5; WARC, Inc., Rochester, N. Y., channel 11; Intercity Advertising Company, Charlotte, N. C., channel 11; Waco Television Company, Waco, Texas, channel 6; and Badger Broadcasting Company, Madison, Wis., channel 9

### To Mull TV Rights In Meet Thurs. With AGVA

Television rights will be an important stipulation of the 1948 Fair Practices Code now being set up between the Entertainment Managers Association and the American Guild of Variety Artists (AGVA), it was disclosed yesterday. EMA arranges and produces shows for night clubs, cruises, private and hotel parties.

According to Nat Abramson, president of EMA, a meeting is scheduled for next Thursday at AGVA headquarters in New York to discuss rights of both the managers and AGVA members hired by them "where shows arranged by EMA members are televised." Move to include video rights in the '48 code was prompted according to Abramson, by the fact that recent programs arranged by EMA at Madison Square Garden and the Waldorf-Astoria Hotel have been televised. He added that the May 1 deadline set by the FCC for AT&T's coaxial cable rates "indicates both the possibility and the probability that EMA-produced entertainment features will be asked to perform for television audiences during 1948 on a network basis in addition to their regular assignments."

Abramson pointed out that many EMA-produced shows, including convention and banquet entertainments, which include after-dinner speakers, are involved. Some of these show units move, from week to week, to the better hotels throughout the country. "We have been informed," he said, "that some of these hotels have already arranged with local television stations to provide video entertainment in much the same manner as they provide dance band music on AM radio today. Many of our acts do not necessarily require music, which cannot presently be presented by union musicians over television, and do make good video entertainment.

Since 33 stations are expected to be on the air with regular program fare by the fall of 1948, Abramson said, "We must establish a precedence for EMA-AGVA television rights relationships now in anticipation of the rapid expansion of television."

### Larson To Speak

Philadelphia—G. Bennett Larson, Director of Television for WCAU-TV, and vice-president of WCAU, Incorporated, the Philadelphia Bulletin stations, will be one of the principal speakers at Boston University Founders' Day Institute on March 12 and 13.

# Red Cross Day Monday Gets Vast Radio Salute

(Continued from Page 1)

the official kick-off will occur Sunday night when President Truman broadcasts a brief appeal on behalf of the drive over the four major webs, 10-10:05 p. m., EST. The Chief Executive will be introduced by Basil O'Connor, president of the organization.

### 15-Minute Capsules Sent

For local coverage, the Red Cross has sent out to over 1,000 stations 15-minute capsule versions of leading web shows with plugs for the drive substituted for commercials. Shows were cut by Bob Hope, Bing Crosby, Dick Haymes, Frank Sinatra, Jack Benny and Kay Kyser. Five-minute dramatic spots were recorded by Ella Raines, Robert Montgomery and William Bendix. Package includes also 45-second spots by James Stewart, Edward G. Robinson, Humphrey Bogart, Lauren Bacall, Dorothy Lamour, Amos 'n' Andy, Eddie Cantor and Herbert Marshall, with four 15-second station breaks transcribed by Howard Petrie, Rod O'Connor, Art Linkletter and Bud Hiestand. Discs were cut in Hollywood under supervision of ARC producer Louis Graf.

In addition to Monday's intensive opening, the four webs have skedded or are planning special programs for the campaign. James Costello and Charles Starrett are co-ordinating network participation for the Red Cross.

### Special Dramatic Show

A special dramatic show produced by ABC will illustrate the role played by the Red Cross in the rebuilding of Texas City, Texas, since last year's disaster. Titled "To Every Purpose," the program will be built around tape recordings made in the port city by scripters Ira Marion and Starrett, and featuring voices of eight disaster victims. Program, which will be aired Monday, 8:30-9 p. m., will be directed by Martin Andrews, with music by Bernard Green. Raymond Massey will narrate. On Mar. 6, Secretary of State Marshall will speak for the Red Cross during the ABC broadcast from the Metropolitan Opera House.

Mutual has slated several shows for Monday, headed by the 12:30-1 p. m. slot which will feature General Jacob L. Devers and the Army Ground Forces Band and Chorus. Basil O'Connor will be interviewed by Albert Warner, 1:30 p. m., and Dan Sweigert will speak on Red Cross disaster operations on Editor's Diary, with Henry LaCossitt, at 9 a. m. Special efforts by CBS and NBC are understood to be in the planning stage.

### Special ET's for N. Y. Area

In addition to the Hollywood ET's, indies in the New York area have been supplied with talks recorded at the Manhattan Red Cross luncheon. Speakers are Madeleine Carroll; James A. Farley, Gen. Devers, Council President Vincent Impellitteri, the Very Rev. Monsignor C. H. Weldon, Rabbi Nathan Perilman, Thomas Ryan, president of Pedlar & Ryan, and Frank

# COAST-TO-COAST

### To Do WIBC Newscasts

Indianapolis, Ind.—WIBC's sports editor, Gene Kelly has been assigned the station's evening newscasts. Kelly has been associated with WIBC for the past two years as sports editor, chief of Kelly's Sports Desk and top play-by-play announcer for sports events broadcast in this area.

### WCKY Airing Tax Discussions

Cincinnati, Ohio—With the tax deadline coming up, WCKY is airing a series of five discussions on filing 1947 Income Tax Returns, with Fred W. Boss, assistant chief field deputy of the Bureau of Internal Revenue presiding. Talks are being broadcast each Sunday through March 14.

### Educational Series On WHYN

Holyoke, Mass.—A series of 13 broadcasts concerned with problems encountered by parents of pre-school age has been launched by WHYN. Titled, "Education Begins in the Nursery," the programs include dramatizations and panel discussions and are a continuation of educational efforts by the station and the Junior League of this city. Handling the station's participation in this series is Jay Heiten, WHYN program manager.

### New Public-Service Airing

San Antonio, Texas—KTSA has come up with a new public-service show entitled, "The Voice of South Texas." The program, which is written by Eston Pace, gives recognition to the editors of South Texas newspapers for outstanding articles which appear in their editorial columns.

### RMA Campaign Underway

Hartford, Conn.—The Spring Radio Showing test campaign to tap new markets for radio receivers, got away to a running start last Monday in the Hartford trading area. Over the week-end displays, advertising and publicity proclaimed the advantages of additional receivers for the home and as gifts under a double-barrelled theme "A Radio in Every Room. A Radio for Everyone."

### UN Delegates Heard On WJHP

Jacksonville, Fla.—WJHP station manager, C. S. Veal, recently interviewed two UN delegates, who were in this city as guests of the local League of Women Voters, on a half-hour program over that station. They were Dr. N. A. C. Slotemaker-deBruine, counselor of the Netherlands Embassy in Washington, and Henry M. Moolman, UN delegate from the Union of South Africa.

W. Abrams, of Standard Oil of N. J. Television also will do its part in the drive. New York's three outlets will air Red Cross films as features and are cutting extra prints for use as spot announcements. In addition, an all-star video show is contemplated. Ruth M. Shafer handles both tele and radio for the local Red Cross office.

### Band Quiz Gets Time Boost

Washington, D. C.—The Band of the Day Quiz, conducted by WWDC's Jack Lowe with an award for those who know their singers and bands, has been increased to a 30-minute show. The popular airer is heard each Saturday morning at 10:00.

### To Launch Red Cross Drive

Detroit, Mich.—"Parade of Mercy," the largest and most lavish city radio production of the new year will launch the annual Red Cross Drive on WJR tomorrow. The one-hour, star-cluttered broadcast will originate from the Denby High School auditorium and is open to the public without charge and without tickets, with the doors closing at 6:45. Production will be under the direction of Eric Howlett with script by Donn Chown and chorus under the direction of Don Large.

### Jr. Disc Jockey Contest

Rochester, N. Y.—Starting tomorrow, WVET will air a "Jr. Disc Jockey Contest" for area high-school students. Each week, 12 contestants, representing city and county high schools will be allowed 12 minutes of air time to prove their "platter-patter" prowess. The 10 weekly winners will be called back for further eliminations, with the grand winner being chosen on the 13th program. Prizes include a 13-week "disc jockey" contract calling for \$100 per three-hour show and a two-week vacation for two at Old Forge.

### KIMA Adds Announcer

Yakima, Wash.—Garry Thomas, formerly staff announcer at KTFI and KVMV, Twin Falls, Idaho, has been added to the announcing staff of KIMA. He replaces Dave Page who resigned to join the staff at KIRO, Seattle, effective March 1st.

### Combo Music-Quiz On WMID

Atlantic City, N. J.—New WMID combination music and quiz with a write-in feature is titled, "Famous Lady" and is sponsored by the Famous Lady Store of Style. Each night, the sponsor gives away a different gift to the person who identifies the famous lady of history, fiction, medicine, theater, etc., to which program's clues refer and who gives the best last line to the sponsor's jingle.

### Appointed Production Director

Milwaukee, Wis.—Hal Walker, veteran announcer and sportscaster, and a familiar figure in Milwaukee radio for about 10 years, has been appointed production director of this city's new 5,000-watt full timer, WMAW. Walker was formerly associated with WISN and WRCM-WJMR, New Orleans. He also conducts a popular sports show on WMAW entitled, "Sportingly Yours."

# RCA Income Rises; NBC Also Shows Gain

(Continued from Page 1)

amounted to \$18,769,557 as compared to \$10,985,053 in 1946. The net earnings of 1947 are equivalent to \$1.12 per share of common stock while earnings in 1946 after payment of preferred dividends were equivalent to 56 cents per share.

The report reveals that the National Broadcasting Company showed a 7.6 per cent increase in revenue in 1947 over 1946. The income for 1947 was \$65,690,001 as compared to \$61,067,034 in 1946 or an increase of \$4,622,967 for 1947.

The report contains a table of financial results achieved by RCA for the past ten years—year by year. This compilation shows that RCA has annual averages of: \$214,613,913 gross income; \$23,809,316 net profit before Federal income taxes; \$13,276,255 Federal income taxes; net profit after income taxes of \$10,533,061. The profit before taxes represents an annual average over the ten-year period of 11.1 per cent of the gross income and an annual average of profit after taxes of 4.9 per cent.

Citing television as the "most important new factor in radio," General Sarnoff said it began in 1947 to "fulfill its promise of becoming a great industry and a vital public service."

Research to determine the "why" of certain discoveries made during World War II, the report stated, is resulting in revolutionary concepts and a wider range of thinking with regard to radio and electronics.

## Send Birthday Greetings To—

- February 27
- David Sarnoff Frank Kingdon
  - Upton Close Frank Munn
  - Maurice Spitalny Emmett Hardt
  - Ruby Cowan
  - "Texas" Jim Robertson

- February 28
- Harry Kramer Patti Clayton
  - Jim Boles Alan Wray
  - Olan Soule David Lowe

- February 29
- Jimmy Dorsey Bill Banks

- March 1
- Dinah Shore Ralph J. Gleason
  - Charles Lyon Charles Martin
  - Teddy Powell Jimmy Stevenson
  - Edward T. Davies Cy Harris

- March 2
- Jessie Fordyce

- March 3
- Kenny Sargent Joseph Ainley
  - J. Frank Burke Henry Gladstone
  - Kingsley F. Horton

- March 4
- George Shelton Herman Fields
  - Jerry Marlowe Lucy Gilman
  - Edward J. Fitzgerald