

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

DL. 42, NO. 1

NEW YORK, FRIDAY, JANUARY 2, 1948

TEN CENTS

## NEW 'ET' BAN SET; PETRILLO TRIAL CLOSING

### AFM Restricts Nets Making ETs For Rebroadcast

All network transcribed repeat programs which contain music will be banned after Jan. 1, the AFM announced late Wednesday, and repeat shows will have to be done live. Banning of transcribed repeats at the end of January coincides with the expiration of contracts between AFM and the net-

(Continued on Page 3)

### New Half Hour Show For Midwest Network

Sale of a new half hour musical program titled, "Music From the Heart of America," over a 31-station Midwest and southern NBC network was announced Wednesday in Chicago. The program which will feature two vocalists, a nine-voice choir and a 34 piece orchestra will start Thursday, Feb. 5, under the sponsorship of the Falstaff Brewing Corporation and will be heard from 8:30 to 9 p.m., CST.

Featured vocalists on the show will

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### Abilene AM Station OK'd; Other Commission Activity

Washington Bureau, RADIO DAILY  
Washington—The FCC on Wednesday adopted a final order granting the application of the Citizens Broadcasting Company, Inc., for a new AM station at Abilene, Texas. Turned down in the decision was the com-

(Continued on Page 2)

**"The Winnahs"!**  
Washington — Four sectional winners of the nationwide "Voice of Democracy" contest will be presented their awards in special ceremonies Jan. 28, at Washington's Hotel Statler. Each of the winners will be presented \$500 scholarships to the school of their choice. The contest was sponsored jointly by NAB, RMA and the Junior Chamber of Commerce.

### For Reference Reasons

Chicago—Radio Daily's RADIO ANNUAL was read into the record of the James C. Petrillo trial Wednesday when Petrillo's attorney, Daniel D. Carmell, in questioning Edward Benkert Chicago Federation of Musicians recording secretary, handed Benkert a RADIO ANNUAL and said "I presume you are familiar with the RADIO ANNUAL, the industry's 'Bible'." Carmell then refreshed Benkert's memory as to time of various stations on the air by quoting figures from the annual.

### Heavy Production Of Tele in Prospect

Although the radio and television industries have completed their "greatest year in history" they look forward with confidence "to further gains" in 1948, John Ballantyne, president of the Philco Corporation, said Wednesday in a year-end statement. Predicting that television production alone next year would be "at least" 500,000, with a value of "over \$200,000,000," he put radio production during '47 as exceeding 16,500,000 sets with a retail value of approximately \$900,000,000, and about 175,000 tele receivers valued at near-

(Continued on Page 5)

### Women Broadcaster Assn. Plans Nat'l Convention

The fifth annual convention of the Association of Women Broadcasters of the NAB will be held in Washington, D. C., from Jan. 28 through Feb. 1, Ruth Crane, WMAL, Acting President, announced.

Miss Crane and Mrs. Dorothy Lewis of NAB, New York, and Second Vice-

(Continued on Page 2)

### Facsimile Race On; Daily Sked in Phila.

Race to be first in the field with daily facsimile grows hotter in several cities and out of Philadelphia comes the announcement that the Inquirer and WFIL-FM, believed to be turning on the heat to speed ahead of the Miami Herald and WQAM, have started two editions daily of a facsimile newspaper, Monday through Friday. According to Roger Clipp, general manager of the Inquirer stations, regular facsimile service began with a limited number of recorders—one in the lobby of the Bellevue Stratford Hotel and

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### Yankee Net Sendoff Tonite For Aid-Ship To Scotland

Boston—The Yankee Network in New England, from 11:15 p.m. tonight until 12:30 a.m., will air a special broadcast in connection with the Yankee "Friend Ship" due to sail from Boston to Scotland some time next week. The ship will be loaded with thousands of dollars worth of

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## Trammell; Mullen See Boom For Tele; Urge Radio Code

The coming year will be one of rapid and historic expansion for the television industry and at the same time one in which radio broadcasters will be faced with the problem of unity and the establishment of a code of improved commercial and program policies, Niles Trammell, president, and Frank E. Mullen, executive vice-president, of NBC, said yesterday in year-end statements.

Trammell asserted that action on the adoption of a code has "already

too long been delayed," but expressed hope that the industry will take "this forward step" during the next 12 months. He forecast the year ahead as one of "grave decision" for Americans, faced as they are with such questions as the Marshall Plan, recurring crises in relations with foreign nations, inflation at home, etc.—problems that will demand a "high degree of unity" for their solution.

"I am confident that these United

(Continued on Page 3)

### Gov't Closes Case Against AFM In Chicago

(Staff Correspondent, RADIO DAILY)

Chicago—Testimony in the trial of James C. Petrillo, charged with violation of the Lea Act, was concluded in United States District Court here Wednesday afternoon and attorneys for both the government and the defendants are expected to complete their closing arguments before Judge

(Continued on Page 3)

### CBS Gets 6 Renewals As 1947 Closes Out

Optimistic business outlook for the coming year, reflected in the year-end flow of program renewals, was further reflected this week with the renewal of six full network programs on CBS. Renewals, announced by William C. Gittinger, network's vice president in charge of sales, include five daytime serials for Procter & Gamble Company.

Programs and agencies handling them are as follows: "Big Sister,"

(Continued on Page 6)

### Waring Sponsor Renewes; Sheaffer Adds Stations

Chicago—American Meat Institute has renewed sponsorship of the Tuesday and Thursday a.m. Fred Waring programs over NBC for 52 weeks, effective Jan. 13. Show is aired 9-9:30 a.m., CST, over 152 stations with meat and allied products

(Continued on Page 2)

### Public Service

Washington—Five national organizations, representing labor, management and agriculture, will take over NBC's "America United" series this year, the fourth that the forum has been on the air. The CIO will air 13 programs: AFL, 13 National Grange, 10; American Farm Bureau Federation, 10, and U. S. Chamber of Commerce, six. Program is heard Sundays, 1 P.M.

# RADIO DAILY



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6417 Dahlfonega Rd. 2122 Decatur Pl., NW

Phone: WIsconsin 3271 Phone: Hobart 7627

### CHICAGO BUREAU

Nat Green

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## FINANCIAL

(Dec. 31)

### - NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/8	7 3/4	7 3/4	- 1/8
Am. Tel. & Tel.	151 3/8	150 7/8	151 3/8	+ 3/4
CBS A	24 1/2	24	24 1/2	+ 5/8
CBS B	23 7/8	23 1/4	23 7/8	+ 1/4
Farnsworth T. & R.	7 1/8	7	7	- 1/8
Gen. Electric	35 3/4	35	35 3/4	+ 5/8
Philco	33 3/8	33 1/2	33 3/8	+ 3/8
RCA pfd.	85 1/2	85 1/2	85 1/2	+ 3/8
RCA Common	9 1/2	9 1/8	9 1/2	+ 1/4
RCA First pfd.	68 3/4	68 3/4	68 3/4	+ 1/4
Stewart-Warner	14 1/4	14	14 1/4	+ 1/8
Westinghouse	30 3/4	30 1/4	30 3/4	+ 1/8
Westinghouse pfd.	92	91 1/4	91 1/4	+ 1
Benith Radio	22	21 3/4	21 3/4	+ 1/8

### Gets FCC Promotion

Washington—The FCC on Wednesday announced the promotion of Jack Werner to assistant chief of the common carrier division of its law department. Werner has been active in international telephone and telegraph matters since he joined the Commission in March of 1946. He started as an attorney in the international section of the common carrier division, in which capacity he served until his present promotion.

## 10 YEARS AGO TODAY

(From the files of Radio Daily)

Dale Carnegie in "How to Win Friends and Influence People" was signed for a weekly stanza over CBS by Colgate through Benton & Bowles. . . Senator Clyde Herring, of Iowa, drafted a bill calling for government control of entire radio industry to eliminate "vulgar" advertising on air. . . "You're a Sweetheart" (Robbins Music Corp.) led the list of top web tunes with 33 plugs.

### Broadcasting Boxscore

Licensed	Authorized	Applications
AM 1518	446	640
FM 84	965	113
TV 6	65	67
EDU 10	30	8
INTL 37	0	0

370 FM and 17 TV Stations on Air.

### Yankee Net Sendoff Tonite For Aid-Ship To Scotland

(Continued from Page 1) necessary foods and clothing as well as other items that will be of great use to the Scotch people.

The Yankee Friend Ship plan was originated by Michael T. Kelliher, president of the Boston Chamber of Commerce, due to the fact that the famous "Friendship Train" crossed the country and missed the New England States. Kelliher decided that New England should assist in aiding our neighbors and the Friend Ship Plan was born. All six New England states are co-operating in this worthy effort.

The Yankee Network's special "Friend Ship Rally" will present an impressive group of speakers including: Auxiliary Bishop John J. Wright, representing Archbishop Richard J. Cushing; Rabbi Herman H. Rubenowitz, head of the Rabbinical Association of Greater Boston; Bishop Norman B. Nash, head of the Episcopal Diocese, Boston, and Kelliher.

An impressive entertainment program, having both American and Scotch flavor will be presented.

### Waring Sponsor Renews; Sheaffer Adds Stations

(Continued from Page 1) advertised. Leo Burnett Co. is agency for the account.

Paul McCluer, manager of NBC's central division sales department, also announced the "Sheaffer Parade," sponsored by W. A. Sheaffer Pen Co., will expand from 53 to 161 stations starting Jan. 4. Program is broadcast Sundays from 2-2:30 p.m. CST, and stars Eddy Howard and orchestra. Russel M. Seeds Co. is the advertising agency which handles the Sheaffer account.

### Preston, WBBM, Joins WGN

Chicago—Appointment of Walter J. Preston as commercial program director, effective Jan. 5 was announced Wednesday by Frank P. Schreiber, manager of WGN, Chicago.

Preston, who has been active in an executive capacity in radio since 1925, will have charge of program development for WGN. In this capacity he will devote his time to building new programs and strengthening shows currently on the air.

Buckingham Gunn continues as program director for the station.

Preston comes to WGN from WBBM, where he was director of program operations.

### Women Broadcaster Assn. Plans Nat'l Convention

(Continued from Page 1)

President of AWB, met early in December to name committees to make arrangements for the convention, which is being held for the first time in Washington.

Radio women broadcasters and executives from all states in the country will attend the convention which will have headquarters at the Mayflower Hotel.

The Washington Planning and Program Committee consists of Elinor Lee, WTOP; Nancy Osgood, WRC; Esther Van Wagoner Tufty, WWDC; Meredith Young, WOL; Jessie Stearns, WEAM; Ruth Crane, WMAL; and Hazel Markel, WTOP.

Committee chairmen are: Jessie Stearns, WEAM, and Meredith Young, WOL, Publicity; Helendeen Dodderidge, Department of Agriculture, Hotel Arrangements; Alice Lane, WWDC, Hospitality; Mary Burnham, WTOP, Sightseeing; Mrs. Robert J. Coar, Capitol Radio Room, Transcriptions at the Capitol; Pat Griffith, radio and newspaper woman, and Hazel Markel, WTOP, Invitations; and Mary Pauline Perry, Professional Assistant.

### Abilene AM Station OK'd; Other Commission Activity

(Continued from Page 1)

peting application of Abilene Broadcasting Co. The Commission's decision was based largely on the fact that Gene L. Cagle, officer and 30 per cent stockholder in the Abilene Broadcasting Co., also is president, general manager and stockholder of Texas State Network. The net has as one of its affiliates KRBC, the only existing station in Abilene.

The Commission also announced its final decision granting the application of Lee-Smith Broadcasting Co. for a new station in Fairbault, Minn.

Also adopted was an order granting the application of Patrick Joseph Stanton for a Class B FM station in Philadelphia. The new station will operate on Channel No. 295.

### Insurance Co. Client

World Insurance Company, San Francisco, has purchased KGO's "Seven A.M. News" on Monday, Wednesday and Friday, starting January 12. The account is handled by Manning, Russell, Harris & Wood, San Francisco.

"Seven A.M. News," a quarter-hour program, is prepared by the staff of the KGO Newsroom from reports of the three major news services, with local news supplied by KGO's own staff of correspondents throughout the San Francisco Bay Area.

### UN Forum On WQXR

"Inside the United Nations," a round table discussion of problems behind the headlines, will be aired by WQXR Monday, 2:30-3 p.m. Participants will be Howard E. Wilson, of the Carnegie Endowment; Llewellyn White, Commission on Freedom of the Press; George Mathieu, UN language division, and Jerome Nathanson, Ethical Culture Society.



## Know where this is

It's one of the great drives of the world, this time drifted over with snow. It's known all over. It was, and probably still is, one of the good addresses to have. Incidentally, this picture was shot in 1938.

Do you know where it is? It's Riverside Drive.

We picked this picture simply to prove a radio point. Fame and identification are fleeting.

There's only one payoff in radio advertising. Did it produce sales? How much did those sales cost?

Not what's my name . . . or how big is the power. None of that. Sales managers ask, "Did it work?"

Down here in Baltimore, W-I-T-H is good proof. This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this town.

For sales in this tremendous market with money to spend, it's W-I-T-H, the payoff station.



# W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally by Headley-Reed

# Petrillo Places Ban On Web ET Repeats

(Continued from Page 1)  
works. Actually, there was considerable confusion for a 24-hour period over Petrillo's latest edict. Last Tuesday some of the networks were notified there would be no more transcribed repeats starting Jan. 1. This message was received less than 48 hours before the ban was to go into effect. Mutual, however, said that it never did receive the original ruling from the union.

About 4 p. m. New Year's Eve, all networks said they received notice from AFM's Local 802 in New York that the ban on transcribed repeats on networks would not take effect until Jan. 31. Only explanation suggested as to the reason of AFM's sudden extension is because network contracts as now written permit repeated broadcasts, a factor which Petrillo might have hurriedly overlooked when issuing the first order.

### CBS Hard Hit

During the 24-hour period in which it was believed that transcribed repeats of any musical shows would be dropped on Jan. 1, CBS, which was one of the hardest hit, was in a turmoil trying to prepare for live broadcasts. CBS has nearly a dozen shows which would be heavily affected by such a ruling. For instance, Bob Crosby, who does a show for the first every night at 7:30 p.m. would have to bring his cast back at 12:30 a.m., EST, five nights a week in order to do the repeat show for the week last. AFM's original demands made Tuesday were considered by networks to be almost impossible to meet within less than 48 hours since actors and musicians already had commitments which prevented them from returning to studios for a repeat performance.

### Mutual Also Affected

Mutual would also be affected by such a ruling although NBC and ABC say they would not. NBC has no transcribed repeats involving music while several of ABC's top shows are transcribed entirely.

Whole thing, however, now is thrown into the laps of AFM and network negotiators. Next session between the two sides, to talk about a new contract, is expected to come somewhere around the middle of January.

### New Ohio Daytimer

Piqua, O.—Owned and operated by Miami County Broadcasting Co., PTW has begun operations here on 1570 kc. with 250 watts daytime. Offices, studios and transmitter are located in a new, modern building on Route 36 at the western edge of town. Richard E. Hunt is president and general manager; George E. Donahue, vice-president and engineer; Byron F. London, chief engineer and secretary-treasurer. Commercial chief is Carroll M. Ball, with Leo K. Underhill, program director and chief announcer. W. S. Grant Co. is national rep.

# Trammell, Mullen See Boom For Tele; Urge Radio Code

(Continued from Page 1)

States will achieve such unity," he said, "although at the time of our national elections in 1948 we may appear divided to those who do not understand American democracy."

Regarding the television industry, the NBC chief said:

"Broadcasting, and its rapidly expanding sister art—television—will provide the widest possible coverage in the history of the political conventions and campaigns of the elections. The most extensive facilities ever devised will be utilized by broadcasting and television for this purpose. By the time of the actual elections next November, television will be available to homes in almost half the states of the Union. What effect the use of television on such a wide scale will have on the elections is, of course incalculable, but it can safely be said that the American voter with a free press, radio and television at his command, will be the best informed in the world."

Mullen made the flat and emphatic statement that "1948 is television year." He envisioned the coming 12-month period as one in which video will appear as a "new force in the United States" whose development will "far outdistance the progress made by sound broadcasting in its early days." Its real impetus must come from a "fine program service," he said, adding that NBC will emphasize this point in its operation.

By the end of next year, he said, television will reach the midwest, and by 1950 or perhaps earlier, the west coast. Income figures for television will overshadow those for radio in a similar period, he predicted. "In 1948, NBC will pass the \$1,000,000 mark in income from television—and the television broadcasting industry will expend for facilities and programs at least \$10,000,000," he said.

"It took sound broadcasting seven years to span the continent—from the first special events broadcast over station KDKA in 1920 to NBC's coast-to-coast broadcast of the Rose Bowl game in 1927," Mullen said. "But in television, a network is a reality. And in less than two years it will reach across the country."

"Television's tremendously fast rate of growth can be accounted for by virtue of the paths smoothed out for it by the experience gained in radio's expansion. For today, the sound broadcasters who will be in the forefront in developing television have the organization, technical and programming "know-how" which can be applied to the new service. The part that NBC will play in the development of television during 1948 is best illustrated by the fact that out of 19 television stations now operating two are owned and operated by NBC and six others are affiliated with us," he pointed out.

## New Television Rate Card Issued For '48 By WCBS

WCBS-TV issued a new rate card yesterday (Jan. 1) in which air time charges are incorporated for the first time, according to George L. Moskovics, commercial manager. New rate will run until June of this year, it was said.

Since 1945 when CBS offered video facilities to agencies and sponsors to experiment in commercial tele, station has made no charge for air time as such. Charge for air time now is \$400 per hour, and in addition there will be other charges for facilities.

According to Moskovics, the new rate is based on "realistic calculations of current television values evidenced in a steadily-mounting 'circulation' and proved impact of the medium as an advertising force."

Air time charges are divided into eight units under the new setup: one hour, \$400; 40 minutes, \$320; 30 minutes, \$240; 20 minutes, \$200; 15 minutes, \$160; 10 minutes, \$135; five minutes, \$115, and one minute (includes use of film facilities), \$100.

Use of film facilities, other than use during actual air time, is priced at \$125 for one hour; \$105 for 40 minutes; \$85 for 30 minutes; \$75 for 20 minutes; \$65 for 15 minutes; \$55 for 10 minutes, and \$45 for five minutes. These rates are for sound film and include the cost of pre-broadcast "run-through" normally involved.

## Distinguished Leaders Invited to Luncheon

A partial list of head table guests for the Jan. 8 meeting of the Radio Executives Club of New York, at which David E. Lilienthal, chairman of the United States Atomic Energy Commission, will speak, was released yesterday by William S. Hedges, club president and vice president of the NBC. The luncheon meeting will be held at the Hotel Roosevelt, at 12:30 P.M.

Among those at the head table will be Brig. General David Sarnoff, president, Radio Corporation of America and chairman of the boards of RCA and NBC; Roy Howard, president, Scripps-Howard Newspapers; Brigadier General Julius Ochs Adler, vice president and general manager, New York Times; Seymour Berkson, general manager, International News Service; Edward J. Noble, chairman of the board, ABC; Monsignor James H. Griffith, representing Cardinal Spellman; Niles Trammell, president, NBC; Frank Stanton, president, CBS, and Edward R. Murrow, CBS commentator and news analyst, who will introduce Lilienthal.

### "Tristan" Tomorrow

"Tristan und Isolde," opera considered Wagner's masterpiece, will be broadcast over ABC tomorrow from the stage of the Metropolitan Opera Co. starting at 2 p.m.

# Gov't Closes Its Case Against AFM-Petrillo

(Continued from Page 1)

Walter LaBuy on Friday. First witness called Wednesday was Cynthia Coyle, program director of WAAF. She was questioned as to number of hours required to arrange records for the various programs, number of records used per day and other particulars of the work of the library.

Three out-of-town newspaper men who attended last year's AFM convention at St. Petersburg, Fla., were called. They were George Bartlett, a reporter for the St. Petersburg Times and former program director of WTSP, St. Petersburg; Jack Gould, radio editor of the New York Times, and Frank T. White, reporter for the Evening Independent, St. Petersburg. The three testified that at the St. Petersburg convention Petrillo had said in effect, that he was intentionally violating the Lea Act to test its constitutionality. Bartlett in his testimony quoted Petrillo as making the statement aforementioned and saying "and I am waiting for the United States Marshall to come and get me."

On cross examination Attorney Carmell asked Bartlett if it was not true that Petrillo said he was advised by his attorney that the Lea Act was unconstitutional.

Previously, Petrillo's attorney had objected to admission of the quotation of Petrillo on violating the Lea Act. And Judge LaBuy took the objection under consideration. He took similar action on the testimony of Gould and White.

### AFM Secretary Testifies

Edward A. Benkert, Chicago Federation secretary, was called to the witness stand to give figures on employment of musicians on Chicago's smaller stations. It was during his testimony that Attorney Carmell introduced the RADIO ANNUAL. Following Benkert's testimony, Attorney Carmell asked for dismissal of the case on the grounds that the Government had failed to prove its charges.

**WTAQ SHEET**

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

**WTAQ CBS**  
GREEN BAY 1360

NO RED TAPE...see WEED

## LOS ANGELES

By RALPH WILK

**A**BE BURROWS, composer of that western-type epic, "While We Were Riding Through the Cactus, I got Stuck on You," launches his new series of sponsored-type programs over CBS, Jan. 3.

"Sound Off" with Mark Warnow, the musical series sponsored by the United States Army, moves to a new broadcast time starting January 4, when the show is heard from 4:00 to 4:30 p.m., EST, over the coast-to-coast ABC network. Special guests on the initial program of the new series will be Peggy Lee and the Dave Barbour trio.

Bob Hope's list of guest stars for coming NBC programs includes Herbert Marshall for the program Tuesday, Jan. 13 and Rex Harrison for Tuesday, Jan. 27.

David Street will feature Tom Breneman as his guest star on "The David Street Show," today over NBC, when the program originates from Breneman's new Hollywood restaurant. Ernie Felice and his quartet with the Mello-Larks singing group will furnish the background music. Don Forbes announces.

Wen Niles, announcer on "The Man Called X," heard coast-to-coast over the CBS Net Sunday night, has purchased a new plane in partnership with Wayne Morris, the screen star. They each have use of the plane on alternate days.

Fletcher Wiley, general manager, and Kevin Sweeney, assistant general manager of CBS' Housewives' Protective League division leave this weekend to attend openings of HPL programs in three cities. Wiley will be back in Hollywood about February 1 and Sweeney will return about February 15.

J. Carrol Naish has two juicy radio offers under consideration.

Ira Crossell, who stars as Tex Thorne on the Zane Grey Show, is planning to change his name to Conway (Tex) Thorne for picture purposes. However, he can't afford to lose the reputation he has built with AFRA and RATE, and so he'll lead a double life, both as Crossell and Thorne, for radio and films.

Cathy Lewis was signed this week to co-star with Joseph Cotten in a new series of transcriptions to be released nationally on a co-operative plan of sponsorship shortly after the first of the year.

Alan Young, comedy star of Tony Martin's Sunday CBS revue, begins work shortly at 20th Century-Fox on "Sweet Sue," in which he co-stars with June Haver and Richard Greene.

### Poppele On MBS

Jack Poppele, president of TBA and veepee of WOR, will discuss the outlook for television with Henry LaCossitt during the latter's "Editor's Diary" over MBS today at 9 a.m., EST. Poppele will not be heard on his own station since WOR doesn't carry the program.



### Mainly About Manhattan . . . !

• • • Two top radio set mfrs. plan to come out with now gimmick. They'll sell radios, phonographs and video sets separately but so manufactured that they can be used as a set with matching colors, etc. This to encourage people to buy even if they can't afford the whole layout at once. . . . Ted Collins organizing a company to build a chain of FM radio stations. . . . Louella Goar, star of a dozen or more musicals, likes radio so much she worked on "Studio Ono" last week sans billing or upped fee. . . . John Griggs bought himself a new house out in Englewood, N. J., not long ago and started to move, of all days, on Friday, the day of the Big Bliz. So what happened? The truck with all his worldly goods is stuck up in the snow on 90th street and Johnny oven hadda go out and buy himself a shirt. . . . Ben Pratt not only wishes his pals a White Christmas—but throws in a Green-back New Year. . . . Asido to Al Rylander: As a result of recent FCC ruling, recording devices on telephones are permitted only if a warning buzz is used. Now will ya quit foolin' around! . . . Enterprise Pictures using Du Mont television trailers to plug "Arch of Triumph." . . . Christmas Gift Note: Harry Conover and his wife, Candy Jones, are looking for a customer for a television set. Soems they each bought one for the other. . . . Arthur Murray isn't surprised a bit that Leo Durocher got his old job back with the Dodgers. After all, he sez, isn't '48 a "lip year?"

• • • B'WAY SPORTS COMBOS: "Born Yesterday": N. Y. prizefight fans. . . . "A Young Man's Fancy": Bob Waterfield's Jane Russell. . . . "Burlesque": The Jack LaMotta-Billy Fox fight. . . . "Harvey": Any ball hit by tennistar Jack Kramer. . . . "Man and Superman": Buddy Young and Spec Saunders. . . . "How I Wonder": N. Y. Giant coach Steve Owen.

• • • AROUND TOWN: Prof. Quiz has come up with a sensational 8.6 on the Hooper chart, making it one of the best buys in radio. . . . Commodore Prod., less than a year old, has already been incorporated for a million bux. Walter White, Jr., and the luscious Shirley Thomas head the expanding H'wood enterprise. . . . Keyes Perrin, the announcer-director-what-have-you, etc., and former child star of the legit theater, to be screen-tested next month. . . . If you go in for such things, it's Vincent Lopez's prophecy that MacArthur will be the dark horse in the Republican campaign—that conditions will take a dip for the worse after Aug. of '48—and that 1950 will see the outbreak of another war. . . . Jack Barry swears he overheard some doll saying she couldn't understand howcum they wanted to draft Eisenhower. "After all," she contends, "he did more than his share during the war!" . . . Reason behind Milton Berle's weekly flights to Florida's Palm Beach Hotel is Gloria King, now thrashing down south. . . . Quonset theaters are springing up all over the country, the "packaged" movie houses attracting flocks of patrons with their unique shapes. . . . John Bradford tells the silly about 2 cats who were watching a tennis game. One feline turned to the other and said: "You know, my old man's in that racket!"

• • • SCENE AND HEARD: Bob Hawk, one of radio's Hawksters, toying with seafood coquille at the Encore. . . . Parker Fennelly entertaining Peter Donald at Gilmore's—and Peter firing his peter-patter back at Parker's pun points. . . . Gabe Heatter, the uncom-montator, gabfesting with Milton Berle at Trader's Tom's Steakhouse.

• • • LUV 'n KISSES: Mary Jane Walsh's Tues., and Thurs. song sessions: via WHN. . . . Lyn Murray's original foolin' for the Sunday nlte Ford Theater. . . . Martha Raye's energetic foolin'-around at the Harlem. . . . Bea Kalmus' disc jockeying from the Singapore. . . . The Jimmie Lunceford crew, co-led by Eddie Wilcox and Joe Thomas, Real jazz-ma-tazz. . . . Gus Van's nostalgia at Oetjen's.

## SOUTHWEST

**A** SPECIAL BROADCAST was originated in the Polio Ward of the Robert B. Green Hospital in San Antonio over KTSA. Broadwest was part of the special Christmas program presented the children in the ward by the San Antonio Police Department. Bob Holleron, KTSA special events director, handled the broadcast with Coleman Barber as engineer.

R. O. Easton and Judge Sylvester Lewis have received word from the FCC that their application for a new standard broadcast station at Laredo has been approved.

Captain John Reinartz, USN, spoke over WFAA-FM recently. An executive of the Radio Corporation of America's tube department, it was brought here to speak on FM by the station.

The Mueller Motor Co. is sponsoring the transcribed Guy Lombard Show on WOAI, San Antonio, for half hour each Sunday afternoon.

Bill Lister, radio's tallest singing cowboy, and Jim Wiggins, announcer and master of ceremonies, both of KABC, San Antonio, and Tuffy Dalby, popular cowboy songstress heard over WOAI, San Antonio, all appeared in a special stage presentation at the Palace Theater at Fredericksburg.

### Communications Assoc. To Aid In Military Planning

Formation of the Armed Forces Communications Association as a successor to the Army Signal Association was announced this week by Brig. General David Sarnoff, president of the new organization.

Americans engaged in any way in the fields of communications or photography—or interested in them—can contribute toward military preparedness by joining the Association, whose principal mission is "to insure that the Armed Forces—Army, Navy, Air Force—shall have communications superior to those of any military establishment of any nation," the announcement stated.

### Gets HPL Post

Kevin B. Sweeney has been appointed assistant general manager of the Housewives Protective League division of CBS, effective immediately, with headquarters in Hollywood. He will report directly to Fletcher Wiley, general manager of the HPL division, who recently sold HPL programs to CBS. Sweeney was assistant to Wiley for two years before HPL was sold to CBS.

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

## Facsimile Race On; Daily Sked in Phila.

(Continued from Page 1)

another in the Widener building. More recorders will be put on display in Philadelphia later this month when they are received from General Electric.

Facsimile editions of the Inquirer are broadcast at 2:15 p.m. and 5 p.m., the first running eight pages and the latter four. Facsimile pages measure eight by eleven inches and contain many regular features of a daily newspaper including photos, cartoons, comic strips, women's pages and crossword puzzles.

Inquirer and WFIL-FM are going all out in promotion of facsimile. Daily service was inaugurated with a two-hour demonstration at a Philadelphia convention of journalism teachers from all parts of the country. Other demonstration sites are being lined up and next on the list is a showing before 250 members of the Philadelphia Club of Printing House Craftsmen on Jan. 8.

In New York, the Times and its WQXQ-FM are known to have set a policy of full speed ahead in facsimile although the details remain to be worked out. Times hopes to have facsimile on public display in New York late this month, again dependent on equipment from General Electric. Foreseeable in the future is the possibility of hot competition in facsimile between the Times and the Herald Tribune, the latter having connections with WOR and its FM outlet. It should be noted, however, that up to this point WOR seems to be putting more stress on television plans than facsimile.

All facsimile progress is still heavily hampered by slow production of recorders and equipment and the lack of editorial experience in preparing facsimile newspapers. However, like television, facsimile is about to turn one of the many corners involved in selling itself in the realm of public acceptance.

### New Religious Series

The Rt. Rev. Msgr. Fulton J. Sheen of the Catholic University of America will speak on "The Modern Soul in Search of God" in a series of 13 weekly addresses on NBC's "Catholic Hour" from Jan. 4 to Mar. 28 (Sundays, 6:00 p.m., EST).

### Tele Innovation

WWJ-TV—The Detroit News Television Station has completed final arrangements to televise the opening session of Detroit's City Council. The program will originate from the Council Chambers in the City Hall on January 6 at 6:00 P.M. The Council members will be right at home before the television cameras. They were guests of newscaster Ted Grace on WWJ-TV's nightly news program on the evening after the November fourth election.

## Public Interest Programming Surveyed By State Radio Dept.

A survey of "public interest programming" among stations in New York State reveals religious shows at the top of a list of 16 program types and comprising 14.4 per cent of all public service broadcasts.

Taken by the State Radio Bureau, the survey covers the first six months of 1947, with 30 stations responding. Only local sustaining shows were eligible. If transcribed, they must have been recorded locally.

A total of 333 programs were submitted, with 48 of them religious shows. Runners-up were community affairs broadcasts, with 46 and educational programs with 35.

Saturday was the most popular day of the week for public interest programming, according to the study, with 20.9 per cent presented on that day. Weekend broadcasts comprised 32.7 per cent of the total. Evening hours (between 6 and 10 p.m.) accounted for 27.6 per cent, with 11.2 per cent of the shows aired after 10 o'clock.

Except for religious and agricul-

tural programs, of which approximately one-half were aired before noon, the survey pointed out, community affairs was the only subject showing a concentration of broadcasting during any particular time. This was between 6 and 10 p.m. when 42.4 per cent of all programs on this subject were presented.

### Most From 50-Kw Stations

Greatest proportion of shows were submitted by 50-kw. stations, with five outlets reporting a total of 86 programs. Second was the 5,000-watt group with six stations offering 98 shows. Five one-kilowatt stations sent in 65 programs; four FM outlets submitted 25 shows, and ten 250-watt stations offered 59 programs.

The list of program categories included also health shows, with 31 submitted; national affairs, 29; sociology, 28; agriculture and miscellaneous, 20 each; international affairs, 17; veterans affairs, 16; culture, 15; safety, 8; business, 7; recreation and women's shows, 5 each, and local talent, 3.

### Chicago Newspaper Buys Half Hour on WMAQ

Chicago—The sale of a half-hour period on Sundays to the Chicago Herald-American for a recorded program of comics read by the Comic Weekly Man was included in the business announced this week for WMAQ (Chicago) by Oliver Morton, manager of the NBC Central Division national spot sales department.

The Chicago newspaper began sponsorship of the 8:30 to 9:00 a.m. CST period on Sunday, December 28, under a 52-week contract. Sale of this period will necessitate shifting the Radio Parade program to 9:45 a.m. and Religion in the News to 10:00 a.m.

A renewal order for a schedule of six station breaks per week for 52 weeks starting January 1 was received from Colgate-Palmolive-Peet Company (Super Suds), through William Esty and Company, Beechnut Packing Company (gum), through Newell-Emmett Advertising agency, renewed a one-a-week station break schedule for 26 weeks starting January 7.

Coliseum Enterprises (for International Circus), through Malcolm-Howard Advertising, ordered nine station breaks to be aired between December 21 and 26. Hudson Motors, through Brooke, Smith, French and Dorrance, ordered four station breaks for broadcast between December 28 and January 2.

William R. Warner Company, Inc. (Rayve Cream Shampoo), through Roche, Williams, and Cleary, Inc., ordered one one-minute announcement per week for 13 weeks starting January 10. Seven one-minute announcements were added to the spot schedule of DeMert and Dougherty Inc. (Heet), through Arthur Meyerhoff and Company, effective January 2.

A 13-week series of participations

### WGN Manager Explains Omission Of Wallace Talk

Chicago—Frank P. Schreiber, manager of WGN, this week replied to criticism of his refusal to carry Mutual's airing of the Henry A. Wallace "third party" speech Monday night by stating that "the political nature" of the address was "in conflict with the station's policy governing broadcasting political speeches."

"For several years," Schreiber continued, "WGN has maintained the policy of accepting political broadcasts by recognized candidates for national and major state offices only during political campaigns in election years."

"Like most American radio stations," he added, "WGN has a well-established policy of granting equal time to both sides of controversial questions. If we were to broadcast Mr. Wallace's controversial political talk, we would be obliged to grant time to persons desiring to answer Mr. Wallace, which would be further violation of our policies on political broadcasts."

on The Food Magician program (five-a-week, 11:30 a.m. CST), ordered by Penick and Ford, Ltd. (Brer Rabbit Molasses), was also included in the new business announced by WMAQ. Announcements will be aired on Mondays, Wednesdays and Fridays starting January 12. J. Walter Thompson Company is the agency in charge.

Spot business included a renewal order for 26 one-minute announcements to be aired twice weekly for the McIlhenny Company (tobacco sauce) through Aubrey, Moore and Wallace, Inc., starting January 1.

Allied Florists Association, through Ruthrauff and Ryan, Inc., placed an order for nine station breaks aired between December 20 and 30.

## Heavy Production Of Tele in Prospect

(Continued from Page 1)

ly \$100,000,000, according to present calculations.

"All present indications are that 1948 will be another outstanding year for radio," Ballantyne declared. "Millions of American homes want new radio-phonographs and FM reception, and automobile radio production geared to the output of new cars should exceed 1947 levels. Several million portable radios, which are becoming more popular every year, should also be made and sold, in addition to table models and small sets."

### Enthusiastic About Television

The Philco official forecast "the greatest expansion of all" in the field of television, "which is today America's fastest-growing postwar industry." He noted that the quality of programs now is "far superior to what it was six months ago," and can be expected to become progressively better. Furthermore, he said, the microwave link development to connect stations into networks is proceeding with "tremendous speed," and will help make video available over wider areas.

"We are just concluding the first real year of television production," Ballantyne continued. "Tremendous as has been the progress so far, it is only the beginning. Today 18 television broadcasting stations are on the air and 35,000,000 people are already within reach of television programs. The year 1948 should see the production of at least 500,000 television receivers with a value of over \$200,000,000." He predicted that: "Over the next several years the spread of television promises to become one of the outstanding accomplishments in the history of the United States."

### "British Concert Hall" To Be Aired On WINS

BBC's "British Concert Hall" will be aired in New York exclusively by WINS, with local premiere of the 13-week symphonic series set for Sunday, 5 to 6 p. m.

A unique feature of the show will have the conductor filling-in as commentator and delivering a brief intro to works played. Series features the BBC Symphony, the London Symphony and the Royal Philharmonic, with conductors Clarence Raybould, Sir Malcolm Sargent and Sir Thomas Beecham alternating.

### New Mutual Affiliate

El Paso, Tex.—Owned and operated by Sunland Broadcasting Co., KSET began operations last week with 250 watts at 1340 kc. Edward D. Hodge is president of the MBS affiliate. Vincent W. McConn general manager. Lloyd Hilbun chief engineer. David E. Bigley program director. Dan Lincoln news editor, William H. Gerlach commercial manager and Wilma Bigley, continuity editor.

## The Mailbag

### Tele Research Plans

"In your December 18th issue, on page 6, you carry an interesting article on the possibility that the Broadcast Measurement Bureau will explore the research needs of the television industry.

"It might be well to keep in mind that television audiences, like radio audiences, can never be measured satisfactorily except by means of automatic electronic apparatus placed in typical homes—and that A. C. Nielsen Company has the only practical method of doing this.

"For your information, we have for some time been operating audimeters which can measure the hours during which television is used, but not the individual stations selected.

"However, the next batch of audimeters to be manufactured will be equipped to measure television not only in respect to hours of use but also in respect to individual stations selected. We are in position to measure television audiences whenever anybody is sufficiently interested to pay the cost of a sound job—which is the only kind we are interested in doing.

"We sincerely hope that the new television industry will not get off to a bad start by getting itself hogtied with unsound methods of measurement."

Very sincerely yours,  
A. C. NIELSEN COMPANY,  
A. C. Nielsen, President.

### CBS Gets Six Renewals As Year 1947 Closes

(Continued from Page 1)  
(Mon.-thru-Fri., 1-1:15 p.m.); "Young Dr. Malone," (Mon.-thru-Fri. 1:30-1:45 p.m.) and "The Guiding Light," (Mon.-thru-Fri. 1:45-2 p.m.) all through Compton Advertising, Inc. "Rosemary" (Mon.-thru-Fri., 11:45-12 Noon) Benton & Bowles, Inc., and "Ma Perkins," (Mon.-thru-Fri., 1:15-1:30 p.m.) Dancer-Fitzgerald-Sample, Inc. Procter & Gamble has been on CBS since 1929.

Sixth renewal is "The Man Called X," starring Herbert Marshall, for General Motors (Frigidaire Division) and aired Sundays, (8:30-8:55 p.m.) through Foote, Cone & Belding.

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY-OOPS:**—The Re-Activated T. B. Harms Co., is readying a major campaign on the score of "Make Mine Manhattan," composed by Arnold B. Horwitt and Richard Lewline. . . the show will open on Broadway Jan. 15 and the tune to watch is "Saturday Night In Central Park." . . . ● Originally copyrighted by Mellin Music Co. in 1945, the Sunny Skylar-Artie Shaftel ditty, "Love Is So Terrific" will be this firm's first 1948 effort. . . ● The WINS scrambled word contest (the word flashed will be "Roylocs") which, starting January 5 will appear on a blimp cruising above metropolitan New York, will measure 170 feet long and 27 feet tall. . . ● Disk Jockey Fred B. Cole of station WHDH, Boston, accompanied by Announcers Bob Elliott and Ray Goulding who also work for Bill McGrath, plan to spend the New Year's Holiday at their winter lodge, Pinkham Notch . . . (plenty COLE up thar, sez Pinky of Pinkham Notch, Natch) . . . ● Bob Russell, co-writer of the smash number, "Ballerina," in town from the coast to take his family back to Sunny California . . . his newest effort, "Malinee," can well be another Hit Parade, published by E. H. Morris. . . ● Sammy Solo, ex-GI, who recently won an Arthur Godfrey contest, now has his own WHN series heard Saturdays . . . he is headed places. . .

● ● ● **Add Show Must Go On:** Recently when Peter Lind Hayes suffered a sudden attack of laryngitis, his mother, Grace Hayes, one of yesteryear's brightest stage lights, subbed for him and wowed the cash customers at Proser's Copacabana. . . ● Songwriter Willie Stein of the Robbins Music staff and Ruth Blitzler have set the date. . . ● Latest tune-ster to hang out his own shingle as publisher is Jesse Greer . . . initial plug will be a cute ballad titled "I Love You To Little Pieces," which Jesse wrote with Carl Sigman. . . ● Paull-Pioneer concentrating on a new ballad, "If I Can't Believe In You," written by Dewey (Guy Lombardo Arranger) Bergman and Jack Segal. . . ● Jivesters and hepcats in the Southwest have dubbed Disk Jockey Joe Keith the KLIFE of their dancing parties. . . ● Choice Music's initial ditty, "Slap 'Er Down Agin' Paw," written by Polly Arnold, Alice Cornett and Eddie Ascherman, already up there with the best hillbilly sellers. . . ● Credit an ASSIST to Jack Cohen, prexy of the Ohio Music Machine Association, in bringing to national prominence Feist's new hit, "Thoughtless," written by Carl Lampl and Buddy Kaye . . . he ordered 50,000 disks of the ditty, even before it was published. . .

● ● ● **Radiolite Jackie Kelk** should be the stem's most 'sought angel.' 'Homer' bought himself a piece of the hit show, "Medea," early . . . encouraged Jackie then helped 'Angel' the John Gielgud-Lillian Gish production, "Crime and Punishment," and so has investments in TWO Broadway Hits. . . ● Chronology of the anatomy: 1926—the Lip (Maurice Chevalier) . . . 1929 and ever since The Groaner (Bing Crosby) . . . 1941—the Voice (Frank Sinatra) . . . 1944—the Body (Marie McDonald) . . . 1947 The Mouth (Moutha??Raye). . . ● The Arthur (NBC announcer) Garys became parents Monday of a six pound baby girl, Gayle Margarite. . . ● things we like: Uncle Jim Harkins' friendly patter on the "MBSongwriting Machine" series . . . Jack CBSmith's nitely thrushing at 7:15 . . . Lon Clark's master detecting as 'Nick Carter.' . . Slim Bryant's big time musical KDKApers. . . Ed Herlihy's NBClever emceeing of the "Children's Hour" programs Sundays. . . ● Norah May, former BBC actress and wife of George Monaghan, guested on George's Christmas morning platter MBSHOW . . . when he read the commercial he said, 'be sure to stop at your corner drug store and inquire for BBC Headache Powder.' . . ● Dick Brown has returned to Broadway from Hollywood where he starred on the NBCCoast-to-coaster, "Time To Dream." . . ● aside to Frances Scott . . . thanks for the singing birthday greeting (delivered to us in person by Betty, our favorite telephone operator) . . . ● Dorothy Porter, beautiful songstress featured in the MGM musical "This Time for Keeps" while vacationing in Philadelphia, visited the offices of Melody Records where her cousin, Bruce Hayes was making a platter. . . excs there heard her humming, gave her an audition and before the day was over she recorded a duet of "LUCKY," with Bruce. . .

## BEHIND THE MIKE

By SID WEISS

**R**ADIO Row still blinking in astonishment over the terrific amount of free air time garnered by Jack Banner and Ed Greif for the kiddies exposition, "Merry Christmas Land."

Ted Steele may reorganize a band for film shorts and one-niters.

Allan E. Sloane, radio scripter, doing research work in Europe for the U. N. He'll be back Feb. 15th.

Recent poll among the nation's 300 songpluggers reveal Guy Lombardo as their No. 1 east coast plug. On the coast it's Bing.

Gus Van has recorded 25 of the old faves that he made popular with the famous old team of Van and Schenk.

When is some enterprising producer gonna give a young comic named Red Buttons a chance to sell his ad libs on the air? Very spontaneous funny man.

Street scene: Harry Conover being pelted by snowballs hurled by six of his loveliest lovelies on Vanderbilt Ave.

Perry Como's Christmas gift to his seven-year-old son, Ronnie, was a complete library of songs recorded by the youngster's idol—Gene Autry.

Singing-comedienne Louise Howard starting her 18th week at No. 1 Fifth Ave. She was originally signed for three weeks.

### Indiana Outlet Adds FM

Terre Haute, Ind.—WBOW-FM, sister station of local NBC affiliate WBOW, has begun interim operation at 101.1 mc. from noon to 9 p.m. Program emphasis is on news, classical music and local sporting events. News is aired every hour on the hour, with symphonic programs at 1:05 and 7:05 p.m. Harry Frey is program director under over-all direction of Leo Baxter, WBOW program chief.

### Southern FM Outlet Opens

Birmingham, Ala. — WSGN-FM went on the air last week with 3,000 watts at 93.7 mc. Program sked is from 3 to 10 p.m. daily except Saturdays when sign-on is 10 a.m. Station is run by Henry P. Johnston, with Jimmie Wilson, program manager; Gene Plumstead, program director, and Craig Lowe, announcer.

The World Wants PEACE

You'll Want for your Programs

"PEACE OF MIND"

DURONNET MUSIC PUBLISHING

1619 Broadway, New York 19, N. Y.

**BALLERINA**

Jefferson Music Co., Inc.

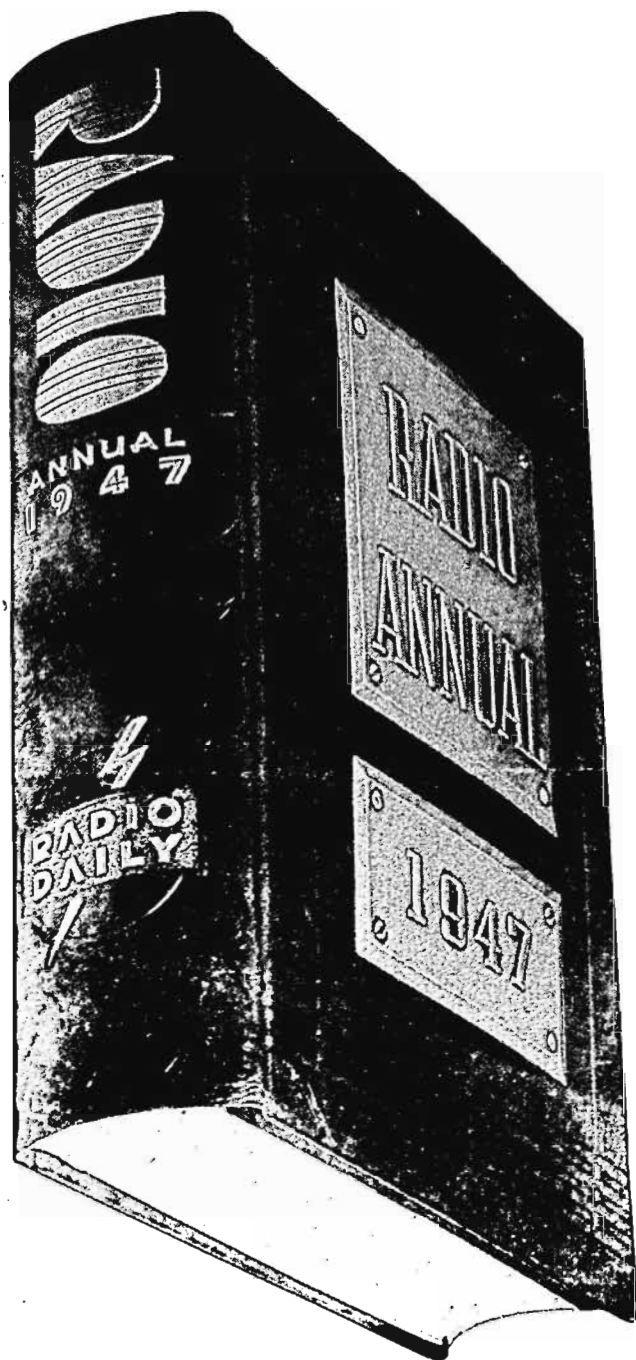
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Please enter my subscription to RADIO DAILY and the RADIO ANNUAL for 1948  
to start immediately. Enclosed is my check for \$10.

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COMPANY .....

ADDRESS .....

**PROMOTION**

**In Praise Of KITE**

An attractive four-page promotional card has been compiled at KITE, San Antonio. The 6½ x 9½-inch card shows on the front piece a hair pin and a bobby pin with the words that "a lot of people have forgotten this basic fact: 'You don't have to imitate the other guy to do a good job.'" The inside double page spread is devoted to the message that KITE things are done a "bit different." There's a lot of good music, also extracts from advertisements placed from the local newspapers and items which have appeared in Radio Daily since the station took to the air. The back page is devoted to extracts of letters received from enthusiastic listeners. A four page, 3¼ x 4¼ inch booklet is also an inclosure which outlines the various products and services which are advertising on KITE. Back page states that the list "is published to serve as a shopping guide to listeners of KITE who appreciate the fact that the station can serve them with the kind of listing they like if they patronize the firms that patronize KITE."

**WINS Campaign**

In an effort to put the station "on the map" in the New York area, WINS next week fires the opening salvo in an intensive, and expensive, promotion campaign. The drive will be the Crosley outlet's first on such a large scale.

First stunt gets under way Jan. 5 and runs for two weeks. A Douglas Leigh "flying spectacular" dirigible will make nightly trips over the Metropolitan area as a teaser in an overall station promotion contest.

Message on sides of the huge airship will read: "The scrambled word is REYLOCS (Crosley). Tune in on (name of program) on WINS tomorrow at (time) for prize details." A different program will be plugged each night.

On the specified program, contest rules will be aired. Listeners will be asked to "unscramble" the key word and send a letter of 50 words or less on why they listen to WINS. A heavy list of prizes, most donated by sponsors, is planned.

**New Half-Hour Program For Midwest Network**

(Continued from Page 1)

be Jack Haskell, baritone, and Elvita Clementi, soprano. The choir will be under the direction of Fred Jacky and the NBC orchestra under the baton of Joseph Gallicchio.

The contract, placed through Dancer, Fitzgerald and Sample, is for 52 weeks. Stations slated to carry the show include: KGBX, KSYL, KVOL, KPLC, WJBO, WJDX, WFOR, WMIS, WGRM, KOAM, KVOO, KANS, WKY, WBAP-WFAA, KTBS, KNOE, WOAI, KRIS, KSD, WOC, WOW, WLAL, WCDA, WEEK, WMC, KGNC, WSMB, KARK, KPRC, KRGV and KWBW.

**COAST-TO-COAST**

**—ALABAMA—**

**BIRMINGHAM**—Television will make its bow in this state at the annual Birmingham Chamber of Commerce banquet on January 8 at the Jefferson Hotel. Approximately 1,000 guests are expected to see the demonstration by WAPI-FM through the co-operation of RCA. Twelve television receivers and two cameras will be used. . . . **BREWTON**—Howard C. Gilreath, WEBJ station manager since it went on the air, has resigned to return to his home in Elberton, Ga. . . . **MOBILE**—Klumpp Chevrolet Company of Fairhope has offered to sponsor a 15-minute radio program on WKAB for any civic, school or church organization in Baldwin County.

**—FLORIDA—**

**JACKSONVILLE**—New WPDQ series is "Great Moments In Sports." Each week the show features a minute-by-minute description of some outstanding sports event in the history of sports. Broadcasts, which are handled by Jack Cummins, will be heard on Monday nights, from 8:00-9:00 starting January 5th. . . . **MIAMI**—Bill Ross, formerly with WBAY, Coral Gables, has joined the announcing staff of WIOD.

**—MASSACHUSETTS—**

**PITTSFIELD**—WBRK, in co-operation with the Pittsfield Junior League, will inaugurate a county-wide program, January 13, to be broadcast for elementary school children during school hours. "Books Bring Adventure" is the title of the 13-week series which will be handled by station manager, John T. Parsons. Manuals, giving background material and suggested methods of correlating the broadcast to the study program, have already been sent to 300 teachers. . . . **BOSTON**—Dallas Wyant, a veteran radioman with 10 years experience, has joined the sales promotion staff of WBZ and WBZA.

**—OHIO—**

**DAYTON**—Miss F. G. Dykstra, who has served as WING station manager for the past two years, recently was placed in charge of national sales for both that station and WIZE. . . . **WORTHINGTON**—New series of programs on WRFD is "The Bible" which deals with dramatizations of the great book. Programs are heard every Sunday morning at 9:30. . . . **CINCINNATI**—WCKY recently extended its broadcasting schedule to 24 hours with the exception of Sunday, when the regular 18-hour schedule is maintained.

**—WISCONSIN—**

**APPLETON**—WBZY's general manager, Earl H. Huth, has been awarded first place in an advertising and merchandising competition sponsored nationally by Coca-Cola. Huth was presented with a wrist watch. . . . **MILWAUKEE**—Something new in table tennis was started early this month by WTMJ when it presented the first of a series in round-robin television table tennis tournaments. Each Saturday three matches are presented in this round-robin with nine

of this state's top ranking players competing. Besides the matches, table tennis demonstrations are given each week. Show is directed by Virgil R. Carson, president of the Wisconsin table tennis association.

**—NEW JERSEY—**

**NEW BRUNSWICK**—For the many people who couldn't attend, WCTC recently broadcast the solemn High Requiem Mass of the late Rev. John J. West, pastor of this city's Sacred Heart Roman Catholic Church, for 26 years. Father West met his death in an automobile accident. . . .

**ATLANTIC CITY**—WMD program director and chief announcer, Alan Owen, has started a new series of disc shows from the famed Chelsea Hotel Lounge on the boardwalk. . . . **TRENTON**—The Trenton Conservatory of Music recently inaugurated a series of Saturday afternoon concerts over WTTM with outstanding soloists and musicians who are studying in this city. Several of the artists have previously appeared in Town Hall, New York and on the concert stage.

**—PENNSYLVANIA—**

**PHILADELPHIA**—WHAT has "adopted" little Marietta Jordan, 6-year-old negro youngster who had both legs amputated as a result of being struck by a trolley car on her way to school. The station was a great help in setting up a trust fund for this unfortunate youngster so that artificial legs may be bought for her every two years in progress with her growth. . . . **PITTSBURGH**—A series of shows for the wee ones has been started by WPGH. Entitled "Storyland," the programs present Harriett Gregory as the story teller who writes much of her own material, and by change of voice, portrays all the characters in her stories. Show is aired three times weekly.

**—NORTH CAROLINA—**

**CHARLOTTE**—Fack Knell, WBT's news director and director of special events, has been appointed a member of the Awards Committee of the National Association of Radio News Directors. Appointment will be effective in the New Year. . . . **TARBORO**—WCPS's special events department has come up with a new public service remote. The first Monday of every month, program director Sid Byrnes visits the Orthopedic Clinic in this city where the doctors and nurses render free medical care to those who lack sufficient funds for proper treatment of deformed bodies, half a day. The broadcast is designed to expose this good-will work to the people of North Carolina and Virginia.

**—MICHIGAN—**

**DETROIT**—New children's program on WWJ-TV is "Fun and Fables," featuring stories for children with original illustrations, film slides and films. Jane Durell is the story-teller for the show, which is presented Tuesday thru Saturday from 5:50-6:00 p.m. . . . **JACKSON**—James Hughes, who has been with the WIBM announcing staff for a good many years, has left this station as transcription director to join the staff of WKNX in Saginaw.

**AGENCIES**

**DON G. MITCHELL**, president, Dsylvania Electric Products, Inc., will speak before the Advertising and Selling Course, conducted by the Advertising Club of New York, on Monday, Jan. 5th. His subject will be "Advertising and selling—the biggest job ahead." The meeting will be held at the Engineering Societies Building, at 6:15 p.m.

**BENDIX HOME APPLIANCES, Inc.**, in co-operation with its distributors and dealers, plans to spend more than \$1,000,000 in the first six months of this new year for radio spots, outdoor space and newspaper advertising, it has been announced by Stewart Roberts, director of advertising and sales promotion.

**SEIDEL ADVERTISING AGENCY, Inc.**, has been appointed to conduct the advertising for Shop-In-A-Box. National consumer newspapers and magazines will be used.

**Chapin Gets WNBC Post**

Schuyler G. Chapin has been appointed field promotion supervisor of WNBC, it was announced by James M. Gaines, manager. In this capacity, he will direct the station's "Salutes to Cities" campaign, succeeding Murry Harris, now WNBC publicity director. The "salute" is one of a lengthy series.

*Send Birthday Greetings To—*

- January 2
  - Margie Dunaway James Melton
  - Claude Sweeten John McCormick
  - Abner J. Greshler Bernardine Flynn
  - Bill Malo
- January 3
  - Elinore Knudson Maxine Anderson
  - Andrea Marsh Murray Jordan
  - Freddie Rich Mary Guldin
  - Luis Jatoba Earl Harper
  - C. S. Young Lauretta Hopton
- January 4
  - Pat Kelly Merritt H. Coleman
  - Lester Wolfe Marie Houlahan
  - Gilson Gray Barton Fellowes
- January 5
  - Gilbert Ralston Sylvia Ansen
  - Ruth Folster Blanche Alcorn
  - Howard A. Chinn Cecile Grey
- January 6
  - Lou Tappe Maurice Hart
  - Helen Nugent Trevor Adams
  - Dick Teela
- January 7
  - Art Stander H. R. Baukhage
  - Bert Georges Herbert Magidsos
  - Floyd D. Rogers, Jr. Lloyd Brownfield
- January 8
  - Paul Case Leon Goldstein
  - Sam Cowling C. P. MacGregor
  - G. W. Johnstone Ralph Wonders
  - Hal Hudson





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 2

NEW YORK, MONDAY, JANUARY 5, 1948

TEN CENTS

# Storms Cripple Service

## Commission Licenses Now Put At 580,000

Washington Bureau, RADIO DAILY  
Washington — The FCC over the week-end released its annual report showing that there were approximately 580,000 licenses and other authorizations outstanding at the year's end. This figure included 120,000 radio stations, of which 4,000 were broadcast, 40,000 non-broadcast, and 80,000 amateur. In addition, there were 340,000 commercial radio operators, 85,000 amateur operators, and 35,000 special aircraft authorizations.

## RCA Communications Not Affected By Strike

World-wide radiotelegraph services of RCA Communications, Inc., are not affected by the strike called Friday by employees of some of the other international telegraph carriers, H. C. Ingles, president, announced. "Under its existing labor contract," Mr. Ingles said, "RCA Communications, Inc., has assurance from the union that the company will receive full co-operation in the handling of" (Continued on Page 2)

## 7 Industry Representatives To Seek Labor Clarification

In effort to obtain clarification of overtime provisions of the Fair Labor Standards Act as applied to certain radio station personnel, seven representatives of the radio industry will appear before the Wage and Hour Administrator on next Wednesday. The industry representatives will be Richard P. Doherty, director of (Continued on Page 2)

**G. E. Price Cuts**  
General Electric Company took display ads in New York papers Friday with the line G. E. "cuts prices in bid to stop inflation." The announcement reveals that reductions range from 3 per cent to 10 per cent and will save the public close to \$50,000,000 during the coming year. Radios and television sets are among the products subject to price reductions.

In This Issue:  
First Daily Edition of TELEVISION DAILY

## Petrillo Case Closes; Await Court Decision

Final arguments in the trial of James C. Petrillo, president of the AFM, charged with violation of the Lea Act, were heard by Judge Walter La Buy in United States district court here on Friday. Judge La Buy is expected to take the case under advisement and render a decision sometime next week.

## Close Race For Top Spot On Hooper "1st 15" List

First fifteen evening programs in the Dec. 30 Hooperatings report released Saturday lists Fibber McGee & Molly first with a rating of 28.3; Jack Benny, 28.2, second, and Fred Allen, 25.7, third. Indicative of Hooper's battle with the Nielsen survey was his release for publication of "composition of the audience analysis" figures which apparently was done to point out that (Continued on Page 2)

## 'Abuses' By Radio Repairmen To Get RMA Attention Friday

An industry plan to improve radio set-servicing and repairing by the elimination of "abuses" will be considered by the RMA service committee this week. It is expected that the committee will discuss many abuses uncovered by RADIO DAILY. The committee will meet this Friday at the Stevens Hotel in Chicago. Working under the chairmanship of W. L. Parkinson, of Syracuse, N. Y., the committee expects to prepare an industry program for submission to

## Transmitters Razed In Midwest Area; N. Y. Stations Issue Storm Reports; Some Service Is Disrupted

Sleet, snow and wind storm which hit the Chicago area New Year's Day toppled nine transmitter towers and knocked some stations off the air anywhere from half an hour to 90 minutes, while in New York, also suffering from an ice storm, radio met its second emergency within a week in keeping the populace informed of dangerous conditions caused by the weather. Indications were that during the two successive week-ends which brought New York its heaviest snow in history, plus an ice storm, the total amount of radio listening and sets-in-use rivalled peak periods during the war years. Many home owners in the New York area were practically cut off from communication during the emergencies except for radio.

Radio faced the severest test in Chicago where the weight of ice and force of wind felled nine transmitters at a loss of hundreds of thousands of dollars in damage. WGES, foreign language outlet, was hardest hit, losing all four of its towers on Chicago's south side. WAIT'S 420-foot tower near Elmhurst, Ill., toppled and (Continued on Page 8)

## Religious Leaders Meeting In New York

Religious leaders and educators gathered at the Prince George Hotel in New York yesterday for the opening of a "Workshop in Religious Radio" which will continue throughout the week. The workshop is under the direction of Rev. Everett C. Parker, director, Joint Religious Radio Committee. Network representatives and other organizations interested in religious education will participate in the conference. Elinor Inman, CBS director (Continued on Page 2)

## Gerl Blames Musicians For Recording Plight

Chicago—Joseph Gerl, president of Sonora Radio & Television Corp., last week urged musicians and other recording artists desiring continued production to protest the Petrillo ban to AFM headquarters instead of "crying" on the shoulders of record manufacturers. "There is no reason why record manufacturers should take the finan- (Continued on Page 8)

**'Liaison' Meet Fri.**  
A report on 1947 production of FM-AM receivers and a discussion of prospects for increased manufacture of these sets in 1948 will feature a joint meeting of the liaison committees of the RMA and the FMA next Friday at the Statler Hotel in Washington. Presidents Max F. Balcom and Everett L. Dillard, of RMA and FMA, respectively, will attend.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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#### WEST COAST OFFICES

Ralph Wilk, Manager  
6425 Hollywood Blvd. Phone: Granite 6607  
WASHINGTON BUREAU  
Andrew H. Older, Chief Manning Clagett  
6417 Dahlonega Rd. 2122 Decatur Pl., NW  
Phone: Wisconsin 3271 Phone: Hobart 7627  
CHICAGO BUREAU  
Nat Green  
1417 Ashland Bldg., 155 N. Clark St.  
Phone: State 2332

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## FINANCIAL

(Jan. 2)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.	Net
Admiral Corp.	8	8	8	+	1/4
Am. Tel. & Tel.	151 1/4	150 3/4	150 7/8	+	1/2
CBS B	24 1/2	24 1/8	24 1/8	+	3/8
Farnsworth T. & R.	7 3/4	7 3/8	7 3/8	+	3/8
Gen. Electric	35 3/4	35 3/8	35 3/8	+	3/8
Philco	33 1/2	33 1/8	33 1/8	+	1/2
RCA Common	9 3/4	9 3/8	9 3/8	+	1/4
Westinghouse	30	30	30	+	1/4
Zenith Radio	22 1/2	22 1/2	22 1/2	+	3/8

### OVER THE COUNTER

	Bid	Asked
DuMont Lab.	7 1/2	8 1/4
Stromberg-Carlson	11	12 1/4

## RCA Communications Not Affected By Strike

(Continued from Page 1)

its traffic. The union—the American Communications Association CIO—has stated this publicly.

"RCA's world-wide mechanized and modernized radiotelegraph system is capable of handling, without strain, any increased volume of traffic due to strike conditions in other companies."

## 10 YEARS AGO TODAY

(From the files of Radio Daily)

Amos 'n' Andy changed sponsors for the first time in their long network career, switching from Pepsodent to Campbell Soups, over NBC-Red. . . Earl Merryman, former CBS engineer, joined U. S. Recording Co. . . Jerome Sills joined CBS sales promotion as assistant to director Edwin S. Reynolds. . . "I See Your Face Before Me" (Crawford Music Co.) made its debut on the list of top web tunes.

## AFM Recording Ban Not Affecting Canada

Montreal—Canadians will be little affected by the ban of the American Federation of Musicians on the further manufacture of music-making discs.

Comparatively few master disks, from which records are cut, are made in Canada. The master disks from which records are pressed by Canadian companies are mostly imported from the United States, and there is no ban on cutting copies. The Canadian recording industry is broadly confined to local radio programs, French-Canadian folk music, and a few purely Canadian orchestras and musicians. These in sales volume fall far behind popular music by United States bands.

## Close Race For Top Spot On Hooper "1st 15" List

(Continued from Page 1)

he offers more than a mere rating service.

Program with "highest number of listeners per listening set," according to Hooper, was The Shadow, with 3.16. Second among evening shows was Blondie, with 3.01, followed by Jack Benny, 2.86; Pause that Refreshes, 2.80, and Charlie McCarthy, 2.79.

Among daytime shows, Sky King was listed in first place with 2.51, and was followed by Jack Armstrong, 2.33; Tom Mix, 2.31; Captain Midnight, 2.23, and Terry & the Pirates, 2.21.

Remainder of first fifteen list, in order, follows: Charles McCarthy; Radio Theater; Red Skelton; Amos 'n' Andy; Bob Hope; Walter Winchell; Mr. D. A.; Bandwagon; Music Hall; Talent Scouts; Truth or Consequences, and Duffy's Tavern.

## 7 Industry Representatives To Seek Labor Clarification

(Continued from Page 1)

the National Association of Broadcasters' Employee-Employer Relations Department; J. Allen Brown, assistant director of the NAB Broadcast Advertising Department, Small Market Stations division; R. T. Mason, general manager, WMRN, Marion, Ohio; Marshall H. Pengra, general manager, WBOM, Oak Ridge, Tenn.; Merrill Lindsay, general manager, WSOY, Decatur, Ill.; Prof. Fred S. Seibert, University of Illinois school of journalism director, and a network spokesman as yet unnamed.

## "Editorializing" Hearing Deadline Is Advanced

Washington Bureau, RADIO DAILY

Washington—The FCC has advanced the deadline for filing of briefs and notice of appearances for the "Editorializing" hearing from December 31 to February 1. The hearing is scheduled to begin on March 1.

## Religious Radio Leaders Meeting In New York

(Continued from Page 1)

of religious broadcasts, and Dr. Ross Snyder, professor of religious education, Federated Theological Faculty, University of Chicago, are collaborating with Mr. Parker in conducting the conference.

Among those who will lecture to the workshop group are Wade Arnold, assistant manager, script department, National Broadcasting Co.; Erik Barnouw, in charge of courses in radio, Columbia University; Mrs. Doris Corwith, assistant to the manager, public service department, NBC; Miss Elsie Dick, director of religious activities, Mutual Broadcasting System; Sydney H. Eiges, vice-president in charge of press; NBC; Tore Hallonquist, director, program analysis division, CBS, and Elwood Hoffman, script editor, CBS.

Also, Grant Holcomb, director, department of public information, Station KQW, San Francisco; Frank Papp, production director, NBC; Walter R. Pierson, manager of building operations, CBS; Rev. Harold Quigley, radio chairman, Troy (N. Y.) Council of Churches; Charles V. Rodrigues, assistant to the director, Joint Religious Radio Council; Miss Martha Rountree, producer, "Meet the Press," MBS, and Robert L. Shayon, writer-producer, CBS.

Morris L. Ernst, attorney, will be the principal speaker at the workshop dinner, to be held today, Jan. 5, at the National Arts Club. He will discuss "Radio and Freedom of Speech."

## Sterling Sworn In; FCC Now At Full Strength

Washington Bureau, RADIO DAILY

Washington—George Edward Sterling has been sworn in as a member of the FCC. Sterling succeeds E. K. Jett, who resigned as of Dec. 31, to become vice-president and radio director of the Sun papers. Although both Sterling and Wayne Coy, newly-named FCC chairman, are recess appointments and thus still subject to Senate confirmation, the Commission now is at its full strength of seven members.

Named acting chief engineer of the Commission was John A. Willoughby. Willoughby, who has been assistant chief engineer, will fill the vacancy caused by the advancement of Sterling to membership on the Commission.

## "Abuses" By Repairmen Up Before RMA Friday

(Continued from Page 1)

clinic which will be held Jan. 11-13 at the Hotel Bellevue-Stratford in Philadelphia. RMA president Max F. Balcom will address the opening session of the three-day conference.

## Nat'l Silver Promotes Young

B. B. Young, advertising and sales promotion manager of National Silver Company, has been promoted to its new sales and promotion development division for the furniture trade.



## Operation F-I-D-O

This one reaches away back. It's known to the British as "Fog Investigation Disposal Operations." Therefore, Fido.

It burned off the fog on the runways. It helped crews off and on the runways. It saved many a bombing crew during World War II.

Not many in radio have a pilot's green ticket for blind flying when it comes to buying radio time. That's why we run ads like this for W-I-T-H. Some buyers need the fog burned away when it comes to making up a client budget list.

The clear-as-unlimited-visibility story in Baltimore is W-I-T-H. It's the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

For sales at the lowest cost, better put W-I-T-H on that list. You'll be astonished how the fog lifts on client's sales. They'll think you're smart, too!



# W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented Nationally by Headley-Reed

**ANOTHER**

**ZIP**

**HIT YEAR!**



490766

**Favorite Story**

Radio's most brilliant dramatic half-hour show, with Mr. Ronald Colman as host and narrator. All-star cast. Claude Swettenham directs the symphonic orchestra.

*The* **GUY LOMBARDO SHOW**

The greatest name in popular music brings you radio's greatest half-hour musical show featuring the Royal Canadians in "The Sweetest Music This Side of Heaven" David Ross, narrator.

**"BOSTON BLACKIE"**

The top half-hour mystery show of radio, starring Richard Kollmar. Higher ratings everywhere. Louisville, 21.7. Cincinnati, 16.9. Memphis, 14.1.

ADDITIONAL CURRENT ZIV HIT SHOWS: SONGS OF GOOD CHEER • PLEASURE PARADE • MERRY HUNTERS • SINCERELY, KENNY BAKER • CALLING ALL GIRLS • LIGHTNING JIM • OLD CORRAL • PASEO VAN

# Wayne King Show '48

A glorious half hour featuring the incomparable music of the Waltz King, his golden saxophone, orchestra and starring vocalists, Larry Douglas and Nancy Evans. Narrated by Franklyn MacCormack.

## "EASY ACES"

America's funniest husband and wife in a three or five a week strip. A leading network show for years, with great ratings everywhere.

### MAKE A DATE FOR '48

WITH THESE GREATEST OF TRANSCRIBED SHOWS!

Year after year, "Transcribed by ZIV" has meant "the greatest in radio shows". Now, ZIV offers you the top-rated shows for 1948. Here are the proven network-type programs, offered at a fraction of their production cost . . . that sponsors prefer when seeking to dominate highly competitive local markets. Greater listener-interest is spelling the difference between mediocre and outstanding results. Consistently higher Hooper ratings indicate that ZIV programs are today's greatest dollar-for-dollar buy.

WRITE FOR AVAILABILITIES

## BARRY WOOD SHOW

A smooth-as-silk quarter-hour. Singing host, Barry Wood, with Margaret Whiting, the Melody Maids and brilliant arrangements for Hank Sylvan and his orchestra.



FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
 1529 MADISON ROAD NEW YORK  
 CHICAGO CINCINNATI 6, OHIO  
 HOLLYWOOD

FORBIDDEN DIARY •  
 CORN KOBBLERS •

## SOUTHWEST

**HENRY GUERRA**, WOAI, San Antonio, newscaster has been named as a radio representative to serve on the National Screen Council.

Durelle Alexander former singer with Paul Whiteman and Eddy Duchin is now being heard in a new role as singer commentator over WBAP-570 Fort Worth in a quarter hour program heard Monday, Wednesday and Friday.

Newcomers to the staff of KTSA, San Antonio includes George Bodenmiller known as George Young on the air, to the announcing staff and Robert E. Clark to the KTSA sales staff. Clark was formerly with KMAC, San Antonio and KLDK, Del Rio.

Howard W. Davis, owner and operator of KMAC, San Antonio and KPAB, Laredo is reported making a deal to purchase KWBC, Fort Worth for a reported sum of \$130,000. Outlet took to the air last year operating daytime on 970 kilocycles with a power of 1000 watts.

The Roderick Broadcasting Corp. owners and operators of KROD, El Paso, has been granted an increase in daytime operating power to 5000 watts, Outlet operates on 600 kilocycles.

Andy Adams, radio editor for Texas A. & M. College Extension Service was in San Antonio to organize the second of a series of 30 Texas Farm and Home Programs dealing with the work of the Texas 4-H, FFA and FHA boys and girls. Program originated through WOAI, San Antonio and was carried by member stations of the Texas Quality Network.

The FCC has granted the Henderson County Broadcasting Co., permit for a new standard broadcast station to operate at Athens with a power of 250 watts on 1410 kilocycles daytime only. S. B. McNutt will be manager and chief engineer and owns 75 per cent while the other 25 per cent is owned by Merl Saxon.

Instead of the usual cowbell which identifies every newscast on KITE, San Antonio, a sleigh bell was used in keeping with the Christmas spirit, according to Charles Balthrope, station owner and manager.

Stanley Vainrib, former staff announcer for KIXL, Dallas, owned and operated by Lee Segal, the originator of Dr. I. Q. has been named to replace Lew Valentine on the NBC Monday night "Dr. I. Q." broadcasts for Mars, Inc.

Dana Adams, announcer at KFRO, Longview, is the proud father of a baby son, to be called William Barrett Adams.



### California Commentary!

• • • Lou Place, Coast manager of the Russel M. Seeds Co., has just completed an important local buy for his organization on behalf of "Wings," cigarettes made by the Brown & Williamson Co., of Louisville. The buy,

which is for one year, covers the broadcasting rights to the local and out-of-town games of the Los Angeles club of the Pacific Coast league and represents an outlay of more than \$50,000. The contests will be aired over KMPC, with Bob Kelly as the sportscaster. Ted Wilk of the Lou Irwin talent agency has come up with a swell idea for a question-and-answer program, by which home listeners can participate as well as members of the studio audience. It can be used as an adjunct to a current show or serve as the basis for a new one. ABC's Western sales promotion chief, Jack O'Mara, is passing out cigars again following the birth of a new 8 pound, 9 ounce baby girl, Kathleen, born Dec. 19 at St. Vincent's hospital in Los Angeles. Mr. and Mrs. O'Mara have another daughter, Patricia, age five.

• • • Emcee John Nelson of "Bride and Groom," for the second straight Christmas since the war, held "open house" at his home in San Fernando Valley for several of his ex-Navy buddies who served with him during the war. Inasmuch as the "I do" show will not broadcast on New Year's Day, Nelson visited veterans' hospitals that day to help bring cheer to the war wounded. Groucho Marx claims he's going to switch things this Yuletide. Last year, he says, he stuffed himself with turkey, but this year Groucho reports he's going to stick his head in the turkey instead of the dressing. The hilarious Norman Krasna laugh on the Jack Benny program is done by Mel Blanc, who is also the cartoon voice of Bugs Bunny. By the way, Governor William Lee Knous of Colorado, will be the guest of Benny when the Waukegan Wit broadcasts from Denver on Jan. 18 for the March of Dimes campaign. Martin Block has just completed the second of six one-reel "Musical Merry-Go-Round" shorts at MGM. Tex Beneke was the guest star and Herb Moulton the producer.



• • • Phil Harris has turned author. He is working on a story about "Coffee Dan's," new Hollywood eatery, for Radio Life, the fan magazine. Twenty years ago Harris was teamed with Carroll Lofner and was a daily visitor at "Coffee Dan's" in San Francisco and his article will contain many interesting reminiscences. It looks like "strained tonsils" and "writers' cramps" will be in store for Bing Crosby and Producer-Writer Bill Morrow, as they will record six full shows within 10 days to have their present series of programs up through March 17 by Dec. 31. ABC's Western Division's annual Christmas party was a "big success" this year, being held for all employees at the new Tom Breneman restaurant, where dancing and steak dinners plus a half-hour floor show put on by the employees were the featured attractions. It was the farewell party for the outgoing president of the ABC Employees association, Bud Edwards, and the "hello" celebration for the new prexy, Ned Hullinger.



• • • Having wrapped up "If You Knew Susie," in which he co-starred with Joan Davis as well as acting as producer for RKO Radio, Eddie Cantor left Dec. 26 for Las Vegas to fill a personal appearance engagement. Zeke Manners has returned from a month's visit in New York, where he has been kept busy, recording several new Victor records, including some of his own new original songs. John Scott Trotter and the Rhythmaires of Bing Crosby's Philco show, journeyed to Birmingham General Hospital Christmas Day to help entertain the wounded and hospitalized veterans. The sponsor, via the Hutchins Advertising agency, presented the invalids with a new Philco television set, to allow them to watch their favorite video programs.

W N B T

Scope



ON THE AIR AT CHANNEL 4 . . .

MONDAY, JANUARY 5

8:30—NBC Television News — with highlights of New Year's events.

8:40—Weather by Brentwood.

8:41—Gillette Cavalcade of Sports — Boxing at St. Nicholas Arena.

10:00—Feature Match—Alvarez vs. Williams.

TODAY'S STORY . . .

This is #1 in a series of advertisements to appear each Monday, Wednesday and Friday. Program information will be offered and brief, casual notes about NBC Television—such as the item that 1948's business year on WNBT starts off with 18 current sponsors. (Two more in the bag, says Sales, and a spate in the works.)

SECOND SCANNING . . .

Saul Carson has bussed NBC with a liberal kiss under the *New Republic* mistletoe for "experimentation, in conjunction with the Theatre Guild, toward better drama on television."

ABC  
Television

A Service of Radio Corporation of America

W M F F

PLATTSBURG, N. Y.

AMERICAN BROADCASTING CO.  
CONSISTENTLY SELLING THE NORTH  
COUNTRY'S RICHEST MARKET  
JOSEPH HERSHEY McGILLYRA, Nat. Rep.

# TELEVISION DAILY

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## NBC PLANS COAST-TO-COAST TELE WEB

### TELE TOPICS

By JIM OWENS  
Associate Editor

**PHILCO'S** Ernest B. Loveman denies rumors that WPTZ is mulling a co-op program operation with KYW, Westinghouse outlet in Philadelphia. Latter is a 50 kw. NBC affiliate and will be only major station in the Quaker City without video. . . . Meanwhile Philco is getting set to spring another "surprise" on rival tele manufacturers with a low-priced set this month. It'll be unveiled at a dealer confab in Miami. . . . Du Mont set sales in '47 exceeded \$10,000,000—almost double the '46 figure.

**HARVEY MARLOWE** started the new year off with a sizzle—which went commercial. That five-alarm fire which gutted several buildings on 57th Street Friday morning plopped a terrific news event in the former ABC director's lap. When firemen trudged over his desks with hoses, etc., Marlowe grabbed a camera and started shooting the works. Result: U. S. Rubber bought the films and aired 'em on WABD Friday night. . . . TBA prexy Jack Poppele, scheduled to talk television on Henry La Cossitt's "Editor's Diary" Friday a.m., iced-in at his New Jersey home. . . . Bob Emery's "Small Fry Club" the hottest thing in town with kids from 6 to 60. He's mailed 18,000 "official" membership cards to date, with hundreds coming in daily.

**GENERAL FOODS** expected to go all out in tele, now that its survey proved the medium's power to pull customers. They're said to be set to kick off the '48 schedule with a new show on WNBT before the month is out. . . . Likewise with Ruppert Breweries, who may spend 100 G's on sports events in video this year. Beer company's opinion of tele went way up following sponsorship of the All America pro grid championship a few Sundays back. . . . Speaking of sports, the trade is split on whether the Mel Allen-Russ Hodges "simultaneous" tele-radio ailer for Ballantine will work out. Furthermore, a few sportscasters are miffed at the idea, contending it cuts down on work.

**Tele "Checked"**  
Pasadena — Plans for a large-screen tele demonstration of the Rose Bowl game by D'Orsay Television Company here last week were spked when the FBI was instructed to seize the set, which had a 9 by 12 ft. screen. Colonial Television Corp., of N. Y., said the firm bought the set with a bad check, and lodged a complaint with the district attorney's office.

### Another "First" For Tele

Ability of television to cover and report news events with unequaled rapidity was emphasized again Friday when films of a five-alarm fire in midtown New York were shown to audiences on the eastern network within a few hours after the event. Camera crews of WNBT, WCBS-TV and WABD shot heavy footage of the holocaust which gutted six office buildings on West 58th St.  
Films included close-ups of fire fighting, evacuation of victims, and rescue of firemen overcome by smoke in an eight-hour battle.

### Du Mont Survey Shows Sports Most Popular

Availability of sports events on television is the main reason metropolitan New Yorkers buy receivers, according to a survey made by Market Research Service for the Allen B. DuMont Laboratories, it was announced over the weekend.  
Of 1200 persons queried, 69 per cent listed sports as the type of program most popular in their homes, while 43 per cent named drama. Another 40 per cent liked movies, while special events, news, etc., trailed the above named. And although sports drew more heavily among men than women, 57 per cent of the women questioned preferred this type show to any other. Total percentage exceeds 100 because of "multiple" answers.  
Of the 1200 interviews taken, 75 per cent of the respondents lived in Manhattan, Bronx, Queens and Kings.

### WCAU Setting Plans For Early TV Debut

Philadelphia — WCAU-TV, Philadelphia Bulletin station, expects to get a test pattern on the air by January 15, it was announced here last week by Dr. Leon Levy, president and general manager.  
Construction of the transmitter and tower atop the Phila. Savings Fund Society Building is well under way and when completed will be the highest point here. Station engineers expect reception to be available for a radius of more than 50 miles. Steel tower, which is classified by RMA as the heaviest type designed, will soar 737 feet above the ground, and will withstand wind velocities "far in excess" of the highest ever recorded by the Weather Bureau in the Quaker City.  
Communities not now serviced by tele here will be able to pick up shows regularly when WCAU goes on the air, according to station execs.

### Would Span Nation Via 'Regionals' In '48-'49

NBC plans to span the nation with a television network within the next two years, development of which will center around the speedy growth of three "regional" webs, one of which is currently in existence. Announcement is made today via full page ads in 37 newspapers in 18 cities which either have video service now or will have it during 1948.  
Based on the theme, "1948—Television's Year," the ad outlines the present status and future prospects of NBC's video web. During this year, the ad declares, "NBC offers to the public the greatest medium of mass communication in the world—Network Television." It outlines NBC's belief that a quarter-million people will be employed in tele manufacturing and broadcasting "within a few years," and that "available estimates" point to video as a half-billion dollar business by the end of this year.

**To Add Affiliates**  
Advertisement states that "in the near future" two regional networks, built around NBC owned video stations in Chicago and Los Angeles will be added to the already operating East Coast network and that the plan, "for 1948 and 1949" is to add "ever-increasing numbers of affiliates to these three regional networks, culminating in a coast-to-coast television network."

## Press-Time Paragraphs

### FCC Urges "Intercity" Relays

Washington—In its year-end report issued last Friday, the FCC said there is "urgent need" for intercity relay facilities for network television operation. "In television, even more than in standard and FM broadcast," the report said, "there is urgent need for such a service for economic reasons."

### Don Lee Units Nearing Completion

Hollywood—Construction of three new units on Don Lee's W6XAO transmitter atop Mt. Lee here is nearing completion, it was announced over the week-end. Result will be a heavy increase in signal strength and will provide sharp reception from Malibu to San Diego and from the the Sierra Madre coastal mountain range to Catalina Island.

### NBC Ups Film Coverage

NBC's tele network will double the amount of air time devoted to newsreel films, according to Paul Alley, web's film chief. As such, newsreel staffs will be doubled to keep pace with increased emphasis on news, etc., at the network's flagship, WNBT, and its Washington outlet, WNBW.

### WABD-INS Tie-Up

WABD, key outlet of the Du Mont television network, will present a 15 minute newscast produced by International News Service and International News Photos, Mondays through Fridays, 7 to 7:15 p.m., starting today. Programs will include five minutes of spot news photos, five minutes of documentary photos and all of the latest news flashes.

"The significance of this announcement," Frank Mullen, executive vice-president of NBC said in announcing release of the advertisement, "is that it marks the end of the 'waiting' period in television. We have the goods, and we want everybody—the viewers and future viewers, the telecasters and future telecasters, the advertisers and future advertisers—to know it. Just as RCA announced the facts about NBC in 1926," he added, "so we are announcing the facts about NBC Television. There is no doubt that 1948 will be television's year, and we are showing why it will be."

### Video Aid

Electric Auto-Lite Company announced last week the development of a new auto-engine spark plug with a "built-in resistor" which suppresses interference with television, radio, radar, and other services. New gadget will be mass-produced for taxis, trucks, private cars, etc., and is expected to eliminate a commonly-known headache to tele set owners.

## Gerl Blames Musicians For Recording Plight

(Continued from Page 1)

cial risk of recording a tremendous storehouse of advance popular tunes merely to keep recording artists and musicians happy," he said. "The Petrillo edict, formally prohibiting and abolishing recorded music absolutely and forever, was put into effect by the musicians' own major domo, the alleged servant of the artists and musicians. Yet while these musicians have done a great deal of crying to record manufacturers and even criticized some manufacturers for not recording more, it has not come to my attention that musicians have made any protest, either verbal or written, to their own union leaders on the great harm which such a ban will bring to the whole field of music.

"Record manufacturers will certainly be hurt by the ban. They, like Sonora, are endeavoring to protect themselves in a variety of ways. If musicians and recording artists are sincere about desiring to continue recording, they have only to make their will known, not to record manufacturers but in the higher councils of the musicians' unions. The complaint ought to be lodged at union headquarters where the trouble originated."

Gerl said also that during the ban, Sonora will concentrate mainly on album production and will issue only a few pops from month to month. "We have a good backlog of pops which we shall issue slowly in order to remain in the pop field," he said, "but our major production will now have to be given over to albums. In this field our recorded backlog is much greater. Hence we will concentrate there."

## Admiral Sales Increase

Chicago—Breaking all records, Admiral Corporation will have total sales in 1947 of more than \$47,000,000, Ross D. Siragusa, president, reported Wednesday. Sales in 1946, previous record year, were \$36,000,000, including nearly \$10,000,000 in military equipment. Civilian sales for '47 will be 63 per cent over a year ago.

Sales in 1948 are expected to exceed \$75,000,000, Siragusa stated. Admiral will add television to its expanding radio and appliance operations next week.

## 'Community Bulletins'

WNEW, New York, set up a "community bulletin board" Friday during the ice storm. It offered to broadcast, at half-hour intervals, "bona-fide" requests concerning sudden changes of various community events such as dances and parties. Some 350 requests came in. Station also aired suggestions from listeners, one coming from a bartender who said that taverns should deny drinks to persons "under the weather" so they wouldn't slip on the ice.

## Broadcast Facilities Hard Hit By Sleet, Snow, Wind Storm

(Continued from Page 1)

WIND's 358-foot tower, one of four, went down at Gary, Ind. WMAQ was off the air about half an hour, WENR was out of service for a full hour and WLS stopped broadcasting for 90 minutes. WGN went off the air for 17 minutes, then switched to its diesel generator until transmitter damage could be repaired. WBBM was another forced off the air for a short period.

Despite their handicaps, Chicago stations kept the public informed in towns from which communication

### Marooned

The big snowstorm that hit New England and New York after Christmas Day marooned the transmitter engineer of WDRG-FM, Hartford, atop Meriden Mountain, 12 miles from Hartford, for more than two days. Robert Coe of Manchester, Conn., the engineer, ate emergency supplies and talked with studio folk to while away the time. Snow plows finally cleared the road to the top of the mountain, and Coe went home for a vacation.

was cut off, urged motorists to keep off the streets and gave information on highways that were impassable. Programs were interrupted to give warning bulletins.

In New York, stations faced a second holiday week-end in which time signal and station break schedules had to be hurriedly reshuffled to meet ice storm emergencies tending to paralyze a city just about to dig out from underneath two feet of snow. Consolidated Edison and the local telephone company seemed to be the two heaviest buyers of special spot announcements, the former warning of broken live wires and the latter urging people not to use telephones except for extreme emergency. In addition, all stations were asked by fire and police departments and other agencies to carry bulletins. WNBC, WCBS, WOR and WJZ and others reported adding of extra newscasts throughout the day and most news periods were devoted entirely to storm conditions.

Bob Smith of WNBC, who only a week ago told an interviewer he had never been late for an early morning show and never expected to be, was 15 minutes late for his 7 a.m. program Friday. Unable to get his car past a fallen tree in New Rochelle, he hiked three miles to the railroad station and took a slow moving train. Nancy Craig of ABC-WJZ was stranded on Long Island and Patt Barnes substituted on her two shows.

Press Wireless and Mackay Radio had to halt service from their Long Island transmitters when power company lines failed. Service was restored Friday afternoon.

In northern New Jersey, which was hard-hit by freezing rain, ice and high winds, radio turned in a magnificent public service job.

WAAT, Newark, devoted about half of its program sked Friday to the emergency. At the request of the West Orange fire department, the station aired announcements asking residents to phone in fire alarms following the failure of the electrical alarm system. Friday morning, staffers phoned industrial firms in the area to determine whether or not they would be open for business, and broadcast information to employees gratis. Entire "Second Honeymoon" slot was turned over to the storm when Bert Parks and Mort Lawrence, emcees, were stranded on their way to Hackensack where the show was to originate.

Complete roundups on a street-by-street basis in Newark and a community basis throughout the state were aired all day Friday by WNJR, Newark Evening News outlet. Working with a skeleton crew because many staffers were stranded at home, the station also broadcast announcements to employees of department stores and factories in the highly-industrialized area. Engineers on duty at the transmitter stayed in the building overnight. Food, blankets and other supplies were sent in.

Station sustaining greatest damage in the Metropolitan area was WPAT, Paterson, N. J., which went off the air at 7:34 a.m. Friday because of failure of the primary power source at the Clifton transmitter site. Outlet resumed operations at 2:55 Friday afternoon on emergency power.

Equipment of most stations was not affected by the adverse conditions, while those that did sustain damage reported it as slight. WINS was forced to operate on 10 kw. power instead of the usual 50 kw. when one of the power lines into the Lindenhurst, N. J., transmitter snapped. The lower band FM transmitter of WQXQ was shut down for several hours Thursday night because of ice. Tower is located atop Manhattan's Chanin Building. Paul Fuelling, chief engineer of WHN, reported slight interference on the power line to the station's transmitter in East Rutherford, N. J., Thursday night, but operations were unhampered.

Emergency in Milwaukee  
A blizzard which blanketed Milwaukee with nearly a foot of snow Jan. 1-2 found stations giving special storm coverage and airing bulletins. Milwaukee Journal's television outlet, WTMJ-TV, had to change its schedule when a wrestling match was cancelled. Station moved its cameras into the newsroom of Milwaukee's Radio City and showed news editor Jack Krueger and Art Olszyk gathering storm reports. George Comte gave a description of the news gathering procedure, for the television audience, and read bulletins as they came off the wires. WTMJ, the AM station, also remained on the air one hour extra the night of the blizzard.

## THE WEEK IN RADIO

Coy Sworn In

By VAL ADAMS

WAYNE COY sworn in as FCC chairman. Some GOPers may oppose but Congress probably will confirm appointment this month. . . . E. K. Jett resigned commission to become veepee and radio director of Baltimore Sun. George Sterling, chief engineer of commission, named to fill out Jett's term.

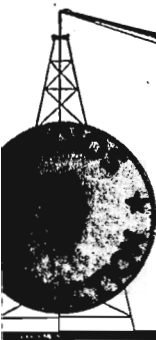
Three newspaper men testified in Chicago that Petrillo told 1946 AFM convention he was intentionally violating Lea Act to test its constitutionality. Otto Kerner, Jr., U. S. district attorney, asked that Petrillo be given maximum sentence of one year in jail and \$1,000 fine. . . . Day before New Year's Eve AFM announced no transcribed network repeats of programs with music starting Jan. 1. Next day ban's effective date was extended to Jan. 31. Networks said to have showed Petrillo that present contracts permit repeats.

Sky's the limit these days in promotion of networks, stations and programs. Competition for circulation by all ad media getting stiffer, RADIO DAILY study finds. . . . Set manufacturers will see a billion-dollar-year in 1948, RMA predicts. Production in 1947 was 18,000,000 sets or a dollar volume above \$750,000,000, all time records. . . . David Sarnoff, RCA president, sees '48 as the biggest year to date in television. He forecasts 50 or more stations on the air and up to one million receivers by year's end.

NBC will pass the \$1,000,000 income mark in television this year, Frank Mullen revealed. . . . Year-end statement by Niles Trammell of NBC expressed hope that before another one is issued the industry will have adopted a code. . . . Video and FM equipment gets production priority at GE's new plant in Syracuse, N. Y. It'll be in full stride early this year. . . . RCA planning \$1,000,000 expansion program on production of video tubes at plant in Lancaster, Pa. Philco and others, in year-end statements, revealed heavy video production in prospect for 1948.

HIT THE  
Core  
Plus Plenty More  
IN WORCESTER  
WTAG





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 3

NEW YORK, TUESDAY, JANUARY 6, 1948

TEN CENTS

## TO PROBE AFM ACTIVITIES AT WASH. HEARING

### FCC Emphasizes Progress In FM And Television

#### Commission States Marked Increase In Applicants

Placing emphasis on the progress made by FM and television during the fiscal year ending last June 30, the FCC issued its 13th annual report the past weekend which covers all fields of communications.

"FM showed its biggest and most material gain" during the past year, the report reveals;

(Continued on Page 4)

#### Regional Interest In Garden Basketball

Regional radio coverage involving on-the-spot pickups of college basketball games at Madison Square Garden is showing a big increase, Ned Irish, executive veepee of the Garden, yesterday told the Sports Broadcasters Association in New York during its monthly luncheon.

Irish said that in the last few weeks

(Continued on Page 4)

#### Preston Joins WGN, As Com. Program Director

Chicago—Appointment of Walter J. Preston as commercial program director of WGN, effective January 5, has been announced by Frank P. Schreiber, manager of WGN. Until recently Preston was director of program operations for WBBM.

Active in an executive capacity in (Continued on Page 6)

#### Will Broadcast President's Address

The "State of the Union" address by President Harry S. Truman before a joint session of Congress and the House of Representatives will be aired over the four major networks and many independent stations tomorrow beginning at 1:30 p.m. The broadcast will run to the conclusion of the address.

#### Campaign To Increase Radio Receiver Sales Radio Given Credit In Brand Names Survey

Spurred by RMA's "radio in every room" campaign, individual radio manufacturers are pouring millions of dollars into various ad media to increase multiple-set ownership in U. S. homes. Campaign is most apparent in national magazine and newspaper advertising where ads mention either directly or by inference "a radio for every room," "a radio for every purpose," and "a radio for everyone."

Stromberg-Carlson has used all three approaches while a well illustrated Motorola ad speaks of "radios

(Continued on Page 6)

The brand names promotion held in Greenfield, Mass., from Oct. 20 through Nov. 5 was "more successful than anticipated" with credit for much of the success going to the efforts of local outlet WHAI, according to an announcement yesterday by Henry E. Abt, president of the Brand Names Foundation.

Final report on the project revealed that 54.5 per cent of the town's residents heard of the campaign through radio. Of these 39.5 per cent heard shows sponsored by local retailers, and 15 per cent were reached by rela-

(Continued on Page 5)

#### NAM Prog. Series On ABC Has Radio Audience Tie-in

Radio audience will be invited to participate in the National Association of Manufacturers' series of weekly programs which resume over ABC tonight from 10:30-10:45 p.m., EST. First 13 weeks of the 1948 series, titled "It's Your Business," will feature the "NAM Question Box" to which listeners will send questions

(Continued on Page 5)

#### New York Area Leads List In Radio Reports Survey

The New York area tops the country for the total number of commentators, newscasters, women broadcasters and forum programs, according to a survey released by Radio Reports, Inc. In the New York section 179 personalities participate in these programs. The New England section ranks second with 98, Chicago-Rock-

(Continued on Page 2)

#### House Labor Group Set Hearing For Next Monday

Washington Bureau, RADIO DAILY  
Washington — Hearings which committee officials estimate may run for more than two weeks, including a thorough airing of pro and con opinion on the various activities of the American Federation of Musicians as they affect broadcasters, telecasters, manufacturers and recording com-

(Continued on Page 5)

#### Plan Civic Reception For Pearson's Arrival

Mayor William O'Dwyer, Alberto Tarchiani, Italian Ambassador to the United States; Henri Bonnet, French Ambassador; Luigi Nardi, Italian Consul General in New York City; Ludovic Chancel, French Consul General; Generoso Pope, publisher, and Thomas Velotta, vice-president of ABC, will head the reception committee welcoming Drew Pearson, newspaper and ABC radio commen-

(Continued on Page 2)

#### NBC Network Renewals Announced By Chi. Div.

Chicago—Closing week of 1947 was an active one for the NBC central division sales departments, which reported a number of sales and renewals. Renewal of the Tuesday and Thursday Fred Waring 9-9:30 a. m. (Continued on Page 6)

### Flood Of Record Re-Issues Forecast In Platter Biz

A flood of reissues of old recorded favorites among the popular tunes is forecast in the recording industry during the next few months with music publishers and radio stations planning to aid in popularizing the revivals, RADIO DAILY learned yesterday.

The reissues will be hustled through the pressing plants and made available to the retail market as a

part of the industry's plan to fill the gap caused by the AFM recording ban which became effective last Wednesday night. It was pointed out that some of the Irving Berlin revivals have already met with sales success with "What'll I Do?" leading in sales. "Peg O' My Heart," "The Whiffenpoof Song" and Ted Weems' old recording of "Heartaches" are

(Continued on Page 6)

#### Decision Pending

Chicago—Judge Walter LaBuy of United States District Court has fixed January 14 as the date for his decision in the government's case against James C. Petrillo and the AFM for alleged violation of the Lea Act. The trial of Petrillo closed last Friday. Case is outgrowth of Petrillo's demand that WAAF hire additional musicians not wanted by the station.

#### Lilienthal III

David Lilienthal, chairman of the Atomic Energy Commission, has postponed his talk, scheduled for Thursday's luncheon of the Radio Executives Club, until Feb. 5 because of illness. In his stead, Bill Hedges, REC proxy, has slated a straight entertainment program. Joe Hado, of ABC, is lining up talent and completing arrangements for the show.

Television Exhibit At Chicago Furniture Show [ TURN PAGE ]

# RADIO DAILY

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

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### WEST COAST OFFICES

**Ralph Wilk**, Manager  
6425 Hollywood Blvd. Phone: Granite 6607  
**WASHINGTON BUREAU**  
Andrew H. Older, Chief Manning Clagett  
6417 Dahlonega Rd. 2122 Deatur Pl., NW  
Phone: Wisconsin 3271 Phone: Hobart 7627

### CHICAGO BUREAU

**Nat Green**, Manager  
1417 Ashland Bldg., 155 N. Clark St.  
Phone: State 2332  
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

## FINANCIAL

(Jan. 5)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 3/8	8 3/8	8 3/8	+ 3/8
Am. Tel. & Tel.	152 1/2	151 5/8	151 5/8	+ 3/8
CBS A	24 1/8	24 1/8	24 1/8	+ 3/8
CBS B	24	24	24	+ 1/8
Farnsworth T. & R.	7 3/8	7 1/8	7 1/8	— 3/8
Gen. Electric	35 7/8	35 1/4	35 1/4	— 3/8
Philco	3 1/2	3 1/2	3 1/2	— 1/8
RCA Common	9 3/4	9 1/4	9 1/4	— 3/8
RCA First pfd.	69 1/2	68 1/2	68 3/4	— 1/4
Stewart-Warner	14 1/2	14 1/8	14 1/4	— 1/4
Westinghouse	30 1/2	29	29	— 1
Westinghouse pfd.	96 1/4	96	96 1/4	+ 1/2
Zenith Radio	22 1/2	22 1/4	22 3/8	— 1/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	15 3/4	15 3/4	15 3/4	+ 1/4
Nat. Union Radio	3	2 7/8	2 7/8	+ 1/8

### OVER THE COUNTER

DuMont Lab.		Bid 7 1/2	Asked 8 1/4
Stromberg-Carlson		Bid 11	Asked 12 1/4

## 10 YEARS AGO TODAY

(From the files of Radio Daily)

Combined 1937 gross receipts for the three national networks estimated at \$69,200,000, approximately 16 per cent over 1936. CBS went up 24 per cent. NBC up 12 per cent while MBS showed a slight decrease. . . . Billy Mills signed to take over music on Fibber McGee & Molly show. "probably will stay with the show if he clicks."

## WPDQ's

**TIME-BUYERS JACK POT**  
NEW YEAR'S WEEK WINNER  
**CHARLES TANTON**  
**NORMAN A. MACK & CO., INC.**  
Next Week ? ? ? ?

## ★ COMING AND GOING ★

**CARL BURKLAND**, general manager of WTOG, Columbia's O & O station in Washington, D. C., is spending today and tomorrow in New York for conferences with officials of the network.

**JEROME C. ROBINSON**, vice-president of Procter Radio Productions, is on a business trip through New England in connection with "The Big Story," produced by his organization for Pall Mall cigarettes.

**ALLEN T. SIMMONS**, owner of WADC, Columbia network affiliate in Akron, Ohio, paid a call yesterday at the station relations department of the network in New York.

**CHARLES STARK**, producer of the Peter Donald show for Stanback, has returned from New Orleans, where he was the guest of friends and attended the Sugar Bowl game on New Year's Day.

**HERB LANDON**, radio publicity director for Kenyon & Eckhardt, Inc., leaves today for Miami Beach, where he will spend three weeks at the arduous task of running a bathing beauty contest for the White Rock Company.

**A. N. ARMSTRONG, JR.**, sales manager of WCOP, Boston, is expected in town today to confer with the national representatives of the station.

**GEORGE HERRO**, Midwest publicity director for the Mutual network, is in New York this week for conferences with executives of the web.

**DIETRICH DIRKS**, president and general manager of KTRI, Sioux City, Iowa, a visitor at the New York offices of the station's national reps.

**W. H. SUMMERVILLE**, general manager of WVL, New Orleans, to New York for a few days on station business.

**JACK LACY**, disk jockey of WINS, has returned from North Carolina, where he spent two days entertaining soldiers at servicemen's hospitals.

**PHILIP G. BACK**, commercial manager of KXLR, Mutual network outlet in Little Rock, Ark., was welcomed yesterday at the New York headquarters of the web. He's spending this week in Gotham.

## Plan Civic Reception For Pearson's Arrival

(Continued from Page 1)

tator, on his return to this country on Thursday at 11 a.m., EST, at La Guardia Airport.

Pearson, who first suggested the idea of the Friendship Train as a means of allowing the American people to aid starving Europe, has been observing the distribution of the tons of food in France and Italy for the past three weeks.

## New York Area Leads List In Radio Reports Survey

(Continued from Page 1)

ford area, third with 84; and Los Angeles, fourth with 59.

The list, consisting of 136 network personalities and 381 local broadcasters, covers the areas monitored by Radio Reports. The programs are classified into four groups: commentators and newscasters, women commentators, chatter and forums, scientific, interview and miscellaneous.

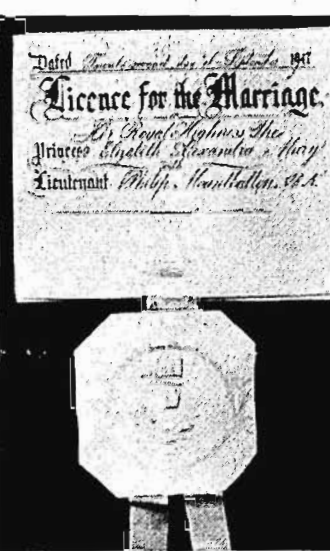
## TAKE THE GUESS OUT OF BUYING WITH WOVS 5 Audited Audiences



**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."**



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



## 22nd of September

We've had this picture since last September 23rd. It should have run before this, but we forgot all about it. When we picked up Life Magazine and saw those two kids, we remembered the picture was still kicking around. So there it is.

It's the royal couple's marriage license, inscribed by a master penman. It's pretty flowery, but because we haven't seen the license in print before . . . we're passing it along.

The license reads, "Dated 22nd Day of September, 1947. License for the marriage of her Royal Highness Princess Elizabeth Alexandra Mary with Lt. Philip Mountbatten, R.N."

The point being, of course, that W-I-T-H, the successful independent, is married to more people who spend than any other station in this big town.

Nothing flowery . . . we seem to have what the nobility, who ring the cash registers, want.

Our license by FCC reads 1230 on the dial.



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

DETROIT  
IT'S

THE  
NEW

**WJBK**

**NOW ALL IN ENGLISH**  
**24 HOURS DAILY**

NEW BLOCK PROGRAMMING  
NEW LISTENER-ATTRACTING TALENT  
NEW PROMOTION  
NEW SHOWMANSHIP  
NEW "THINKING"!

**WJBK**



**DETROIT'S MOST PROGRESSIVE STATION**  
AFFILIATED WITH WLOK, LIMA, OHIO—WWVA, WHEELING,  
W. VA.—WSPD, TOLEDO, OHIO—WMMN, FAIRMONT, W. VA.  
—WGBS, MIAMI, FLA., AND WAGA, ATLANTA, GA.

ALL WJBK PROGRAMS BROADCAST SIMULTANEOUSLY  
ON WJBR-FM 93.1 mc.

REPRESENTED BY FORJOE & CO.

# FCC Report Stresses Progress of Tele-FM

(Continued from Page 1)

authorized stations doubled from 456 to 918 and the number on the air increased from 55 to 238. "This activity forecasts FM service to more than 500 communities and adjacent rural areas extending through all States except Montana. There were six times as many FM applications for large area coverage as for purely local service," the report added.

Turning to television, the report says, "the development of microwave relay systems and extension of coaxial cable lines hold prospect of regular television network operation." It was pointed out that during the last fiscal year television broadcast authorizations more than doubled—from 30 to 66 with the stations proposing to serve 33 metropolitan areas and three individual cities.

### New High in Applications

At the close of the fiscal year the number of authorized stations in the standard and non-standard broadcast services had reached a new peak of 3,551 as compared with 2,439 the previous year. This despite the fact that 123 stations were deleted during the year. Most of the 1,112 stations added in these two general categories were commercial standard and FM broadcast stations.

"The collective number of standard, FM and television stations slated to render commercial broadcast service increased about 60 per cent from 1,701 in 1946 to 2,779 in 1947," the report continues.

"Though standard broadcast stations established a numerical record with 1,795 stations licensed or authorized as of June 30 last, FM grants had jumped to 918. It is noteworthy that new FM station authorizations for the year nearly equalled the number of AM grants.

"Authorized commercial television stations increased from 30 to 66, and experimental television stations from 58 to 81. Non-commercial educational station authorizations rose from 24 to 38. International broadcast stations remained at 37.

"In the non-standard broadcast field as a whole there were 1,756 authorized stations of various types, an increase of 532 over the previous year. They were primarily for FM transmission."

### Film Curator Leonard Guest

Iris Barry, curator of the film collection at the Museum of Modern Art, will discuss her work tomorrow when she appears on WCBS as guest of Bill Leonard on his "This Is New York," 9:15-10 a.m.



### Mainly About Manhattan . . . !

• • • Henry Morgan has reached the signature stage with Rayvo Shampoo. . . Rumor around that one of the stem's biggest movie houses will drop its "live" show. . . Newspapers throughout the country have put in millions of bux worth of orders for the new color-press equipment and predictions are that nearly every gazette will feature color ads and illustrations by 1950. . . Insiders buzzing about Al Jolson's new singing find—an 8-year-old blues singer named Toni Harper, said to have a terrific style. . . WNBC building a 15-minute ainer around Elsa Maxwell. . . Pete Donald sez that Washington speculators are at their wheat's end. . . Sylvan Levin's sec'y, Rita Spano, sporting a big hunk of ice on the right digit. Lucky fella's Jim Ellis, Mutual producer. . . Only 12 more shopping months till Christmas, reminds Arthur Murray. . . Some of the contestants on a certain giveaway show are coached and given answers to questions several hours before they go on the air. It's done just to make sure that a certain percentage of contestants come through as big winners—the theory being that all the world loves a winner. . . Bill (County Fair) Germain due in town around the 19th with two swell shows—"Further Adventures of My Man Godfrey" and a kiddie adventure series. (We've heard 'em both and they have our blue ribbon stamp for quality entertainment plus).



• • • THE MORNING MAIL: "Dear Sid," writes Alan Sands from H'wood. "California is slowly feeling the approach of winter. The temperature yesterday took a sharp drop down to 70 degrees. The newspapers here played up the N. Y. bliz all over the front page, with constraing pictures. People around here take their kids up to the mountains so that they can see what snow looks like! Otherwise things are great here with me. Am readying a new package, 'Love 'em Or Leave 'em' with Jimmie Gleason, Benny Baker and Elyia Allman, so keep your fingers crossed. Happy New Year!"



• • • AROUND TOWN: Al Wilde, the lad who first exploited the Ink Spots to stardom, starts handling them again this week. . . Jack Hurdle in from the Coast. . . Helen Hayes will be guest narrator on Allen Funt's fabulously successful "Candid Microphone" this Thursday. . . Les Tremayne questing on the Ford Hour Sunday. . . The Harem dickerling with comic Jack Carter. . . The col'm dolls its worn lid to Roger Bowman who got an SOS call from Air Features to pinch-hit for Howard Clancy, who got stuck in the bliz. Rog got to CBS just in time to grab the announcer's papers on "American Melody Hour" and did the whole show cold—and without a fluff. . . WHOM huddling over plans for a Mr. and Mrs. record show with Symphony Sid and his recent bride, cover gal, Lois Heinze. . . The B'way set hears that the real reason why that big weekly panned Geo. Jessel was because they didn't care for the table they got. . . War's Over Dep't: Hotels now enlarging their staffs of "spotters" who mingle with guests at the bars, dining rooms and lobbies, watching for signs of discourtesy, drinking on duty, etc., on part of hotel employees. . . Stan Kenton's ork ran away with the band popularity polls, conducted by Down Beat and Metronome. King Cole Trio won the small combination vote while Mel Torme copped "best showman of the year" tag. . . Aside to Ben Gross: Radio Row still chuckling over that sensash interview you had with Art Hannes.



• • • When "Three Men On A Horse" was playing to capacity houses here on B'way, there was a kid around named Hume Cronyn who was some assistant's assistant of some sort. Sam Levine, who played the lead, took the kid aside one day and advised him to quit showbiz and try his hand at something else. In "Brute Force," Hume Cronyn, playing one of the leads, beats (with a rubber hose) one of the lesser players in the cast—Sam Levine.

# Regional Interest In Garden Basketball

(Continued from Page 1)

at least 20 stations around the country have sent their sportscasters and engineering crews to the Garden to cover teams from their various regions. He further related that the West Virginia University sends its basketball team into the Garden within a few days, five stations from that state will come along for live broadcasts.

It's the opinion of Irish that the cage game today is no longer sectional but intersectional. The Garden official went so far as to say that it may not be long before network will be covering college basketball from the Garden. He didn't suggest, however, how networks might clear their most valuable listening for Garden basketball at eight or 9 p. m.

During the luncheon Irish asked SBA to appoint a committee to act as advisors in broadcasting facilities when the new Madison Square Garden goes under construction around Columbus Circle. Members named to the committee were Jimmy Dolan, Stan Lomax and Marty Glickman.

### KROW, Oakland Station, Applies For Television

Oakland, Cal.—First metropolitan Oakland application for a television license was filed with the FCC by KROW, it was announced over the weekend. Decision to apply was made by Sheldon F. Sackett, president of the AM station, following a study of eastern stations and equipment.

KROW execs estimate it will be a year before the TV outlet begins operation if FCC approval comes at an early date. Site will be atop Vollmar Peak in the Berkeley Hills, according to Wilton Gunzendorfer, manager of the local outlet.

**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

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

# House Probe Of AFM To Begin On Jan. 13

(Continued from Page 1)

panies get under way here one week from today, the House labor committee said yesterday. Chairman Fred Hartley, New Jersey Republican, revealed that industry spokesmen will be heard from first but said he could not outline the schedule of witnesses yet.

"These hearings will be legislative in character," he said. "Officials of the AFM and the above-mentioned organizations and others will be given an opportunity to present all the issues involved in this interruption of service so important to the general public."

The scheduling of the hearings by Hartley before the full committee represents a by-passing of the subcommittee set up for the purpose last year under the leadership of Rep. Carroll D. Kearns, (R., Pa.) who has recently been reported to be at odds with Hartley on the Petrillo question. Hartley is said to resent Kearns' statement before the committee last month that the ban on collection of royalties by labor unions included in the Taft-Hartley Act is at least partially responsible for the AFM's recording ban.

Kearns is still participating in the strategy discussions, however, and committee employes insist he is still a key man in the committee lineup on this question.

Amendments to the anti-trust act have been mentioned by Hartley as a possible means of moving against Petrillo, with amendments to the Taft-Hartley Act also under study. Hartley said yesterday it is "the object of the committee to determine whether or not additional legislation is necessary."

## Radio Is Given Credit In Brand Names Survey

(Continued from Page 1)

ted sustaining programs on the station. The report pointed out also the gain registered by local advertising media during the promotion. WHA1 time sales went up 30 per cent, with the local newspaper showing a gain of 36.54 per cent.

## CBC Board Meet Jan. 23 Will Scan 28 Applications

Montreal—CBC has issued a list of 28 applications to its board of governors for new private-station licenses, increases in power, transfers of license, and other decisions by the board to be dealt with at its meeting here Jan. 23. Included in the list were eight applications for new FM station licenses, three for new standard broadcasts, three for power increases, and three for transfers of shares.

The new FM stations seeking board approval were for CFPL, London; Chum, Toronto; CJAD, Montreal; CFOS, Owen Sound, and at Kitchener, Halleybury, Moncton and Simcoe, Ont. The new standard broadcast stations were sought for Summerside, P. E. I., Halleybury, Churchill and Edmonton.

## NAM Prog. Series On ABC Has Radio Audience Tie-in

(Continued from Page 1)

relating to current topics concerning business and industry. Questions will be answered by a panel of representative business spokesmen.

William S. Rainey of NAM's radio department is moderator of the series. Program will originate each Tuesday night from a different city, starting out tonight with a program from WCOP, Boston.

On a year 'round basis, NAM alternates with the U. S. Chamber of Commerce in filling the weekly quarter-hour of time donated by ABC at 10:30 p.m., EST., every Tuesday. Two labor unions, AFL and CIO, are also given the quarter-hour immediately following the program produced by management.

## AFL Will Include Radio In Public Relations Plans

Washington Bureau, *RADIO DAILY*  
Washington—A. F. of L. participation in the coming presidential elections gets under way here today when the 30 members of the newly-created Labor's Education and Political League meet to choose a director and assistant director, and to work out plans for financing a widespread campaign.

The organization hopes to raise between three and four million dollars, a sizeable portion of which probably will go to radio. It is believed that a nation-wide spot campaign, conducted on a regional and local basis, will be the foundation of the radio drive.

Whether or not LEPL will appoint a radio director per se is not known, and probably will not be decided at today's meeting. However, it is known that Morris S. Novik, New York radio consultant, is in close contact with the A. F. of L. executive counsel, having directed the federation's radio campaign against the Taft-Hartley law, and he probably will serve in a similar advisory capacity for the election drive.

# BMI *Pin-up Sheet*

## Hit Tunes for January (On Transcriptions)

### A GIRL THAT I REMEMBER (BMI)

LANG-WORTH—Four Knights  
LANG-WORTH—Frankie Masters  
CAPITOL—Alvino Rey  
NBC-THESAURUS—Novatime Trio

### AS SWEET AS YOU (Regent)

NBC-THESAURUS—George Wright  
MacGREGOR—Johnny White Quartet  
LANG-WORTH—Airlane Trio  
LANG-WORTH—Lenny Herman

### FOOL THAT I AM (Hill & Range)

NBC-THESAURUS—Novatime Trio  
STANDARD—Rudy Sooter  
LANG-WORTH—Airlane Trio

### FORGIVING YOU (Mellin)

ASSOCIATED—Vic Damone  
CAPITOL—Skitch Henderson  
LANG-WORTH—Tommy Tucker

### HILLS OF COLORADO (London)

WORLD—Les Brown  
ASSOCIATED—George Towne  
LANG-WORTH—Lenny Herman  
NBC-THESAURUS—Slim Bryant

### LET'S BE SWEETHEARTS AGAIN (Campbell-Pergle)

ASSOCIATED—Mindy Carson  
LANG-WORTH—Lonny Herman  
LANG-WORTH—Shep Fields  
NBC-THESAURUS—Novatime Trio  
WORLD—Eddy Howard

### MADE FOR EACH OTHER (Peer)

LANG-WORTH—Al Trace  
LANG-WORTH—Lenny Herman  
NBC-THESAURUS—Sweetwood Serenaders  
WORLD—Russ Morgan

### MY RANCHO RIO GRANDE (Harwall-Criterion)

LANG-WORTH—Airlane Trio  
LANG-WORTH—Shep Fields  
NBC-THESAURUS—Sweetwood Serenaders

### THERE'LL BE SOME CHANGES MADE (Marks)

CAPITOL—Buddy Cole's  
Four-of-a-Kind  
CAPITOL—Del Porter  
STANDARD—Lucille Norman  
NBC-THESAURUS—Slim Bryant  
MacGREGOR—Red Nichols  
LANG-WORTH—Jack Lawrence  
LANG-WORTH—Joe Sedja Trio  
LANG-WORTH—Tony Pastor

### WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)

LANG-WORTH—Four Knights  
WORLD—Nat Brandwynne

### ZU-BI (Republic)

LANG-WORTH—Lenny Herman

## Coming Up

A BED OF ROSES (Johnstone)

ALL DRESSED UP WITH A BROKEN HEART (Marks)

LOVE IS SO TERRIFIC (Mellin)

NINA NANA (Encore)

PASSING FANCY (BMI)

TERESA (Duchess)

THERE I GO (BMI)

WHO PUT THAT DREAM IN YOUR EYES (Stuart)

WHO'S GOT ALL THE DOUGH (Alvin)

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)

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

# Campaign To Increase Radio Receiver Sales

(Continued from Page 1)  
to harmonize with every room in the house." Westinghouse is another using copy stressing a radio in every room.

Theme of a radio for everyone serves as a hook for Philco's national advertising with the banner slogan, "There's a Philco for everyone." Farnsworth puts emphasis on "Models for every member of the family." Others helping to popularize multiple-set ownership through their ads are Emerson and Stewart-Warner.

Additional impetus for the campaign has come from plugs in radio spots, co-operative newspaper ads, window displays and counter pieces. General Electric sent out a five-page resume of campaign aims to dealers and distributors while Majestic sends out bulletins urging tie-ins.

### MBS Nighttime Study Ready

Denying reports that Mutual's night-time "listenability" findings would be shelved without being shown to the trade, Edgar Kobak, president of MBS, said yesterday that the MBS listenability maps will be ready for presentation soon. He added that the studies reveal some interesting night-time listening figures and that he had notified Broadcast Measurement Bureau of their availability.

### WABF (FM) 'Magazine' Introduced By Hirschmann

WABF (FM), New York, has issued its first program magazine, selling for 20 cents a copy or \$1 a year. A six-point "Statement of Aims" is carried on the title page in which Ira A. Hirschmann, station president, details WABF's plans "to raise current standards" of commercial radio. Current sponsors on the station number 25, including Philco, which sponsors an entire evening once a week.

### Willoughby Acting Chief Eng.

The Federal Communications Commission yesterday announced that it has designated John A. Willoughby acting chief engineer to fill the vacancy caused by the advancement of George E. Sterling from chief engineer to Commissioner.

**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**

### Could Be Worse

A strange accident caused by holiday spirits laid up Lou Cole, WWRL, Woodside, announcer New Year's Eve. On his way home with a bottle of liquor under his arm, he slipped and fell on the icy pavements which plagued much of the country over the week-end. Cole's "package of cheer" jabbed into his side, cracking a rib. The bottle—you guessed it—was undamaged.

### NBC Network Renewals Announced By Chi. Div.

(Continued from Page 1)  
programs for 52 weeks by the American Meat Institute was announced by Paul McCluer, manager of the NBC network sales department. He also announced that the "Sheaffer Parade," sponsored by the W. A. Sheaffer Pen Co., would be expanded from 53 stations to the entire 161-station NBC network, effective January 4. Program currently originates in Chicago. Falstaff Brewing Corp. bought a new half-hour package show, "Music From the Heart of America," for 52 weeks starting February 5.

Contracts announced for WMAQ by Oliver Morton, NBC central division national spot sales department manager, included sale of a half-hour period on Sundays to the Chicago Herald-American for a recorded program of comics by the Comic Weekly Man, for 52 weeks; renewal order for a schedule of six station breaks per week for 52 weeks starting January 1 for Colgate - Palmolive - Peet Co. (Super Suds); one-a-week station break schedule for 26 weeks starting January 7 for Beechnut Packing Co.; William R. Warner Co., Inc., one one-minute announcement per week for 13 weeks starting January 10; Penick & Ford, Ltd. (Brer Rabbit Molasses), a 13-week series of participations on the five-a-week "Food Magician" program, starting January 12, and a renewal order for 26 one-minute announcements to be aired twice weekly for the McIlhenny Co. (tobasco sauce), starting January 1.

### Three Radio News Clinics Announced By NAB, Dist. 4

Washington Bureau, RADIO DAILY  
Washington — Three radio news clinics for February were announced late last week by Campbell Arnoux, WTAR, Norfolk, Va., director of NAB District 4. They are as follows: Feb. 16—Charleston, W. Va., for West Virginia Broadcasters; Feb. 17—Richmond, Va., for Washington, D. C., and Virginia Broadcasters, and Feb. 18—Charlotte, N. C., for North and South Carolina Broadcasters. Arthur Stringer, of NAB, will attend all clinics.

### Wedding Bells

Janet Thiel, for four and a half years secretary to Frank Vagnoni, manager of the music division of ABC, was married on January 1 to Richard Bachmann in the Lutheran Church at Port Washington, L. I.

### Preston Joins WGN, As Com. Program Director

(Continued from Page 1)  
radio since 1925, Preston spent many of his earlier years in the entertainment field, traveling the Chautauqua circuits as a singer, touring the Orpheum and Keith circuits, and appearing in several Broadway plays. He was in the Navy during the first World War. Joining the staff of WIBO, Chicago, in 1925 as a singer, he was soon appointed manager of the station. Later he held executive positions with WBBM, Chicago; WINS, New York, and Cowles' Iowa Network. He returned to Chicago and the staff of WBBM in 1937 and was placed in charge of Wrigley productions until 1941, when he was appointed director of program operations. He resigned from WBBM last fall.

At WGN Preston will devote his time to building new programs and strengthening existing shows.

### New Recording Co.

Montreal—A newly-organized Canadian company known as Musicana Records, Limited, of London, Ontario, is the first organization to go all-out on the production of Canadian-made records featuring Canadian songs by Canadian musicians.

### Flood Of Old Records Now Being Re-Issued

(Continued from Page 1)  
also among the numbers revived in recent months.

No Effect Thus Far  
First few days of the Petrillo recording ban has had little or no effect on the industry. The recording studios were busy making masters of new tunes until midnight Wednesday, and since then have been devoting time toward effecting promotion and sales strategy on the new and old tunes.

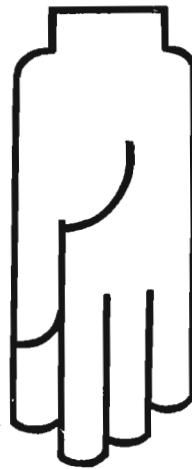
### No Plan Yet Offered BBC In Music Hall Union Row

London—BBC has not yet been formally approached by either the British Musicians Union or the Theater Managers Association in the dispute, which has resulted in a ban on BBC relays from theaters and music halls, it was learned Friday.

Dispute arises from a demand by the musicians for higher scale for musical shows put on the air. In such cases, musicians are paid by theater management from fees paid by BBC.

USE

# W NJR .. and



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JERSEY  
in  
the  
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of your  
hand.

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General Manager  
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Newark 2, N. J.

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**Newark News**

# TELEVISION DAILY

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## TELE EXHIBIT AT CHICAGO FURNITURE SHOW

### TELE TOPICS

By JIM OWENS  
Associate Editor

RCA reported ready to mass-produce its multiple-antenna system for apartment houses, office buildings, etc. Cost of installation to each set-owner will be about \$60-70. . . . Judge Edward Maguire, recently appointed Commissioner of Commerce by New York's Mayor O'Dwyer, taking bows for his job of cutting down legal red tape on remote telecasts. Local broadcasters, heretofore saddled with detail and paper work when setting up a remote show, such as parades, fires, etc., say he's done wonders in the short time he's held the reins. . . . Radio editors in the local dailies appear to be getting on the video bandwagon as it begins to roll—instead of waiting a decade or so as they did in radio. Herald Trib's John Crosby said last week "television will occupy an increasing share of this column in 1948. . . ." Daily News' Ben Gross now running a Sunday pillar exclusively on video.

PAUL MOWREY, ABC's director of television, came back from New Orleans with the key to the city. He set up that city's first live video demonstration—the Texas-Alabama New Year's Day gridcast in the Sugar Bowl. . . . KTLA's Phil Booth recuperating in Hollywood Presbyterian following a serious auto accident. He was formerly a WCBS-TV producer. . . . "Two-Ton" Tony Galento, erstwhile heavyweight brawler, has bought a U. S. T. projection set for his bar and grill in Orange, N. J. Seems he's always gotta have a fight goin' on around him!

TELE-SCOPE—WNBT's presentation of BBC's television newsreel roundup of '47 (last Sunday night) one of the better shows aired on the medium to date. Film had several outstanding news shots, and not all devoted to incidents in the United Kingdom. In fact, the subject of one clip was a fire at the Weehawken piers which made headlines last spring. . . . Gil Fates will take over for John Reed King on latter's "Missus Goes A-Shopping" on the 14th over WCBS-TV. King will be vacationing in Florida.

### Neither Snow. . .

New York audience was assured of continuous program service come snow or sleet during a WCBS-TV news program last Sunday. Station cameramen photographed the ice-coated antenna of a rival station and developed them for airing on a week-end news show. Antenna, though laden with the stuff from Friday's storm, operated perfectly.

### Four Apply For TV To FCC

Washington—Commercial television applications continued to pour into the FCC yesterday including two individual applications requested for Boston.

Applicants included are: Matheson Radio Co., Boston, (Channel 13); E. Anthony and Sons, Inc., Boston, (Channel 9); The Kansas City Star Co., Kansas City, Mo., (Channel 4); and WJW, Inc., Cleveland, Ohio, (Channel 2).

### U. S. Rubber To Accent Canadian Thea. Group Films, Spec. Events Selling Plans For Tele

Emphasis on film fare and special events programming in U. S. Rubber Company's plans for tele in '48 is reflected in the setting of a new series on WNBT this Friday (8 p.m.) titled "U. S. Royal Sports Time," all-film sports series which replaces 'Campus Hoopla.' Latter show, which starred grid coach Lou Little, last appeared for U. S. Rubber on Dec. 12.

Switch of program fare is said to be influenced by U. S. Rubber's budget setup and a desire to spread tele expenditures over a wider area than heretofore possible. "Hoopla" was scaled at approximately \$1500, whereas the sports film show will cost about \$300 per, including fees for Bob Stanton and Bill Slater. Entire film is "canned" with narration, etc., on the film itself. Series is still considered to be an experiment, however, with U. S. Rubber's main object being to retain the time segment on WNBT.

New series, which will concern itself with all phases of American collegiate and professional sport, was made by Universal in conjunction with the AAU and the U. S. Olympic Association.

Famous Players Canadian Corp., Paramount affiliate, will organize a television production company in the Dominion of Canada, with the theater tele reportedly one of the major objectives. J. J. Fitzgibbons, president of FPC, is said to have discussed plans for tele operation with Paramount execs on a recent trip to New York.

FPC will organize separately from Television Productions, Inc., Paramount's U. S. video company, since law precludes an American firm from operating within Canada. Meanwhile developments on tele in Canada are awaiting action by the CBC, which exercises control over video licenses.

### WCBS-TV To Debut Ski Series On Thurs.

New sports show, "Let's Go Skiing," debuts over WCBS-TV this week (Thurs. 7.55 p.m.) with Bill Quivey, ski expert and magazine writer, as narrator-commentator.

Show will feature late bulletins on ski conditions in local area.

### Press-Time Paragraphs

#### To Televis Congress Opening

Washington—Opening of the 81st Congress will be televised over the NBC television network today, starting at 12 o'clock noon. Ceremonies attendant to the opening in the House of Representatives will be picked up by WNBW, NBC video outlet here.

#### WAGA, Atlanta, Gets Video License

Atlanta—First permit for a television station in Atlanta and the state of Georgia was granted to WAGA here last week, and plans were made for program operations to start "within six or eight months." Over-all cost of the project is estimated at \$500,000, which will include latest station and studio equipment available.

#### WMAL-TV To 7-Day Week

Washington—WMAL-TV, ABC affiliate here, increased its operating schedule to seven days a week, with total operating time approximating 28 to 30 hours, according to K. H. Berkeley, general manager. Station also announced plans to cover the Republican Lincoln Day Dinner at the Hotel Statler here on Feb. 5, and the Democrats' Jefferson-Jackson Day Dinner at the Mayflower on Feb. 19.

### Top Manufacturers Plan To Display 1948 Lines

Chicago—National Home Furniture Show opening here today will be the occasion for one of the most extensive displays of television receivers by major manufacturers, with at least a half-dozen leading firms exhibiting their '48 lines in the showrooms of the American Furniture Mart Building. The two-day meeting will also serve as a curtain-raiser for new video models in this area, in addition to a few others previously announced but not yet in production.

RCA, GE, Westinghouse, Admiral and Philco are among top manufacturers to exhibit their products, in their permanent showrooms in the Furniture and Merchandise Marts, or in specially set up booths. RCA will show its complete tele line of 8 models, ranging in price from \$325 to \$1195.

#### Exhibitors Listed

Among the sets to be pre-viewed here is the new Westinghouse console which offers a 52-square-inch screen to retail at \$485, and will be shown to the New York market the middle of this month. Set features an "automatic focuser" said to hold images and sound "perfectly synchronized." Admiral Corporation and Garod will also show new models, the former a low-priced 18-tube table set retailing at \$169.95. Garod will exhibit a 12-inch tube console complete with AM and FM to sell for \$695, plus installation, a set which will be available for delivery in major markets the end of this month.

General Electric will show several models at its permanent show room in the Furniture Mart, among them its new TV table model, a set having a 10-inch direct view tube to sell for \$465. Delivery is expected to begin some time late this month.

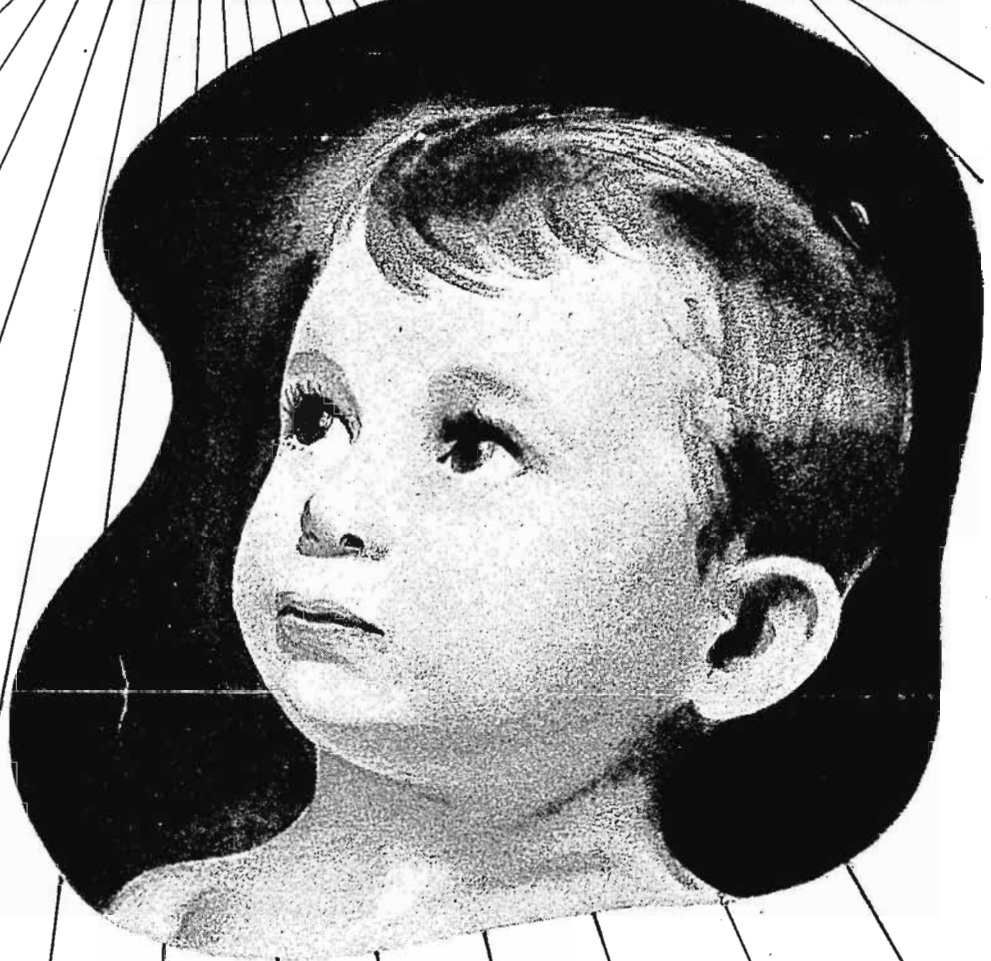
Emerson Radio & Television will display only its new '48 line of radio receivers, it was said, holding its latest video model for debut at a dealer meeting next week in New York.

### Tele "Test"

Decision as to whether a landlord may remove a tenant's television antenna from a rooftop (for one reason or another) is expected tomorrow in Uptown Magistrate's Court—and either way the results will be interesting. Irwin Shane trade mag publisher, charges his landlord with "malicious mischief" in removing the antenna following a denied rent increase.



**1948**



*Resolved!*

*that I will be ever-vigilant in the  
guardianship of my priceless heritage  
..... the American Way of Life—*



CBS

**50,000 WATTS**

Represented by  
PETRY

**THE GOODWILL STATION FISHER BLDG. DETROIT**

**G. A. RICHARDS**  
Pres.

**HARRY WISMER**  
Asst. to the Pres.

**WJR**



# Laud Repairmen-Probe

## BMB Yearly Revenue \$459,000; Roster 575

BMB subscribers at the turn of the year totaled 575, it was officially announced yesterday, representing an annual revenue for BMB of \$459,000. Subscribers include the four major networks, three regional webs, 561 AM and seven FM stations.

BMB disclosed some time ago that it was shooting for a gross income of half a million dollars annually but it claims that the present \$459,000 is sufficient for its operation. However,

(Continued on Page 8)

## Would Subpoena Hearst In WBAL Dispute At FCC

Washington Bureau, RADIO DAILY  
 Washington—Opposing counsel yesterday clashed sharply over a demand that William Randolph Hearst, publisher, be called to testify before the FCC in the dispute over the facilities of WBAL, Baltimore. William Dempsey, counsel for the Baltimore station, said that Hearst had no "control" over WBAL policy. He told Commissioner Rosel Hyde that the publisher was too ill to come to Washington.

Leonard Marks, counsel for Public

(Continued on Page 3)

## Wasser Completing Plans For Riggs-Betty Lu Series

Pete Wasser, formerly general manager of KQV, Pittsburgh, is in New York arranging for pressings and release of his Tommy Riggs and Betty Lu five-a-week transcribed series through the NBC Recording Division. To date a dozen programs have been cut with the month of December

(Continued on Page 2)

### \$9.95 Receiver

A new \$9.95 table model receiver was announced yesterday by the Tele-tone Radio Corp. Set contains four tubes, including a rectifier tube, and is encased in a plastic cabinet. Company expects to be in full production on the new receiver before the end of the week.

## New Post To Carmine As Philco Executive

James H. Carmine, vice-president in charge of merchandising with the Philco Corporation, has been named vice-president in charge of distribution and in this newly created post will be responsible for all Philco sales, merchandising and advertising activities, John Ballantyne, president, announced yesterday.

It was further announced that Thomas A. Kennally, who has been vice-president in charge of sales, has been appointed vice-president

(Continued on Page 3)

## Nelson Case Wins AFRA New York Local Election

Announcer Nelson Case has officially been voted president of AFRA's New York local along with seven other officers who were all originally nominated for board elections by the Independents' group. After 23 candidates were elected to the local board in November, eight of these were nominated again by the membership to run for the same number of of-

(Continued on Page 2)

## RMA Spokesmen Admit 'Abuses' Exist In Praising RADIO DAILY Study; Meet Friday To Plan Remedy

Washington Bureau, RADIO DAILY  
 Washington—Radio repair "abuses" exist throughout the nation in varying degrees, RMA spokesmen admitted yesterday in commending disclosures made by RADIO DAILY. Reports flowing into RMA from all over the country indicate that many practices uncovered by this paper are widespread. No de-

(Continued on Page 3)

## N. Y. Teletype Circuit To Aid Radio Cover

A unique arrangement whereby New York stations will have direct access to police headquarters and other official city sources for news breaks and emergency information will be put into effect in the near future, it was learned yesterday.

Contact will be via teletype circuit connecting police headquarters, the Mayor's office, WNYC and participating outlets. Lines between City Hall,

(Continued on Page 2)

## Movie Co. Buys Spots For Regional Showings

Another saturation spot announcement campaign said to hit about \$2,000 in air time has been set by 20th Century-Fox on four Boston stations in behalf of "Gentleman's Agreement." Total of 400 five-second transcribed spots were bought on WORL.

(Continued on Page 2)

## Seek License Adjustment On Aussie Radio Sets

Sydney—Planning a big sales campaign with the slogan: "Two radios in every home," trade representatives have been secretly lobbying in the

(Continued on Page 3)

## Two CBS Programs Renewed For Full Web

Renewal of two more network programs — "Crime Photographer" and "Adventures of Ozzie and Harriet"—was announced yesterday by William C. Gittinger, CBS vice-president in charge of sales.

Anchor-Hocking Glass Corporation, which has sponsored on CBS since January, 1944, presents "Crime Photographer" every Thursday at 9:30-

(Continued on Page 2)

## CJBC Power Increase Becomes Effective July 1

Montreal — "Station CJBC will increase its power to 50 kilowatts on a frequency of 860 kilocycles, July 1. On the same date, CFRB will move to 1010 kcs." A. D. Dunton, chairman of the CBC, announced.

## "Anniversary Song" Tops In 1947 Peatman Survey

"Anniversary Song," an oldie which received a movie promotion campaign last season as the featured number of "The Al Jolson Story," ranked first in the annual Peatman survey of song hits with the largest radio audiences during 1947.

The survey which lists 35 top tunes as the song hits of the past year rated the "Anniversary Song" first with a total of 32,088 points. The number

appeared in the ACI survey for 30 weeks.

Second honors went to "It's a Good Day" with "I'll Close My Eyes" listed as third. "For Sentimental Reasons" came next with "Linda." "How Are Things in Glocca Morra?" and "Managua, Nicaragua" ranking in the order named.

Many popular song revivals of the

(Continued on Page 8)

### Invitation

Washington—The AFM president, James C. Petrillo, has been invited to appear here next Tuesday morning as the House Labor Committee begins its hearings on his various bans. At the same time, the committee says it plans to begin with industry testimony—Petrillo to be heard later. No subpoena has been issued, and there was no word yesterday from Petrillo.

### Youthful Veteran

Thomas Velotta, ABC news and special events chief and a newly elected vice-president, yesterday observed his 20th anniversary in radio. Velotta, age 36, started as a page boy with NBC at 15 and saw continuous service with NBC until the Blue Network became ABC. In the last 20 years, Velotta has worked in all web departments, some for no more than two weeks.



★ COMING AND GOING ★

Vol. 42, No. 4 Wed., Jan. 7, 1948 Price 10 Cts.

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

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Phone: State 2332

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FINANCIAL

(Jan. 6)

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

10 YEARS AGO TODAY

(From the files of Radio Daily) Constance Bennett appealed to the FCC for "appropriate action" to restrain Jimmy Fidler from making further allegedly derogatory remarks...



FLETCHER WILEY, general manager of the Housewives Protective League division of CBS, has arrived from the West Coast for three weeks of conferences with network officials in New York.

EDGAR KOBAK, president of Mutual, and PHILLIPS CARLIN, vice-president of the network in charge of programs, leaving on two-week business trips, the former to Georgia and the Carolinas, the latter to the West Coast territory.

MARTIN B. CAMPBELL, manager of WFAA, American network outlet in Dallas, Tex., is conferring with executives of the web here in New York.

NORMAN E. BROWN, manager of WSUN, St. Petersburg, Fla., was welcomed yesterday at the New York offices of ABC, with which the station is affiliated.

HARRY WISMER, director of sports for the American network, back from New Orleans, where he broadcast the Sugar Bowl game on the web. He's staying in town for the "Coach of the Year Dinner" which the World-Telegram will hold on Thursday in honor of Fritz Crisler.

JOHN PFEIFFER, science director at CBS, has returned from Chicago, where he attended the convention of the American Assn. for the Advancement of Science.

GORDON GRAY, assistant general manager and director of sales at WIP, Philadelphia, is spending today in New York on station business. Tomorrow and Friday, he'll be in Washington, D. C., attending a sales managers meeting.

HAROLD HOUGH, supervisor of WPAB, American network affiliate in Ft. Worth, Tex., visiting this week at the Rockefeller Center offices of the web.

DICK "Boston Blackie" KOLLMAR off to Chicago, where he will be a speaker at the annual dinner of one of his fan clubs.

N. Y. Teletype Circuit Will Aid Radio Cover

(Continued from Page 1) The municipal station and headquarters will be two-way, with stations' teletypes able only to receive.

In addition to providing faster news service for broadcasters, teletypes would be invaluable in cases of emergency, such as recent snow storm when phone circuits were jammed. Some stations received emergency pronouncements from more than one official source, while others were unable to get through to the police or City Hall.

Charges for the teletype service would be paid by stations taking it. Maximum monthly bill is estimated at about \$40.

Station managers and news chiefs seem in favor of the plan. Probable acceptance has been indicated by three web affiliates and several indies.

Two Columbia Programs Renewed For Full Web

(Continued from Page 1) 10 p.m., EST. The agency is Wm. H. Weintraub Co., Inc. "Adventures of Ozzie and Harriet," sponsored by International Silver Company, is heard Fridays, 9:30-10:00 p.m., EST. International Silver Company has been a CBS sponsor since April, 1932. Agency is Young & Rubicam, Inc.

Wasser Completing Plans For Riggs-Betty Lu Series

(Continued from Page 1) devoted toward building a backlog of music before the Petrillo ban went into effect. Present schedule calls for cutting six shows a week with series to be released on Feb. 1.

WCKY Signs With BMB WCKY, 50,000-watt independent at Cincinnati, yesterday signed with Broadcast Measurement Bureau for the 1948 audience measurement survey. In signing, L. B. Wilson said BMB had established itself as the accepted audience measurement service of the broadcasting industry.

Nelson Case Wins AFRA New York Local Election

(Continued from Page 1) fices. Case polled 301 votes for president while Clayton Collyer, a write-in, got 158 votes. Collyer was the only other board member getting more than a smattering of write-in votes.

Seven other officers were elected by the mail ballot as follows: Karl Swenson, 1st vice-president; Eugene Loewenthal, 2nd v.-p.; Joe O'Brien, 3rd v.-p.; Virginia Payne, 4th v.-p.; John Neher, 5th v.-p.; Ben Grauer, treasurer; Anne Seymour, recording secretary.

Movie Co. Buys Spots For Regional Showings

(Continued from Page 1) WNAC, WEEI and WBMS and will run from Jan. 12-15. "Gentleman's Agreement" opens at the RKO Memorial Theater in Boston on Jan. 14. Within recent months 20th Century-Fox seems to have been high on the list of movie companies buying radio time. Boston is the third city in which the unique saturation campaign has been set and the same deal will be lined up in Cincinnati next week. San Francisco may also come in for the same type of campaign on "Gentleman's Agreement."

Louis P. Horning Elizabeth, N. J.—Louis P. Horning, 45, radio engineer credited with inventing the radio-phonograph combination about 1920, died of a heart attack at his home Dec. 30. He was a member of the Institute of Radio Engineers. After developing the radio-phonograph, Horning sold patent rights to RCA-Victor. He is survived by his wife, his mother, a brother and two sisters.

Influenza Victim Hollywood—Charles Herbert, producer of "Sound Off" with Mark Warnow, aired Sundays at 1 p.m., PST, via ABC, was stricken with a severe attack of influenza Sunday (28) and was taken to St. Joseph's Hospital in Burbank. His condition Monday was reported as fair.



Dumb Pigeon

Honest . . . this is a true story according to Wide World Photos. Here's what they say:

"Mama Pigeon stands guard over her unhatched progeny in the home she and her spouse built over a fanlight of a building here. The nest is made of old razor blades, wire and other material the birds got from a dump in the rear of the adjoining building."

No soft string? No downy grass for the nest?

Those two pigeons are like the time buyer who's too prone to take what is close. You who buy time know there are kilocycle-happy fellows like that. If it's in the backyard, why fly farther?

If you're feathering your client's nest with old and broken-down razor blades, just because it's easy . . . may we tell you something?

Just a little farther out beyond the familiar call letters is a bunch of soft-as-duck feather bedding. It's the independent in Baltimore, W-I-T-H.

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



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

## RMA Members Admit Abuses By Repairmen

(Continued from Page 1)

ailed breakdown has been attempted, but reports definitely indicate that many unfair practices are found in most major centers throughout the country.

This disclosure came as RMA's service committee was preparing to meet in Chicago on Friday to explore the whole subject of radio repairing.

### Address in Philly Sunday

In addition to the Chicago meeting, the RMA president, Max F. Balcom, will discuss the subject in a Philadelphia address on Sunday. Balcom will give the opening address at a three-day meeting of the "Town Meeting" of radio technicians.

In hailing the RADIO DAILY's investigations and disclosures, a high RMA official said:

"The radio manufacturing industry is very pleased with the investigations conducted by RADIO DAILY. The entire industry is hurt by the unfair practices of a comparatively few technicians and repairmen. Facts and figures gathered by RADIO DAILY will be put to good use in an attempt to clear up the entire situation."

### To Consider Remedial Plan

The RMA service committee, under the chairmanship of W. L. Parkinson of Syracuse, N. Y., will consider an industry plan pointed at eliminating the abuses in the repair field. A plan is expected to be adopted for submission to the RMA board. In effect, the plan will be an answer to proposed legislation to license radio technicians in New York. It was agreed to defer action on the legislation to give RMA time to come up with an alternate plan of attack.

According to RMA, since RADIO DAILY's first disclosures, there have been changes for the better in radio repair service in many sections of the country. City officials and the public have been put on the alert.

"This in itself is a healthy sign," RMA said, and added, "Although much remains to be done, there already is evidence that putting the problem before the public has reaped excellent results."

## COMPTROLLER-ACCOUNTANT NOW AVAILABLE

KNOWS ADVERTISING AGENCY systems and procedures, including media, and market budgets, estimates, contracts, short rates, taxes, etc. Highest references attest to ability, loyalty, and character. Before 4-year military service as officer, was with CPA firm. Age 28. Now earning \$6000. Married. N. Y. area preferred, but will go anywhere for real opportunity with advertiser, agency, or radio station. Write RADIO DAILY, 1501 Broadway, N. Y. C., Box No. 101, or phone RHinc-lander 4-2472.

## Lost—a Horse

WFAS, White Plains, Friday claimed the distinction of being the first station in the metropolitan area ever to air an alarm for a missing horse. The animal, a chestnut colt named Fiddlin' Joe, was reported missing in the New Year's storm by a Dobbs Ferry family. Station's announcements alerted Westchester Boy Scouts, who began a county-wide search for Joe.

## Seek License Adjustment On Aussie Radio Sets

(Continued from Page 1)

Federal House at Canberra for abolition of "second" licenses.

At present, Australian listeners pay three dollars for a license for one set, 1½ dollars for each additional set. There are now 1,700,000 license holders.

The trade wants the first license to cover all sets in any one home.

Despite the lag in replacements caused by the war, the local market is close to saturation. The trade sees its only hope of worth-while expansion in this "two-radio home" campaign. Selling points will be that possession of more than one set means the housewife can listen in comfort in the kitchen while occupied in daily chores; that teen-agers can enjoy Bing and swing in their own rooms while parents relax with Chopin and Stokowsky.

Nothing has been published here yet, but if secret moves fail, Radio and Telephone Manufacturers' Association president R. T. W. Kennell plans a press and radio campaign to urge the Government to consent to the proposed reform.

## Washing Machines Top Giveaway Preferences

Hollywood — KHJ-Mutual Don Lee station set its "Heart Desire" show statisticians to work analyzing the hundreds of thousands of listeners' requests and they've come through with the report that, in 1947, America's No. 1 'desire' was the washing machine.

The report shows, however, that New England and the mid-Atlantic states went against the national trend — and prized clothes washers only second. First in New England were refrigerators, and in the mid-Atlantic region, bicycles topped the list. On the basis of 1,000 letters, the leading requests for the whole country stacked up as follows: 123 washing machines, 102 refrigerators, 100 bicycles, 62 stoves, 60 watches, and 44 radios. The hundreds of other items requested ran the gamut from automobiles to false teeth to bubble gum.

Utilitarian equipment was definitely to the fore in listeners' "heart's desires." Diamond rings came in a poor twelfth. There was one very utilitarian item, however, which has fallen in favor. Eighth on the list last summer, baby diapers had by year's end dropped nearly to the bottom.

## Would Subpoena Hearst In WBAL Dispute At FCC

(Continued from Page 1)

Service Radio Corp., contended, however, that Hearst was still in active control of his many properties and as beneficial owner of WBAL should be subpoenaed to testify in the case. Marks said that testimony thus far had not developed any executive who could discuss programming policy—chief issue in the lengthy hearing. He stressed that Hearst's appearance was "vital" to the proceeding now in progress.

Hyde said he would take the question of Hearst's appearance under advisement and would study the voting trust arrangement before arriving at a decision.

Hyde also ruled that Charles B. McCabe, president of Hearst Radio, should appear when the hearing is resumed on Jan. 20.

## Means Takes New Post

Addition of Thomas L. Means to CBS and Columbia-owned Promotion Service effective today was announced last week. Means will assist in creative and administrative work. Means' previous assignments, 1939-47, include: Promotion publicity manager, CBS' Charleston, S. C., affiliate, WCSC; copywriter, CBS C-O Promotion Service; advertising and promotion manager for WOL, Washington, D. C., and more recently, General Manager, WFAK, Charleston, S. C.

## New Post To Carmine As Philco Executive

(Continued from Page 1)

and assistant to the president of Philco Corp., to assist in the over-all direction of the company's activities.

Carmine, who is widely known in radio for his active interest in the Philco network shows, has been connected with the corporation in positions of increasing responsibility since 1923, when he became district representative in Pittsburgh. He later was manager of the Syracuse office handling Philco distribution in New York state. After acting as manager of the company's East-Central division with headquarters in Buffalo and later in Cleveland, he went to Chicago as sales manager of the Middle West in 1932. In 1939 he was transferred to the home office of Philco in Philadelphia to become assistant general sales manager and in 1941 he was made general sales manager. For the past five years, Mr. Carmine has been vice-president in charge of merchandising and a director of the corporation.

## Flynn Joins WINS

John M. Flynn, recently discharged from the Army, has joined the staff of WINS as account executive. Prior to his entry into service he was with the Blue Network and before that with Blackett-Sample-Hummert.



5,433,574 Pairs of Ears within reach of Philadelphia's Pioneer Voice.

**WIP**  
BASIC MUTUAL  
610 ON DIAL

Represented nationally by EDWARD PETRY & CO.



**THE OUTSIDE AUDIENCE  
WANTS TO BUY ON  
THE PACIFIC COAST, TOO!**

**T**HE OUTSIDE PACIFIC COAST market is 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. It contains over 4½ million people, who have a yearly buying income of over 5½ billion dollars. A C. E. Hooper 276,019 coincidental telephone-call survey proves only Don Lee completely covers this outside market. (Thousands of high mountains

THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-Pres., Gen. Mgr. • SYDNEY GAYNOR, Gen. Sales M.

*The Nation's Greatest Regional Network*





... make long-range broadcasting on the Pacific Coast unreliable or impossible, but  
... Don Lee has a *local* station in every one of the 44 important Pacific Coast mar-  
... ets ... two and three times as many stations as any of the other networks.)

Don Lee delivers the *inside* market plus the *exclusive Don Lee outside market*  
... at a lower cost per thousand radio families. Get the BETTER BUY in Pacific  
... Coast radio ... Don Lee.

• 5515 MELROSE AVE., HOLLYWOOD 38, CAL. • Represented Nationally by John Blair & Co.

*Mutual*  
**DON LEE**  
BROADCASTING SYSTEM



## AGENCIES

**J. T. CHIRURG**, president of the James Thomas Chirurg Company, Boston and New York advertising agency, announces the appointment of E. Gordon Lane as general manager, in complete charge of the agency's New England operations. Lane, a native of Boston, was formerly president of a consulting advertising firm in Montreal, Canada, later becoming New England representative of Esquire Magazine. He joined the Boston office of the Chirurg Company in 1942 as account manager, was appointed a vice-president in 1945 and shortly thereafter was elected to the board of directors.

**HARRY FEIGENBAUM ADVERTISING AGENCY**, Philadelphia, announces its removal to new quarters in its own five-story building at 2011 Walnut St.

**ROBERT H. DINGWALL**, previously assistant space buyer at the Charles W. Hoyt Company, Inc., New York, has been appointed assistant to the chairman of the board, and will devote his time largely to business development. Douglas Humm succeeds Dingwall as assistant space buyer.

**ARTHUR H. (RED) MOTLEY**, publisher of Parade Publications, Inc., has just appointed LaRoche & Ellis, New York, to handle its advertising, effective immediately. . . . Additionally, Warner Brothers Company of Bridgeport, Conn., manufacturers of foundation garments, girdles and brassieres, has announced the appointment of LaRoche & Ellis as their advertising agency. Plans are now under way for the fall campaign.

### Named To Program Post

Washington—Mrs. Hazel Kenyon Markel, director of education and community service at WTOP, has been named acting program manager, succeeding Richard Linkroum, who moves to sales manager.

Mrs. Markel joined WTOP in November, 1945, after 39 months as director of network radio in the Women's Reserve of the U. S. Navy. Before the war she was associated with KBPS in Portland, Ore., and KIRO, Seattle, Wash.

1906 1948

*Henri*  
CONFISEUR

**FRENCH RESTAURANT**  
**LUNCHEON DINNER**  
**COCKTAIL BAR**

*Famous French Candies*  
**15 East 52nd St.**  
**AIR CONDITIONED**



### Notes From An Aisle Seat. . . .!

● ● ● The Henry Morgan-Rayve Shampoo deal is all wrapped up with our Hank ready to go Thursdays at 7:30 p.m., Jan. 29 on ABC. . . . Standard Oil bought a half hour night-time show with Jinx and Tex McCrary. . . . Mannie Dannett, formerly WOR's gen'l counsel who quit the biz some time ago to go with Publix Shirt Co., as veepee and gen'l mgr., is now Corporate Counsel for Industrial Relations at Macy's. (Which means that he'll be in charge of WOR's labor negotiations, among other things). . . . Bernie Schubert has opened up offices on the West Coast under the tag of Radio Artists Corp. In line with their expansion, Joe Graham, former head of Myron Selznick radio operations in L. A., will be coming East in an exec capacity. Bernie himself will divide his time between here and H'wood. . . . Best crack about the weather was Parker Fennelly's comment on Allen's Alley. It was so cold, he said, that his brother, who was a 32nd degree Mason, dropped 10 degrees. . . . Irony Dep't: Jane Froman, still on crutches from the Lisbon plane crash, on her opening show for Coca-Cola sang "I'll Dance At Your Wedding." . . . Jackie Robinson spending the winter as a wrestling referee on the Coast. . . . Oscar Hammerstein, who recently returned from abroad, made that trip to Scandinavia for the express purpose of pleasing Peter, his aged masseur, who wanted to visit his friends and family just once more. . . . Gen'l Motors talking over deal with Kate Smith for nite-time variety show.



● ● ● There are any number of husband-and-wife teams in radio—but so far as we know, the only writer-director combo in the biz is Gail and Harry Ingram. Mrs. Ingram (the former Gail Austrian) has scripted such shows as "Mystery Theater," "Brownstone Theater," "Highways in Melody" and "Hit Parade." Ingram has directed and supervised "Kate Smith Sings," "Bright Lights of N. Y.," "Two On A Clue" and "Radio Readers Digest." Now for the first time they're working together on NBC's "Big Story" (Which has come up with a 12.2 Hooper opposite Der Bingle).



● ● ● **AROUND TOWN:** Harry Conover saw a play the other nite that was so bad he asked the lady in front of him to put her hat back on. . . . Du Mont television to do nite club show from studios. Each week a different head waiter from swank N. Y. spots will be featured. Meanwhile, in the most extensive television talent hunt to date, James Caddigan, head of studio operations there, is setting up a dep't to interview and audition any and all applicants. . . . Sarah Vaughan, currently at the Onyx, will receive the Downbeat award as "No. 1 Femme Singer of 1947" on the Jack Smith aircr Jan. 26th. . . . Just heard that the other day Charlotte Manson, who's been a gun moll and gal toughie on a zillion air shows, actually had to slug an over-zealous wolf on one of N. Y.'s side streets. . . . When a disliked radio producer proclaimed he had left his mark in radio, Happy Felton cracked: A little soap and water will clean it up in no time. . . . Horace Heidt broke all existing records at the Orpheum theater in Omaha, Neb., over New Year's week-end when he hit a total gross of \$33,000 for the engagement. . . . Eddie Lee doing a great job exploiting Ed Wolf's quizzer, "Break the Bank."



● ● ● Newly formed Nat'l Ass'n. of Disc Jockeys readying their "Big Show of 1948" skedded for the 25th at the Metropolitan Opera House. Proceeds of the show will go toward the Damon Runyon Cancer Fund and the March of Dimes and will also set up a nat'l Scholarship Fund to aid undiscovered talent under the auspices of the Ass'n. The big show will run almost 5 hours, with 10 name bands supplying the music. Top names of show biz, including Bing Crosby, Perry Como, Frank Sinatra, Martha Raye, Maurice Chevalier, etc., have promised to be on hand.

W N B T

Scope



ON THE AIR AT CHANNEL 4 . . .

WEDNESDAY, JANUARY 7

5:00—Playtime—from Washington  
8:00—Americana Quiz—Deems Taylor, Marc Connelly; guests.  
8:30—In the Kelvinator Kitchen with Alma Kitchell (Kelvinator).  
8:45—Story of the Week—Richard Harkness from Washington.  
9:00—Kraft Television Theatre—A. A. Milne's "The Truth About Bloys" (Kraft Foods).

THURSDAY, JANUARY 8

8:00—Eye Witness—from Philadelphia.  
8:30—N3C Television News.  
8:40—Television Screen Magazine—Variety entertainment.  
9:00—You Are An Artist—with Jon Gnagy (Gulf Refining).  
9:15—Basketball—from Washington.

TODAY'S STORY . . .

NBC Television put out a full-page advertisement on the first business day of the year. You probably saw it, since it ran in all the New York City papers, and in 29 other papers in other towns across the country where public interest in sight and sound on the air bears out the ad's message that 1948 is Television's Year.

SECOND SCANNING . . .

Of "Americana Quiz," (Wednesdays, 8 PM, channel 4) Jack Gould, radio editor of The New York Times, among other pleasant comments, says it's "a half hour of engaging and informal banter, the program as a whole boasting a leisurely and adult charm."

**NBC**  
Television

A Service of Radio Corporation of America

# TELEVISION DAILY

TELEVISION DAILY is a daily section of RADIO DAILY. TELEVISION DAILY is fully protected by register and copyright.

## TELEVISION STATIONS MAY DOUBLE BY SPRING

### TELE TOPICS

By JIM OWENS  
Associate Editor

NBC Television is expanding its station relations personnel preparatory to the addition of several video affiliates, as outlined in its full-page ad this week in local dailies. Charles Bevis is heading up the department. . . "Outdoor Life Time," only ET fishing-hunting show on the air (now pulling a 9.0 Hooper in Toledo, O.) being adapted for television by scribe Charlie Cromer. A "name" brewing company may buy the show for its video debut. . . In case you're interested, set owners in Sparrows Point, Md., are now able to pick up shows from New York—a distance of 165 miles. What became of that line-of-sight business?

DICK GOGGIN is heading back to the States on the Mauretania following a six-month European junket. Before leaving London he writes: "Have been impressed with the strides the French are making technically in TV," he says, "but particularly with the immense and efficient organization that BBC has developed and which enables it to give its viewers the best over-all television service in the world." Well, okay Richard,—but wait! you see what Uncle Sam's accomplished since you went away.

NYU's School of Retailing has just about completed a 50-page report on the Allied Stores Television Caravan, results of which are expected to lift plenty of eyebrows—particularly department stores not yet hep about video. Sales of some items in many stores "played" by the Caravan during its tour soared as high as 300 per cent—all traceable directly to tele. . . Mary Kay will play the ingenue in "Strange Bedfellows" opening at the Morosco on Jan. 14th. So in order to make the show on Tuesday nights WABD has conveniently moved her TV stanza "Mary Kay and Johnny" from 9 p.m., to 7:45. And they'll have a cab waiting for her at the Wanamaker studios. . . Vaughn Taylor, who plays a lead role in Kraft's "The Truth About the Blays" tonight, probably the most active video thespian hereabouts. He's appeared on WNBT shows at least once a week during the past year.

**Heavy Schedule**  
Rochester, N. Y.—One third of Stromberg-Carlson Company's entire radio production for the coming 12 months will be devoted to television receivers, according to Dr. Ray H. Manson, president. Output of video sets during '48, therefore, will amount to approximately 10 times the volume of tele sets turned out last year.

**British Tele Output Up 66% In Six Months**  
London—Television licenses (receivers) granted in the United Kingdom has risen approximately 66 per cent, or 12,515, the six-month period ended November 30, according to the London Times. This figure represents an increase of 3,400 over the month of October, when video production began to take a promising upturn.  
The Times said that there are now 31,250 sets in the hands of the British populace.

### Vernon Brooks Heads Four Renew Contracts WGN's Tele Operation On NBC Television

Chicago—Vernon R. Brooks, assistant to the director of WGN engineering operations, has been appointed director of operations of WGNA, station's video outlet, it was announced yesterday by Frank P. Schreiber, manager.  
WGNA is expected to go on the air "in a matter of weeks," it was said, since most of the \$400,000 worth of equipment ordered last summer has been delivered and construction has progressed rapidly.  
Brooks joined WGN in 1935, served as traffic manager until '42 when he entered service. He returned in '46 as engineering co-ordinator, and has lately aided in video planning for the station.

Four advertisers have renewed their schedules on NBC television, it was announced yesterday by Reynold R. Kraft, sales manager.  
Renewals include: Gulf Oil Corp., for "You Are An Artist" featuring Jon Gnagy, on WNBT, WPTZ (Phila.) and WRGB, (Schenectady); Elgin National Watch Company and Bulova Watch Company for 20-second time signals; and Brentwood Sportswear Co., for weather reports preceding the boxing bouts on WNBT Monday nights.

### U. S. Dealers Anticipate Sales Boom, Says Mfr.

Dealers and distributors of television receivers throughout the nation are unanimous in the expectation of a "major boom" in the sale of video sets, according to Hamilton Hoge, president of United States Television Manufacturing Corp. Hoge has just completed an extended tour of the major cities now having video service or expecting to have it shortly.

### WCBS-TV Film Series To Show Winter Olympics

Winter Olympics, which get under way in St. Moritz, Switzerland, the end of this month will be shown over WCBS-TV via a series of 15-minute films, in some instances two days after the actual competition. Each day's events will be filmed and flown via shuttle and trans-Atlantic plane service to the U. S.  
John Jay, prominent sports photographer will do the actual shooting for CBS tele, in a deal arranged by Robert Bendick, WCBS-TV director of special events.

### Expect 21 Outlets For TV Debut By Spring

Expansion of television in its first "boom year" gets off to a strong and impressive start during this, the initial month of 1948, with six new stations expected to begin operations before the end of January to add to the 16 now in commercial operation. Indications are that the current figure will be easily doubled before the arrival of the summer months.  
According to present plans of station owners another 21 stations will take the air by the spring months, thus spreading the number of commercial outlets throughout the U. S. to 37. And although construction bottlenecks along the way may hamper several of these, indications are that by next summer 24 cities will have regular video service.  
Stations expected to begin operation by the end of this month include: WGNA, Chicago; WCAU-TV, Philadelphia; WBAL-TV, Baltimore; KTTV, Los Angeles, and WTVR, Richmond, Va. Among the recent newcomers to take the air waves in major cities were WWJ-TV, Detroit, and WEWS, Cleveland.

**Sixteen Debuts Near**  
Scheduled for appearance by the spring months are: KFI, Los Angeles; WBZ, Boston; WNHC, New Haven; WBEN, Buffalo; WLWT, Cincinnati (now operating experimentally); WNBX, Chicago; WHAS-TV, Louisville; WTVO, Detroit; WATV, Newark (N. J.); KOB, Albuquerque, N. M.; WPIX, New York (Daily News); WLWC, Columbus; WLWD, Dayton; WTBT, Toledo; WJAR, Providence and KCPN, Fort Worth, Texas.

### Hubbell Firm To Aid WGAR, WJR Tele Plans

Richard W. Hubbell and Associates have been engaged for preliminary consultation on planning by WGAR, Cleveland, and WJR, Detroit, affiliates of the Columbia network.

## Press-Time Paragraphs

**Pres. Truman On All TV Stations**  
Washington—President Truman will face the television cameras again today as he delivers his annual "State of the Union" message to Congress (1:55 p.m., EST.) President's talk will be televised via a pooled pickup by NBC, CBS and Du Mont.

**To Televis Fashion Show**  
Fashion show at the annual convention of the National Association of House Dress Manufacturers at the Waldorf-Astoria will be televised tonight via a full-hour remote pickup by WABD (10 p.m.)

**Behind The Scenes**  
Philadelphia—WPTZ will make a direct pickup from one of its plants here tomorrow night to give viewers how television receivers are mass produced, including assembly, etc. Program, titled "Eye Witness," will be aired at 8 p.m., and seen in New York over WNBT.

**Tele And "Time"**  
Cleveland—On the air a little over two weeks WEWS, the Scripps-Howard outlet here, made use of the holiday spirit to insert the zany into a remote pickup last Thursday. On New Year's Eve WEWS' special events chief Paul Hodges, arrayed as Father Time, barged into the lobby of a prominent hotel, interviewing and kidding guests.

# Song Hits Of 1947 Revealed In Survey

(Continued from Page 1)  
past season landed in the list of the first 35 tunes. Among these were "Heartaches," "April Showers," "I Wonder Who's Kissing Her Now," "Guilty," and "Peg O' My Heart." "Begin the Beguine," which topped the list of 1946 favorite standard numbers, again headed that category in the survey for the year 1947. Other leaders included "Night and Day," "Always," "Somebody Loves Me," "Star Dust" and "Just One of Those Things."

## New Static Eliminator Being Tested On Coast

Los Angeles—KMPC is experimenting with static eliminator (by-product of atomic energy) for better reproduction of records and transcriptions, announces Loyd Sigmon, KMPC's chief engineer, who with Kenneth A. Smith, North American Phillips Company, are trying polonium for the elimination of static charges on records and transcriptions that causes popping in high fidelity recording.

The static eliminator is essentially a metal strip on which the radioactive element, "polonium," is plated by means of an electrochemical process. In order to protect the radioactive layer from becoming soiled, dusty or oxidized, a thin layer of gold is used as a protective cover.

Polonium is a decay product of Uranium-Radium series, and now for the first time it is available in commercial quantities. It is essentially an alpha particle emitter, irradiating alpha particles of approximately 4 million electron-volts energy. An alpha particle has a mass which is four times greater than that of a hydrogen atom, and a positive electric charge which is twice the charge of an electron; their velocity in the case of polonium is more than one-half the velocity of light, and this velocity enables the particles to traverse about 4 cm. of air.

The quantity of static electricity which can be eliminated within a certain time interval will depend upon the intensity of the alpha particle radiation. The ionization effect of an alpha particle source is limited to the range of the alpha particles. However, if the ionized air is in motion, which will occur in the vicinity of machines in operation, the ionized air is transmitted through appreciable distances.

## Movie Co. Buys CBS Script

CBS has sold the script of "The Argyle Album," mystery drama broadcast twice on the "Suspense" series, to Eronel Productions, new movie company which will use the story as its first production venture. Cyril Endfield, author of the radio play, will write the scenario and direct the movie. Eronel Productions officials are Alan H. Posner, New York broker, and Walter Compton and Samuel X. Arbanel, publicists.

# SONG HITS OF 1947

(December 27, 1946, through December 25, 1947)

The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1946 are noted by the date—(1946).

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Anniversary Song (1946) (Maod Music)	32,088	30
It's A Good Day (Capitol)	23,217	26
I'll Close My Eyes (1946) (Peter Maurice)	23,027	21
(I Love You) For Sentimental Reasons (1946) (Dutchess)	21,900	17
Linda (E. H. Morris)	21,369	22
How Are Things in Glocca Morra (Crawford)	21,301	20
Managua, Nicaragua (1946) (Encore)	21,248	21
Zip-A-Dee Doo-Dah (1946) (Santly-Joy)	19,618	15
A Gal In Calico (Remick)	19,004	17
*I Wish I Didn't Love You So (Paramount)	18,639	28
Heartaches (Leeds)	18,224	21
Peg O' My Heart (Robbins)	17,713	26
Mam'selle (Feist)	17,695	21
Almost Like Being In Love (Sam Fox)	17,123	33
*You Do (Bregman-Vocco-Conn)	16,748	20
My Adobe Hacienda (Southern)	16,512	24
Oh, But I do (1946) (Witmark)	16,461	16
Guilty (Feist)	16,383	20
*Feudin' and Fighting' (Chappell)	15,314	28
*Near You (Supreme)	13,757	15
That's My Desire (Mills)	13,696	27
I Wonder Who's Kissing Her Now (E. B. Marks)	13,467	26
I Wonder, I Wonder, I Wonder (Robbins)	13,249	22
A Rainy Night In Rio (1946) (Witmark)	12,865	16
April Showers (Harms)	12,677	17
Ask Anyone Who Knows (Witmark)	12,621	25
You Can't See The Sun When You're Crying (G. Simon)	12,562	21
*Chi-Baba Chi-Baba (Oxford)	11,415	16
*So Far (Williamson)	10,865	21
I Believe (Sinatra Songs)	10,470	20
A Sunday Kind of Love (Peter Maurice)	10,412	19
*And Mimi (Shapiro-Bernstein)	9,974	12
Lady From 29 Palms (Martin)	9,934	19
You'll Always Be The One I Love (1946) (Sinatra Songs)	9,527	14
(There Is) No Greater Love (World Music)	9,426	19

# FAVORITE STANDARDS OF 1947

The 25 standards with the largest radio audiences are listed below in order of the total ACI points received in ACI surveys during the year, December 27, 1946, through December 25, 1947.

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Begin The Beguine (Harms)	7,950	33
Night and Day (Harms)	5,025	22
Always (Berlin)	4,140	14
Somebody Loves Me (Harms)	4,087	17
Star Dust (Mills)	3,915	18
Just One of Those Things (Harms)	3,815	16
Easter Parade (Berlin)	3,682	3
Smoke Gets In Your Eyes (T. B. Harms)	3,540	14
All The Things You Are (Chappell)	3,419	17
On The Sunny Side Of The Street (Shapiro-Bernstein)	3,062	12
Tico Tico (Chas. K. Harris)	3,001	14
Tea For Two (Harms)	2,766	13
Liza (Harms)	2,707	10
I May Be Wrong (Advanced)	2,551	10
Temptation (Robbins)	2,401	12
What Is This Thing Called Love (Harms)	2,388	14
Dancing In The Dark (Harms)	2,316	11
Summertime (Chappell)	2,037	10
Embraceable You (Harms)	1,979	8
I'll See You In My Dreams (Feist)	1,821	10
Lover (Famous)	1,769	9
In The Still Of The Night (Chappell)	1,745	8
Body And Soul (Harms)	1,731	8
Over The Rainbow (Feist)	1,687	8
Where Or When (T. B. Harms)	1,603	9

# BMB Yearly Revenue \$459,000; Roster 574

(Continued from Page 1)  
the organization still hopes and expects other stations to sign contracts thus increasing the value of BMB and reducing costs to members.

Subscribers not previously announced are KWHN, Fort Smith Ark.; KIEM, Eureka, Cal.; WBRV, Waterbury, Conn.; WLBF, Leesburg Fla.; WLOF, Orlando, Fla.; WMOG, Brunswick, Ga.; WGAA, Cedartown Ga.; WSUA, Bloomington, Ind. WKIC, Hazard, Ky.; WDSU, New Orleans, La.

KENT, Shreveport, La.; KWKH, Shreveport, La.; WGAN, Portland Me.; WHOB, Gardner, Mass.; WELL, Battle Creek, Mich.; WEVE, Eveleth, Minn.; WJDX, Jackson, Miss.; KTTS, Springfield, Mo.; WENE, Endicott, N. Y.; WRUN, Utica, N. Y.

WCKY, Cincinnati, O.; KADA, Ada, Okla.; KTMK, McAlester, Okla.; KBIX, Muskogee, Okla.; KGFF, Shawnee, Okla.; KUIN, Grants Pass, Ore.; WISR, Butler, Pa.; WILK, Wilkes-Barre, Pa.; WMPS, Memphis, Tenn.; WLAC, Nashville, Tenn.

KSIX, Corpus Christi, Tex.; KEPO, El Paso, Tex.; KMAE, McKinney, Tex.; WOAI, San Antonio, Tex.; KWFT, Wichita Falls, Tex.; WROV, Roanoke, Va.; WRJN, Racine, Wis.; KDFN, Casper, Wyo.

## New "Dr. I. Q." Introduced At NBC Waldorf Luncheon

"Dr. I. Q.'s" assistant didn't have a lady in the balcony yesterday but aides of the mental marvel did give-out shining silver dollars and Mars candy bars during a luncheon at the Waldorf-Astoria. It happened during a capsule version of the NBC program for the benefit and financial welfare of trade press and newspaper men.

NBC sponsored the shindig to introduce the new "Dr. I. Q." Stanley Vainrib, to the press. The account exec from Grant Advertising agency, Ralph Ellis, was there, along with Victor Gies, vice-president in charge of sales and advertising for Mars, Inc. Gies made a speech, a quickie, saying his job was to sell Mars candy bars. All in all, it wasn't a bad luncheon. One fellow walked away with eight silver dollars and a box of Mars candy bars—the one who wrote this squib.

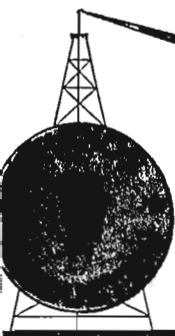
## New ET Series

A series of six 15-minute musical programs have been recorded for the Loyal Order of Moose through the L. W. Ramsey Company by the NBC Chicago Radio Recording Division. The programs feature vocalist, choir and organ.

## Rosemary DeCamp Returns

Rosemary DeCamp returns as a regular cast member of the "Dr. Christian" series over CBS tonight, Wednesday, at 8:30 p.m., EST. She was away from the show six weeks while becoming the mother of a girl.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 5

NEW YORK, THURSDAY, JANUARY 8, 1948

TEN CENTS

## SENATE GROUP APPROVES 'VOICE OF AMERICA'

### Predicts FM Stations Will Total 1,000 In '48

#### FMA Official Sees Rapid Expansion This Year

Syracuse—Predicting there will be 1,000 commercial FM stations on the air by the end of 1948, J. N. "Bill" Bailey, executive director of the FM Association, addressed the members of the Syracuse University Radio Workshop yesterday on "FM—Its Problems and Future."

In forecasting 1,000 stations (Continued on Page 2)

#### Political Leaders Plan Radio Budgets

Washington Bureau, RADIO DAILY

Washington—Greatest use of commercial radio time in the history of a Presidential election is forecast for this year with some of the budget being allotted to television, RADIO DAILY learned yesterday from both Republican and Democratic leaders. In addition the AFL and CIO are planning radio campaigns in behalf of candi-

(Continued on Page 2)

#### New WNBC Disc Show Will Debut On Saturday

Another disc show bows in over WNBC Saturday, featuring Dick Dudley as a "Record Handyman." Program, which will feature name guests each week, is sponsored by Wm. H. Wise & Co., publishers. Thirteen-week contract was placed through Huber Hoge agency. Show will be heard 5:30-5:45 p.m.

#### Federal Labor Group Hears NAB

Washington—Officials of the National Association of Broadcasters yesterday called for a "realistic" revision of the Fair Labor Standards Act in testimony submitted to the Wage-Hour Division. Among other things, the representatives of the association asked that radio announcers and radio news editors be classified as "professionals" in the new regulations.

The American Federation of Radio Artists will present their suggestions today.

#### 17 NBC Web Programs Renewed By Sponsors Webs May Battle New Petrillo Edict

Renewal of 17 commercially sponsored network programs on NBC was announced yesterday by Harry C. Kopf, administrative vice-president of the network.

The programs renewed are: "WALTZ TIME" (Fridays, 9:30 p.m., EST), sponsored by Sterling Drug, Inc., New York. Dancer-Fitzgerald-Sample, Inc., agency.

"MANHATTAN MERRY-GO-ROUND" (Sundays, 9:00 p.m., EST), sponsored by (Continued on Page 8)

#### WBAL Hearing Moved; Now Slated For Jan. 26

Washington Bureau, RADIO DAILY

Washington—Resumption of the WBAL hearing has been moved up to Jan. 26. The hearing previously was scheduled to resume on Jan. 20. Before the new date, it is expected that Commissioner Rosel Hyde will rule on whether the publisher, William Randolph Hearst, will be subpoenaed to appear at the hearing. He now is in California.

It's pretty definite that the four major networks are not going to quietly step in line with James Petrillo's latest edict barring transcribed repeats, those with music, after Jan. 31. Of course the issue has been tossed into hands of negotiators, and unless a new agreement is reached, the webs and Petrillo won't have any contract at all after this month. Even so, there is little doubt that when Petrillo and the webs resume their talks the net-

(Continued on Page 2)

#### UN Officials Cooperating With New School Course

A new 15-week course in "Mass Media and International Relations" will be offered by The New School in co-operation with the UN Department of Public Information beginning Feb. 11, under supervision of Dr. Arno Huth.

There will be two lectures on radio

(Continued on Page 8)

#### Major Changes Announced In Columbia Executive Staff

Major changes in the executive staff of the Columbia network were announced yesterday by Frank Stanton, president of the web, to become effective immediately.

Howard S. Meighan, formerly vice-president in charge of company-owned stations, becomes a general executive of the organization and will have charge of several departments.

James M. Sewart, director of opera-

tions, is given the title of vice-president in charge of operations.

S. R. Dean, assistant treasurer, is promoted to treasurer, with direct responsibility for CBS fiscal and accounting matters.

J. L. Van Volkenburg, general sales manager of CBS Radio Sales, takes over supervision of the network's owned-and-operated stations with the title of director of station adminis-

(Continued on Page 2)

#### Passage Expected By Both Houses Of Congress

Washington Bureau, RADIO DAILY

Washington—The Senate Foreign Relations Committee yesterday brought the establishment of a permanent Federal international radio operation closer to reality as it approved the controversial "Voice of America" bill without important change from the version achieved last session. The bill

(Continued on Page 8)

#### Oberfelder To Direct ABC Adv.-Promotion

Theodore "Ted" Oberfelder, assistant director of advertising and promotion at ABC, has been promoted to the post of director of advertising and promotion for the network, it was announced yesterday by Ivor Kenway, vice-president in charge of advertising, promotion and research. Oberfelder joined the web in 1945 as co-ordinator of program promotion.

#### MBS Evening Audience Shows Marked Increase

Mutual's night time coverage gains in the last three years may be well in excess of three million radio families, according to Edgar Kobak, MBS president, who announced the web's full "Listenability" figures will be released within the next month or two. Kobak said recent rumors that night

(Continued on Page 2)

#### REC Luncheon Today

Walter Kiernan, ABC commentator, will emcee the special entertainment program which will be offered at today's luncheon session of the Radio Executives Club at the Roosevelt Hotel. The all-star show was arranged when it was learned that David Lillenthal, chairman of the Atomic Energy Commission, would be unable to speak because of illness. He will appear Feb. 5.

#### Institutional

Beginning today, CBS is expanding a limited number of system cues daily to include the CBS promotion concept that 99,000,000 people listen weekly to the stations of CBS. Three times during the day and twice during the evening, EST, the cue will read "This is CBS . . . where 99,000,000 people gather every week . . . the Columbia Broadcasting System."

# RADIO DAILY



Vol. 42, No. 5 Thurs., Jan. 8, 1948 Price 10 Cts.

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

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**WEST COAST OFFICES**

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 6417 Dahlonega Rd. 2122 Deatur Pl., NW  
 Phone: Wisconsin 3271 Phone: Hobart 7627

**CHICAGO BUREAU**

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

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## FINANCIAL

(Jan. 7)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Admiral Corp.	8	8	8	—
Am. Tel. & Tel.	152 7/8	151 7/8	152 7/8	+ 1 1/8
CB5 A	23 3/4	23 3/4	23 3/4	+ 1/4
Farnsworth T. & R.	7 1/4	7 1/8	7 1/8	—
Gen. Electric	35 3/8	35 1/4	35 3/8	+ 1/4
Philco	32 3/4	32 3/4	32 3/4	+ 1/2
Philco pfd.	86 1/2	86 1/2	86 1/2	+ 1/2
RCA Common	9 3/8	9 1/8	9 3/8	—
Stewart-Warner	14 1/4	14	14 1/4	+ 3/8
Westinghouse	29 3/8	29 1/4	29 3/8	+ 1/8
Westinghouse pfd.	96 3/4	96 1/2	96 3/4	—
Zenith Radio	21 3/8	21 1/8	21 3/8	+ 3/8

**NEW YORK CURB EXCHANGE**

Nat. Union Radio	3	3	3	.....
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**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	8	8 3/4
Stromberg-Carlson	11	12 1/4

### Major Changes Made In CBS Executive Staff

(Continued from Page 1)

tration. I. S. Becker and Henry Grossman, assistant directors of operations, become, respectively, director of program operations and director of technical and building operations.

Edward L. Saxe, formerly assistant to the treasurer, has been named executive assistant.

## 10 YEARS AGO TODAY

(From the files of Radio Daily)  
 Father Charles E. Coughlin's new series, originally planned for less than 30 stations, was set for an indie web of 58 outlets with WJR as the key. . . . Newly-formed St. Louis local of AFRA reported membership of 100. . . . "Once in a While" (Miller Music, Inc.) was top web tune with 37 plugs.

### Predicts Commercial FM On 1,000 Stations In 1948

(Continued from Page 1)

this year, Bailey pointed out that there are 379 operating now and an additional 631 have been authorized by the FCC.

Bailey declared that the receiver manufacturers have overcome technical problems and that this year will see increased production in FM sets. He added that several manufacturers shortly will place FM-AM combination sets on the market that will sell for less than \$50.

"In due time FM will replace AM as the aural method of broadcasting," Bailey stated. "In AM radio we have the problem of skyway interference at night. With the AM spectrum crowded as it is, the listener has difficulty tuning in his favorite local station. In FM there is no interference from other stations."

Bailey said that an FM station gives a consistent signal day and night and that as FM stations increase their power to that fully authorized by the Federal Communications Commission, they are covering wide areas up to 150 and 200 miles distant.

"A community or Class A station will serve many more listeners than a local 250-watt AM station," the FMA Executive Director declared. "A metropolitan or Class B station, with its 20,000 watts effective radiated power, will serve a greater audience more consistently than the average regional AM station."

### Political Party Leaders Planning Radio Budgets

(Continued from Page 1)

dates in both state and national elections.

Representatives of both the GOP and Democratic National Committees have been quietly canvassing state political organizations of late in an effort to get their financial support in the coming campaigns. The state organizations will be asked to contribute to the buying of network time in addition to state-wide network programs. Spot broadcasting will also be used with emphasis on the national platforms of both parties.

It is rumored that Paul Porter will be asked to take over the direction of the radio campaign of the Democratic party with the probability that Wells Church, director of news and special events for CBS, being drafted for the radio job with the GOP.

### MBS Evening Audience Shows Marked Increase

(Continued from Page 1)

time coverage figures will not be published are without foundation and that the delay results from the complexity in compiling calculations.

The MBS president revealed that some of the incomplete preliminary findings have already been shown to advertisers and that the full report will be released as soon as practicable. Delay has not only been caused by additions and improvements in the Mutual line up, he added, but also by other network changes.

### Networks May Battle New Petrillo-AFM Edict

(Continued from Page 1)

works are going to refuse to accede to the demand as it was announced last week.

Latest development comes from ABC where the Henry Morgan show resumes on Jan. 29 at 7:30 p.m. across the nation, meaning three transcribed repeats. ABC is paying no attention to the ban, implying that it intends to stand up and battle for what it contends to be legal rights.

CBS and Mutual are standing pat on their current crop of transcribed repeats, making no plans for any changes but merely awaiting developments. Lewis Allen Weiss, MBS board chairman and general manager of Don Lee, is another who has been outspoken on Petrillo's latest ruling, saying he'll fight the order to the finish.

### Will Premiere Opera

American radio premiere of "O Munasterio," a dramatic opera by Paul Hastings Allen, will be aired by WHOM Sunday, 5-6 p.m., with the composer conducting. Under supervision of Giuseppe de Luca, outlet's musical director, work will be sung in Neapolitan, with Carlo Aurtori, Victor Tatozzi, Walter Stafford and Lydia Cortese in leading roles.

### Southern Outlet Opens

Demopolis, Ala.—The "Voice of the Black Belt," WXAL, went on the air last week at 1400 kc. Religious leaders and local officials participated in inaugural ceremonies. Outlet is owned by T. H. Gailliard, W. M. Jordan and W. P. Thielens. Staffers include announcers John Cooper, Bud Cooper and Barry Collins and engineer John Turner Larkin, Jr.

One of New York's leading independent stations is looking for a

## Top-notch Time Salesman

Apply Box 102  
 Radio Daily, 1501 B'way.  
 New York, 18, N. Y.



## 65 MILES UP

That's a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn't know about other cities . . . but if it's Baltimore you're trying to picture . . . the way to do it is list the call letters W-I-T-H.

It's Baltimore's successful independent station. The station in this sixth largest city, that delivers more listeners-per-dollar spent than any other station in town!



# W-I-T-H

AM and FM

**Baltimore 3, Maryland**

TOM TINSLEY, President  
 Represented Nationally by Headley-Reed

does this surprise anybody?

# the **TOMMY** **DORSEY**

DISC JOCKEY SHOW  
ON TRANSCRIPTION

IS JUST PLAIN  
**TERRIFIC!**

Everywhere — but everywhere!

Everybody — but everybody — knows it!

"why, that's me  
they're talking  
about!"

keep going, boys, the facts are vital!

# measure the **Tommy DORSEY** **show**

**biggest sponsor list!**  
(that means station profits!)

Right off the bat, you'd like to know just who is so high on the Dorsey show. Well, the stations run from modest 250-watters to booming 50,000-watters. From some 200 markets we've picked a "Typical Ten" in each of three handy-sized groups. Try these for size. You'll find one that fits you.

### "TYPICAL TEN" STATIONS UNDER 1,000 WATTS

- KTHT** HOUSTON, TEXAS
- WLEE** RICHMOND, VA.
- KANS** WICHITA, KANSAS
- WFRP** SAVANNAH, GA.
- KXOA** SACRAMENTO, CALIF.
- WITH** BALTIMORE, MD.
- KCKN** KANSAS CITY, MO.
- WOLF** SYRACUSE, N. Y.
- WWSW** PITTSBURGH, PA.
- WIBX** UTICA, N. Y.

### "TYPICAL TEN" STATIONS 5,000 TO 1,000 WATTS

- KLIF** DALLAS, TEXAS
- KALL** SALT LAKE CITY, UTAH
- KXOB** STOCKTON, CALIF.
- WHIM** PROVIDENCE, R. I.
- KLAC** LOS ANGELES, CALIF.
- KWDM** DES MOINES, IOWA
- WEBR** BUFFALO, N. Y.
- WSCR** SCRANTON, PA.
- WMLO** MILWAUKEE, WISC.
- WKRG** MOBILE, ALA.

### "TYPICAL TEN" STATIONS 50,000 TO 5,000 WATTS

- WWJ** DETROIT, MICH.
- WAPI** BIRMINGHAM, ALA.
- WMAL** WASHINGTON, D. C.
- WCFL** CHICAGO, ILL.
- WDSU** NEW ORLEANS, LA.
- WHDH** BOSTON, MASS.
- WMCA** NEW YORK, N. Y.
- WPEN** PHILADELPHIA, PA.
- WTCN** MINNEAPOLIS, MINN.
- WHAS** LOUISVILLE, KY.

We figured then you'd like to know just how the *full* list of stations breaks down into network and non-network outlets. We got that, too. Look!

THREE OUT OF EVERY FIVE STATIONS ARE MAJOR NETWORK AFFILIATES.

TWO OUT OF EVERY FIVE STATIONS ARE INDEPENDENTS.

Another way of putting it:  
 62% ARE MAJOR NETWORK STATIONS.  
 38% ARE INDEPENDENT STATIONS.  
 See? Nicely balanced, aren't they?

The story keeps getting better. Now we'll show you how audiences grow and grow and grow. The following case histories prove it:

- UP 500% AT CJBC, TORONTO!
- UP 45% AT WHDH, BOSTON!
- UP 55% AT WMCA, NEW YORK CITY!
- UP 250% IN BLOCK AT KING, SEATTLE!



**ratings jump from 55% to 500%!**

**MOST BROADCAST HOURS IN TRANSCRIPTION HISTORY!**

We've got baskets full of gleeful comment from stations... the fore-sighted ones who preferred booking it to bucking it! These, for instance:

"I am eternally grateful to you for bringing Tommy Dorsey to us. It is the best buy we ever made!"—Herman Bess, Director of Sales, WMCA, New York.

"A beautiful performance! Your organization is to be complimented on its very efficient operation! You are making good every promise!"—Mel Wolens, Sales Manager, WCFL, Chicago.

"Going over with a bang in Baltimore! The program is completely sold out!"—R. J. Embry, Vice-President, WITH, Baltimore.

"A big hit in Philadelphia! The Sun Ray Drug Company, sponsor, the J. M. Korn Agency and the WPEN staff are all busy patting each other on the back. Keep up the good work!"—Edward C. Obrist, Manager, WPEN, Philadelphia.

"Entire show was sold three days after it was purchased! Sounds like a top nighttime variety show!"—KLAC, Los Angeles.

"It's a great show and I'm glad it's on the station!"—WAPI, Birmingham, Alabama.

"We are elated!"—Ted Hills, Manager, KTHT, Houston, Texas.

The list of sponsors reads like Dun & Bradstreet plus a generous sprinkling of Main Street. Just look at these: Camel Cigarettes, Oldsmobile, Procter & Gamble, Radio Corporation of America, Rayve Shampoo, Squibbs Toothpaste, Warner Brothers, TWA Airlines, Twentieth Century Fox, Phillip Morris and hundreds of other national spot advertisers plus Kirkley Clothes, Orlando Books, Ben Tipp Jewelers, Colonial Appliances, Standard Motor, Grummer's Coffee, Oak Farms Dairy, Logan Market, Fehr Brewing Co., Dale Studios, Hanley Paints, Dixie Cleaners, American Finance, and, oh, so many other restaurants, bakeries, fuel, transportation, public service and other companies.

Sounds like you ought to do something! Tell you what: put a call through right now to the nearest Cowan office. Or write a letter, if you've more time.

Remember, you can sell the Tommy Dorsey Disc Jockey Show on transcription as full-, half-, or quarter-hour strips as well as spot announcements. Big as it is, the cost is small.

**How's this for a list of guest stars?**

DINAH SHORE	HILDEGARDE
JOHN GARFIELD	BUDDY ROGERS
FRANKIE CARLE	WOODY HERMAN
FRANCES LANGFORD	MARILYN MAXWELL
RUDY VALLEE	WINGY MANONE
HOAGY CARMICHAEL	MARTHA TILTON
GEORGE JESSEL	TEX WILLIAMS
XAVIER CUGAT	FRANKIE LAINE
BENNY GOODMAN	KING COLE
JIMMY STEWART	JEAN SABRON
GENE KRUPA	PIED PIPERS
GEORGIA GIBBS	DAVID ROSE
LOUIS ARMSTRONG	CONNIE HAINES
TONY MARTIN	EVELYN KNIGHT
ANDY RUSSELL	MIGUELITO VALDES
JO STAFFORD	MARGARET WHITING
JERRY COLONNA	RED INGLE
JOHNNY MERCER	RAYMOND SCOTT
JIMMY DORSEY	CHARLIE BARNET
NELLIE LUTCHER	JOE VENUTI
MARTHA STEWART	MODERNAIRES
LIONEL HAMPTON	SPADE COOLEY
PEGGY LEE	FRANKIE MASTERS
DOC BLANCHARD AND	VIRGINIA MAYO
GLENN DAVIS	CHARLIE SPIVAK
DIANA LYNN	SHEP FIELDS

*and that's only half of it!*

**NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS**

**LOUIS G. COWAN, INC.**

NEW YORK: 485 Madison Avenue  
New York 22, N. Y.  
Plaza 9-3700

CHICAGO: 8 So. Michigan Avenue  
Chicago 3, Illinois  
Randolph 2022

HOLLYWOOD: 6331 Hollywood Blvd.  
Hollywood 28, Calif.  
Hilside 6337

## LOS ANGELES

By RALPH WILK

"ADVENTURE PLAYHOUSE," a 30-minute air show slanted for Saturday morning audiences and based on film properties, was waxed Friday (Jan. 2nd) at ABC with Richard Arlen as emcee. Don Sharpe is packager and supervisor of program, Bill Johnson, producer, and Mal Boyd acts as studio representative. ABC has taken an option on program, which teed off with adaptation of "Ginger," starring Frank Albertson, who also played lead in screen version.

Burt Lancaster will make a guest appearance on the Bob Hope show Tuesday on NBC. His appearance is on behalf of the exploitation campaign for the Hal Wallis production "I Walk Alone," in which he stars with Elizabeth Scott and which will be released shortly by Paramount.

Sybil Bock, former organist for Lum 'n' Abner, will resume her career for two broadcasters via NBC when she fills in the background music for Bill Stern's "Sports Newsreel" broadcasts which originates at NBC-Hollywood on 9th.

Marilyn Maxwell has extended her present personal appearance tour for another thirty days and will not return to Hollywood until mid-February. Demand for the singing star's appearance has been so heavy, extension of the tour became necessary. Miss Maxwell has now been booked into State Theater, Hartford, Conn., beginning January 9th and into Baltimore, Md., Hippodrome, on January 22.

Luis Van Rooten adds another Sunday show to the roster now that the Edward Arnold starrer, "Mr. President," has switched to that day. Van Rooten was heard in a featured role January 4th, over WECA. Other Sunday programs which keep Van Rooten occupied are "The Man Called X," "One Man's Family," "Sound Off," "Those Websters" and "Escape."

Benny Goodman has recorded a special series of transcriptions to be used for Samuel Goldwyn's "A Song Is Born," the Danny Kaye Technicolor comedy. Goodman is the first of the noted jazz maestri who will record a set of commercial transcriptions. Al Jarvis announces vis-a-vis each musician on the series.

Richard Aurandt has been receiving many requests for recordings and sheet music of his original score used on Command Radio Productions "The Voyage of the Scarlet Queen."

Joan Davis, first lady of comedy, draws the distinction of buying the first ticket on S.P.'s new "Golden State," which makes its inaugural run to Chicago on Sunday.

Rules for the new "Truth or Consequences" contest, "The Walking Man," were given on the broadcast of January 3, according to Ralph Edwards, T. of C. creator. "The Walking Man" will not talk, but will be identified by varying clues pertaining to his walk, with additional clues added each week, a la "hush." Proceeds from the contest will go to the



### Windy City Wordage. . . !

Joining the parade of radio personalities appearing in Chicago night spots, Dorothy Shay, Park Avenue hillbilly, started the new year as star of the new Boulevard Room show at the Hotel Stevens and is convulsing Chicago's sophisticates with her tongue-in-cheek hillbilly numbers, which she sells superbly. In the same show, which is packing the room nightly, Skitch Henderson, recently featured star of the Bing Crosby Philco radio show, is dishing out his clever interpretations of modern and classic piano numbers and with his orchestra is doing a nightly broadcast with Nancy Reed and Andy Roberts as featured vocalists.



Bernard Jacobs of the Gale Broadcasting Company, Oak Park, Ill., has announced that the suburb's new FM station, WOAK, is expected to be in operation in from 30 to 60 days. . . Loyal Order of Moose has had a series of six 15-minute musical programs recorded through the L. W. Ramsey Company by the NBC radio recording division. Titled "Musical Memories," the programs feature Ken Stevens as vocalist, the Fred Jacky choir and Elwyn Owen at the organ. . . George Herro, Mutual network's midwest publicity director, back from a conference in New York with Abe Schechter, v.-p. in charge of news, and Jim O'Bryon, director of publicity. . . A new series of children's shows, titled "Meet Me at the Zoo," was introduced this week on WLS with the broadcasts originating from the famous Brookfield Zoo and with the Arkansas Woodchopper as emcee. . . Mark Fisher, singer, ork leader, and composer of such hit songs as "Remembering," "When You're Smiling," "Oh, How I Miss You Tonight," and other pop numbers, passed away January 2 at his home at Long Lake, Ill. He was 52.

### New Venuta Quiz On MBS Pits Kids Against Parents

Benay Venuta will return to the airwaves Saturday, Jan. 24, as mistress of ceremonies on a new type of audience-participation program to be broadcast over the Mutual network each Saturday from 8:30-9 p.m., EST. It will be a quiz show for juveniles and their parents, in which the youngsters will compete against their fathers and mothers.

### FCC Administrative Changes

Washington Bureau, RADIO DAILY  
Washington—Further administrative changes have been approved by the FCC. The reorganization includes redesignation of the Economic Analysis division and the Statistics division. The change of location of the public reference rooms for common carrier reports and for schedules of charges for interstate and foreign communication service and the change of location of the accounting office in San Francisco, Calif.

National Heart Association. Edwards decided on the Heart Association, as heart disease is now the No. 1 killer in the country.

Gregory Peck will be guest star on the Louella Parsons radio show, January 11th, over ABC.

### Agency Men To Judge WINS Audience Contest

Prizes valued at over \$2,000 will be awarded the winner of WINS' "scrambled word" contest, which will be judged by four well-known agency execs. Part of a large-scale promotion campaign by the Crosley outlet, contest closes Jan. 20, with the winner scheduled to be announced ten days later.

Judges include Robert W. Tannehill, of Benton & Bowles; Reggie Schuebel, of Duane Jones; Frank Silvernail, of BBD&O, and Emil Mogul.

One winner will receive all prizes which include \$500 savings bond, tele receiver, watch, fur jacket, two electric blankets, a case of ginger ale weekly for a year, etc., etc.

### Woolford Promoted In VA

Washington Bureau, RADIO DAILY  
Washington—Veterans Administrator Carl Gray has named A. W. Woolford director of information for the agency. Woolford, former editor, public relations and advertising executive, was associate director of information for the agency, with which he has been associated for three years.

T. O. Black, assistant director of news, becomes associate director. Larry George fills Black's post.

## AGENCIES

KAL, EHRLICH & MERRICK announces the appointment of Sol Panitz as radio copy chief. Panitz was formerly chief script writer and producer for the War Department's Radio Branch, and until recently public service director of WINX. His work has been heard on all four of the major radio networks as well as on programs originating in Washington, D. C.

W. H. CONINE, R. E. THOMPSON and JOHN H. TINKER were elected to the board of directors at the annual meeting of stockholders of McCann-Erickson, Inc., according to announcement of H. K. McCann, president of the agency. . . Carlos Cavalcanti, formerly with the international editions of Reader's Digest, has joined McCann-Erickson's foreign department, preparatory to assignment to one of its offices in Brazil.

JEROME B. HARRISON, formerly with The Katz Agency, New York, has joined French & Preston, Inc., New York advertising agency, as associate radio and television director. Before becoming associated with Katz in 1946, Harrison was an account executive with CBS, which he joined in 1939. He entered the radio field after serving as advertising director of the New York metropolitan edition of "Parent's Magazine."

NATRA - LYN CORP., Camden, N. J., has selected J. M. Korn & Company, Philadelphia, to handle their advertising.

### Tabulating Bids Sought

Broadcast Measurement Bureau is seeking tabulating bids on a long term contract basis, it was officially announced. Contracts will cover six or more different categories of jobs, necessary in BMB surveys, and bids close next Feb. 1. Details and specifications are obtainable from John Churchill, director of research for BMB.

BMB plans to effect substantial tabulating economies under the system. Bids accepted will run for a minimum of two years and possibly through 1952. Companies hired on the long term basis will handle tabulating for interim surveys in 1948 and 1950 and nationwide surveys in 1949 and 1951. BMB's first nationwide survey was made by Industrial Surveys of Chicago.

### Awards Luncheon

Plans for a national awards luncheon at the Statler Hotel, Washington, on Jan. 28, honoring the four high school winners in the "I Speak for Democracy" essay contest, was announced Friday by NAB. Luncheon is climax of a nationwide contest which began during National Radio Week last September.

# TELEVISION DAILY

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## MID-WEST TELEVISION AUDIENCE INCREASES

### TELE TOPICS

By JIM OWENS  
Associate Editor

WCBS-TV, which covers practically all sports events in Madison Square Garden (except boxing) under sponsorship of Ford and General Foods, will do the Golden Gloves in mid-January—but probably for the last time. The Gloves, always a strong crowd puller in the 8th Ave. arena, is strictly a (N. Y.) Daily News promotion, so guess who'll televise 'em next year? . . . Hollywood film stars may soon be "asked" to make more guest shots on tele. Contracts include clauses re personal appearances for promotion, etc., and movie moguls are said to feel video is a terrific public relations tool. . . . Several additional houses in the Walter Reade theater chain (New Jersey) installing tele sets in lounges. Managers are also billing video shows along with film fare.

WBKB's Bill Eddy coming out with a new book shortly titled "Birds Without Feathers"—but it isn't about Television. He describes his experiences with airplanes in this one. Eddy, incidentally, holds more than 100 patents in the field of electronics. . . . Du Mont's chief engineer Tom Goldsmith has just wrapped up a survey on video which is said to prove high quality video reception is possible at far wider points than hitherto believed. . . . Ed Codel, Katz Agency tele topper, has already lined up several stations to represent in video sales.

WHEN Baltimore's WBAL-TV makes its debut (about Jan. 15th) it will do so with a timely and useful gift "package" from WNBT, of which it is an affiliate. NBC flagship designed and constructed a complete studio stage setting expressly for the opening, with Bob Wadel, production and facilities head, handling the job. . . . Crosley's "swing-a-view" picture tube an item for comment at the Chicago furniture convention. Tube has a special mounting gadget which swings from side to side on a 60 degree angle. . . . WFIL-TV (Phila.) now feeding shows to the Conestoga Television Association in Lancaster, an amateur engineers club. Latter group retransmits signals to set owners in the area which is some 70 miles from Philly.

### New Package Firm

New firm to produce and place both tele shows and commercials was set up this week by the Bernard L. Sackett Agency, Philadelphia, which has set plans to use the Allen Lane Playhouse in Mt. Airy (Pa.). Sackett, formerly a member of a Hollywood video agency, will use the legit theater for film and live tele shows before "studio" audiences.

### Marines Land—On Tele

Philadelphia—Mammoth observance of National Marine Corps Day in Convention Hall, here Sunday, expected to draw 15,000 persons, will be televised by WFIL-TV, and carried by WMAR-TV in Baltimore, and WMAL-TV, in Washington. Military officials to appear on the show include Admiral Wm. Halsey, and Gen. Clifton B. Cates, Commandant of the Corps. In addition, several ex-Marines will appear on the show, including screen stars Bob Crosby, Tyrone Power, Glenn Ford, Sterling Hayden and Bill Lundigan. Don Amecho will act as master-of-ceremonies.

### TBA Holds Board Meet; Church Groups Urged To Make Use Of Tele

Television Broadcasters Association held its first board meeting of the new year this week, with plans for '48 operation and re-organization of various committees topmost on the agenda.

George M. Burbach, general manager of KDS-TV, St. Louis, was named to board of directors to fill unexpired term of Frank P. Schreiber, of WGN, Chicago. Latter resigned to devote full time to the opening of his station early this month.

New TBA committee chairmen assigned for 1948 are: Membership, Dr. Allen B. Du Mont; engineering, F. J. Bingley; program, John Royal; commercial operations, G. E. Markham; publicity-promotion, Paul Raibourn; executive committee, Ralph B. Austrian; finance, Lawrence W. Lowman; station operations and practices, O. B. Hanson; education, Prof. Kenneth Bartlett, Syracuse, Univ.

### Coast Firm Completes Series Of Tele Films

Hollywood—First series of nine short-subject films for television has been completed this week by Unitel, Inc., featuring open-end spots for commercial announcements by prospective advertisers, it was announced by Stanley Simmons, president.

Religious groups were urged this week to get into television as it begins to grow, lest they "miss the boat" as in AM broadcasting, and to make a study of the medium and its requirements for their particular needs. Warning was made by Ed Greif, of Banner and Greif, radio ad agents, at a meeting of the Religious Radio Workshop held under auspices of the Joint Religious Radio Committee.

Greif pointed out that "it is already clear that the church service is not functional for television, anymore than the conventional worship service was effective as AM broadcast." A new art, tele will make its own demands, he said, and predicted religious telecasters may have to take their cues from movies, with its constant change of scenes, etc.

### "Out Of Time" Scheduled By ANTA On WNBT Sun.

"Out of Time," a one-act fantasy authored by NBC video producer Noel Jordan, will be the fourth offering of the American National Theater and Academy drama series on WNBT Sunday (Jan. 11, 8:30 p.m.) Peter Cookson and Mary Alice Moore, stage and screen actors, will play lead roles supported by Noel Denis, Viola Frayne, Leona Powers.

## Press-Time Paragraphs

### Tele Start Made In Des Moines

Des Moines, Iowa—A definite move toward television operation here has been started with the filing by Tri-States Theater Corp., of articles of incorporation for the Tri-States Television and Broadcasting Co. Tri-States has been reported negotiating for the purchase of KSO, Columbia network outlet in Des Moines.

### Weekly Newscast Debuts

Washington—First regularly scheduled NBC video network news program from the Capital debuted a weekly series here last night (8:45-9 p.m.) when Richard Harkness interviewed Rep. Charles Halleck (R-Indiana), majority leader of the House of Representatives. Each week Harkness, will interview a prominent government official.

### Chicago Audience Put At 132,000 At Year End

Chicago—Already optimistic outlook for tele in 1948 was further supported this week with the report that the potential audiences in this area exceeded 132,000 persons as the year ended, and the number of sets in use passed the 11,000 figure. Report was made by WBKB, Paramount station, which conducted a survey of video homes and public places at the close of '47.

Report also indicated that this year will be a "boom" period for tele here, and that dealers and distributors, aware of the heavy sales potential as the medium expands, are going all-out promotion-wise.

First indication of what may happen here was brought home with convincing force during the month of December when set sales exceeded the 750 mark for each of the four weeks.

### Survey Covered Four States

WBKB's survey, which covered the metropolitan area, suburban Illinois, parts of Indiana, Michigan and Wisconsin, showed that the total number of home receivers in operation as the year closed was 7,431, as compared to 2,902 in public places (bars, etc.) Home sets, with about six viewers per, accounted for 64.6 per cent of the over-all total. However, public place sets garnered the larger audience, with 83,577 against 42,356 for homes. Remainder of sets, approximately 1,000, were still in the hands of dealers, though used with regularity each day and evening.

Interesting point of the survey was the increase in the number of home sets during the year 1947, approximately a 10-fold increase. "During the year 1947 there was an increase of 10,874 receivers in the area," the report shows. "At the beginning of 1947 over 70 per cent of the receivers were in public places."—a situation which has reversed itself in the light of the new figures.

### Really Remote

Fashion show at the Waldorf-Astoria last night, highlight of the National Association of House Dress Manufacturers annual confab, posed a knotty problem for WABD which aired proceedings via remote pickup. Because of the music ban in tele, station execs had to cut out the audio segment of the show, and dub in narration and records from the Wanamaker Studios downtown.

## Senate Group OK's "Voice Of America"

(Continued from Page 1)

specifically provides that the services to be carried on by the Government in bringing the story of America to the world shall not be offered by the Government "where such services may be performed by qualified private American individuals and agencies, and where such qualified individuals and agencies are available for the performance of such services."

The bill as it now stands differs in detail from that originally offered by Rep. Karl Mundt (R., S. D.), and passed last year in the House, but it is not anticipated that the changes will cause the House to reject the measure as it now stands.

### Provides for Separate Councils

Instead of a single advisory council of eleven members, the new bill now calls for separate councils on the information media and on cultural and educational aspects of the program. Each group will have five members, not more than three of a single political party, to be appointed by the President and confirmed by the Senate. No Federal or state officeholders will be eligible. The President will choose the chairman for each of the two bodies. The terms shall be for three years, with the members receiving no salary but simply travel and subsistence pay.

FBI okay is required for all employees of the new agency.

It was predicted that the bill will receive early Senate consideration—with a general feeling that it will be passed without important amendment from the floor.

### Frank E. Butler

Toledo, Ohio—Frank E. Butler, 70, radio engineer, writer and collaborator with Dr. Lee De Forest in early broadcasting experimentation, died here yesterday. He established the first experimental broadcasting station in Toledo in 1907.

## 17 NBC Web Programs Renewed By Sponsors

(Continued from Page 1)

Sterling Drug, Inc. Dancer-Fitzgerald-Sample, Inc., agency.

"AMERICAN ALBUM OF FAMILIAR MUSIC" (Sundays, 9:30 p.m., EST), sponsored by Sterling Drug, Inc. Dancer-Fitzgerald-Sample, Inc., agency.

"THE MOLLE MYSTERY THEATER" (Fridays, 10:00 p.m., EST), sponsored by the Centaur Company, New York. Young and Rubicam, Inc., agency.

"THE NEW SEALEST VILLAGE STORE" (Thursdays, 9:30 p.m., EST), sponsored by Sealest, Inc., New York. McKee and Albright, Inc., agency.

"ONE MAN'S FAMILY" (Sundays, 3:30 p.m., EST), sponsored by Standard Brands, Inc., New York. J. Walter Thompson Co., agency.

"THE CHARLIE McCARTHY SHOW" (Sundays, 8:00 p.m., EST), sponsored by Standard Brands, Inc. J. Walter Thompson Co., agency.

"AMOS 'N' ANDY" (Tuesdays, 9:00 p.m., EST), sponsored by Lever Brothers Co., Cambridge, Mass. Ruthrauff & Ryan, Inc.

"THE MILTON BERLE SHOW" (Tuesdays, 8:00 p.m., EST), sponsored by Philip Morris & Co., Ltd., New York. Biow Company, Inc., agency.

"CARNATION CONTENTED" (Mondays, 10:00 p.m., EST), sponsored by the Carnation Company, Milwaukee. Erwin Wasey & Co., Ltd., agency.

"A DAY IN THE LIFE OF DENNIS DAY" (Wednesdays, 8:00 p.m., EST), sponsored by Colgate-Palmolive-Peet Co., Jersey City, N. J. Ted Bates, Inc., agency.

"CAN YOU TOP THIS?" (Fridays, 8:30 p.m., EST), sponsored by Colgate-Palmolive-Peet Co. Ted Bates, Inc., agency.

"A SPORTS NEWSREEL OF THE AIR" (Fridays, 10:30 p.m., EST), sponsored by Colgate-Palmolive-Peet Co. Sherman & Marquette, Inc., agency.

"THE JUDY CANOVA SHOW" (Saturdays, 9:30 p.m., EST), sponsored by Colgate-Palmolive-Peet Co. Sherman & Marquette, Inc., agency.

"LORA LAWTON" (Mondays through Fridays, 11:45 a.m., EST), sponsored by B. T. Babbitt, Inc., New York. Duane Jones Company, Inc., agency.

"SUNOCO THREE STAR EXTRA" (Mondays through Fridays, 6:45 p.m., EST) sponsored by the Sun Oil Co., Philadelphia. Roche, Williams & Cleary, Inc., agency.

"FRED WARING PROGRAM" (Tuesdays and Thursdays, 10:00 a.m., EST), sponsored by the American Meat Institute, Chicago. Leo Burnett Co., Inc., agency.

"THE SREAFER PARADE," starring Eddy Howard (Sundays, 3:00 p.m., EST), sponsored by the W. A. Shaeffer Pen Co., Fort Madison, Iowa, increased its stations from 53 to a full network. Kopf added. The agency is Russel M. Seeds Co., Inc.

## UN Officials Cooperating With New School Course

(Continued from Page 1)

and international relations, one on facsimile and television, and two including discussion of the UN Network, World University of the Air, International Academy of Radio Arts and International School of Radio.

Guest lecturers include Lyman Bryson, of CBS; Alistair Cooke, BBC; James L. Fly, former FCC chairman; John V. L. Hogan, president, WQXR; Jack Poppele, TBA prexy; Richard De Rochemont, March of Time, and A. D. Willard, Jr., executive veepee, NAB.

UN officials who will speak include Benjamin Cohen, assistant secretary-general; Byron Price; Peter Aylen, radio director; Jean Benoit-Levy, film director; Wilder Foote, press director, and Frank E. Stoner, chief communications engineer.

### Mitchell Joins CBS Sales

Maurice B. Mitchell, former sales manager of Station WTOP, Columbia-owned outlet in Washington, D. C., has joined the staff of CBS Radio Sales in New York.

# WIMBR

JACKSONVILLE

CBS In North Florida

Represented by Avery Knodel

is now

# 5000 WATTS

**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 H. Y. 19





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 6

NEW YORK, FRIDAY, JANUARY 9, 1948

TEN CENTS

## NAB GIVES GENERAL APPROVAL TO WHITE BILL

### Geo. Allen Gets Benton's State Department Post

#### Iran Ambassador To Supervise The Voice Of Am.

Washington Bureau, RADIO DAILY

Washington—The White House announced officially yesterday that George V. Allen, Ambassador to Iran, has been selected to succeed William B. Benton as assistant Secretary of State in charge of the Foreign Information program. Allen, reportedly the personal choice of Secretary of State (Continued on Page 5)

#### Kearns Proposing Bill For Disc Royalties

Rep. Carroll D. Kearns, chairman of a House labor sub-committee which last year concentrated its energies on studying the problem of and those created by the American Federation of Musicians, said yesterday he is working on legislation which would provide that broadcasters as well as juke-box operators pay royalties for the performance of recorded music. Kearns proposal would enable per- (Continued on Page 3)

#### Four Dist. Representatives Elected By ABC Adv. Board

Election of four district representatives, members of ABC's stations advisory committee, who will serve two year terms were announced yesterday by John H. Norton, Jr., web veepee in charge of stations. Re-elected (Continued on Page 3)

#### First Lady To Be Hostess

Mrs. Truman will be hostess to the delegates of the Association of Women Broadcasters, NAB, at a tea from 4:30 to 5:30, Friday, January 30, at The White House.

The fifth annual convention of AWB is being held in Washington from January 29 through February 1, with headquarters at the Mayflower Hotel, according to Ruth Crane, WMAL, Acting National President. This will be the first national convention of the Association to be held in Washington.

#### 56 Stations Sign For BMB Interim Report

BMB's interim audience measurement, to be made for individual subscribers in March in counties and cities of their own choosing, has been requested by 56 stations. Deadline for initial contracts was Jan. 5 but the 56 participating outlets have until Jan. 15 to ask for measurements in additional places and until Feb. 1 to order additional places already requested by other stations.

Generally, the interim audience measurement will repeat the survey (Continued on Page 5)

#### NAB Program Committee Will Be Headed By Hayes

Washington Bureau, RADIO DAILY

Washington—Members of NAB's program executive committee were named yesterday. John S. Hayes, general manager of WINX, Washington, will serve as chairman of the committee. Other members include: Layne Beatty, WBAP, Fort Worth, Tex.; Edgar L. Bill, WMBD, Peoria, (Continued on Page 2)

#### NRDGA Lists Radio On Meet Agenda

Best radio programs used by retailers in 1947 will be announced at the annual convention of the National Retail Dry Goods Association, meeting at the Hotel Pennsylvania, New York, next Wednesday, Jan. 14. Estimated 8,000 retailers will attend the annual event, Jan. 12-16, with the session on radio scheduled for Wednesday at 2 p.m.

William T. White, sales manager of the Wieboldt Stores, Inc., Chicago, will chairmen the radio session. Fol- (Continued on Page 2)

#### U. S. Reps To ITU Meet Announced By State Dept.

The Department of State announced in Washington yesterday that the President has appointed the United States representative and advisers to the administrative council of the International Telecommunications Union (ITU). The council is scheduled to meet at Geneva, Switzerland, Jan. 20. Francis Colt De Wolf, chief of the (Continued on Page 2)

#### Would Prevent FCC From Influencing Programming

Washington Bureau, RADIO DAILY

Washington—NAB will give general approval to the new White Radio bill but will stick to its guns that the FCC be kept out of programming, it was learned yesterday.

Significantly, the major networks will back NAB's programming position, despite some reports to the contrary; (Continued on Page 3)

#### 16th Co-op Program Announced By Mutual

Mutual adds its 16th co-op on Feb. 2 when John Nesbitt and his transcribed "Passing Parade" becomes a five-a-week series, Monday through Friday, over 450 stations from 11-11:15 a.m., EST, it was announced yesterday by Bert Hauser, director of co-operative programs. Several local sponsors have already been lined up.

Nesbitt first brought the "Passing (Continued on Page 2)

#### Radio Servicemen Will Attend Clinic

Philadelphia—The first "Town Meeting for Radio Technicians," a three-day, industry-wide meeting designed as a "self-help measure to stabilize radio and television servicing" gets under way here Sunday (Continued on Page 5)

### Listeners Honor Programs In RMA-AWB Essay Contest

Washington Bureau, RADIO DAILY

Washington—Winners in a nationwide contest for radio listeners were announced yesterday jointly by RMA and the Association of Women Broadcasters of NAB.

More than 200,000 letters written on the subject "What Is Your Favorite Radio Program and Why?" were submitted to women broadcasters of 177 stations in all parts of the country. One national winner and 17 dis-

trict winners were selected by a committee of national judges. The contest was conducted during National Radio Week by AWB with the co-operation of RMA whose members donated the prizes of radio phonograph consoles.

Winner of the national award is Iris Haverstock of Canton, Ohio, who submitted her letter through Esther Mullin, WGAR, Cleveland. The prize (Continued on Page 3)

#### Controversial

Discussion of the question "Do We Need New Laws to Secure Our Civil Rights?" on CBS' "People's Platform" this week aroused considerable interest in Capitol Hill. Robert Allison, who produces the show, spent a hectic Monday answering phone calls from Congressmen requesting "dozens" of copies of the talks presented on the program.

#### Coincident

Chicago—After WGN's "Calling All Detectives" had gone for 32 nights without a winner of the weekly query, the daughter of a Chicago detective answered last Monday's question correctly and won the accumulated jackpot of \$825. One listener is called by phone each night of the broadcast and is asked a question based on the program's current episode.

NCAA And Tele Men Discuss Sports Use Of Video [ TURN TO PAGE 7 ]

# RADIO DAILY



## ★ COMING AND GOING ★

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

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Phone: Wisconsin 3271 Phone: Hobart 7627  
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Nat Green  
1417 Ashland Bldg., 155 No. Clark St.  
Phone: State 2352

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## FINANCIAL

(Jan. 8)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8 1/4	8 1/4	8 1/4	+ 1/4
Am. Tel. & Tel.	153 1/8	152 3/8	152 3/8	- 1/8
CBS A	24 1/2	23 3/4	24 1/2	+ 1/8
Farnsworth T. & R.	7 1/2	7 1/4	7 1/2	+ 1/8
Gen. Electric	35 3/4	35 1/4	35 3/4	+ 1/8
Philco	32 3/4	32 1/4	32 3/4	+ 1/8
RCA Common	9 1/2	9 3/8	9 1/2	+ 1/8
RCA First pfd.	68 1/2	68 1/2	68 1/2	+ 1/8
Stewart-Warner	14 1/2	14 1/2	14 1/2	+ 1/8
Westinghouse	29 3/4	29 1/4	29 3/4	+ 1/8
Westinghouse pfd.	92 1/4	92	92	+ 3/8
Zenith Radio	21 3/4	21 1/2	21 1/2	.....

### NEW YORK CURB EXCHANGE

Nat. Union Radio ... 3 1/4 3 1/4 3 1/4 + 1/8

### OVER THE COUNTER

DuMont Lab. Bid Asked  
Stromberg-Carlson 11 1/8 12 3/8

## 10 YEARS AGO TODAY

(From the files of Radio Daily)

Jerry Danzig signed as WOR commercial program manager succeeding John Bates, who resigned to open his own production firm. NAB revised its dues scale, setting up a new system assessing members according to income. . . . Three NBC clients, Cities Service, Sterling Products and American Home Products renewed six shows. . . . "There's a Gold Mine in the Sky" (Irving Berlin, Inc.) was among top web airers.

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

**LEE WAILES**, vice-president and general manager of the Fort Industry Co., and **TOM HARKER**, national sales manager of the organization, spent Wednesday and yesterday in Fairmount, West Va., attending the Esso Marketers party and conferring at WMMN. They're expected back at the home offices in Detroit today.

**BEN GRAUER** is expected back today from Philadelphia, where last night he originated his "Eye Witness" telecast at WPTZ, Quaker City video outlet. It was seen and heard in New York on WNBZ.

**ED GREIF**, of Banner & Greif, publicists, is in Cleveland to make publicity arrangements for the National Materials Handling Exposition.

**DR. CRAIG "Professor Quiz" EARL** taking his American network quiz program on a two-week sojourn in the Youngstown-Akron area. He'll broadcast tomorrow from the Stambaugh Auditorium in the former city. **GENE HAMILTON**, announcer on the program, also is making the trip.

**IRENE MURPHY**, video actress who was importantly associated with the recently-completed "Television Caravan," will leave today for Cleveland, where she is scheduled for a sight-and-sound guesting on WEWS.

**BILL McCLUSKEY**, of the talent promotion division at WLW, Cincinnati, is back at his desk after having attended the convention of the Indiana County Fair Managers, which was held in Indianapolis.

**E. S. WHITLOCK**, manager of WRNL, American network affiliate in Richmond, Va., is spending a few days in New York.

**FRANCES SCOTT** and **CHARLIE BASCH**, accompanied by the Camp-Show troupe, will make another appearance today at the Post Hospital, Camp Kilmer, N. J.

**ELMO C. WILSON**, Columbia network's director of research, will return today from Philadelphia, where he addressed the meeting of the American Marketing Assn., which was held at the St. James Hotel.

### 16th Co-op Program Announced By Mutual

(Continued from Page 1)  
"Parade" to the air about 10 years ago and it was last heard regularly in April, 1946, when it was sponsored by Westinghouse over NBC. Show has never been heard before on a network more than three times a week. It was on CBS at one time, sponsored by Chesterfield three nights a week. Format of the "Passing Parade" is based on human interest stories.

### U. S. Reps To ITU Meet Announced By State Dept.

(Continued from Page 1)  
telecommunications division, Department of State, will serve as the United States representative. Owen G. Kelly, telecommunications division, and John Tomlinson, assistant chief of the division of international organization affairs, both the Department of State, will serve as advisers.

### Combs On WHN

George Hamilton Combs has returned from Europe and will discuss his four-month tour of the continent on a special broadcast over WHN tomorrow night, 10:45-11. Beginning Monday, Combs will be heard in a new series of news programs on the Loew indie, with emphasis on local affairs, across-the-board, 12 Noon.

**RALPH AUSTRIAN**, vice-president of Foote, Cone & Belding in charge of television, leaves Sunday for Chicago, where he'll confer with executives and clients of the agency, present some video programs and address the radio advertising class of the Loyola University school of commerce.

**DOROTHY LEWIS**, co-ordinator of listener activity for NAB, is in Boston for a series of speeches and conferences in connection with the Assn. of Women Broadcasters. She'll return to New York Sunday.

**BENEDICT GIMBEL, JR.**, president and general manager of WIP, Philadelphia, is back in Philly following a one-day trip to New York on business.

**GAIL BORDEN**, panel member on the "Fishing and Hunting Club" program of the Mutual network, leaves today for a hunting trip in the South. During his absence his place on the web will be filled by Don Stillman, writer on outdoor sports subjects for the New York Herald-Tribune.

**FRED A. PALMER**, Cincinnati radio consultant, will spend next week in New York.

**WILTON GUNZENDORFER**, general manager of KRDD, Oakland, Cal., is in New York this week on station business.

**ROBERT ALLISON**, of the CBS education division, today goes up to Ithaca, where he will produce the network's "Opinion Please" at Cornell University.

**DON LERCH**, director of agricultural broadcasts for CBS, is back at his Washington headquarters after attending the Chicago convention of the National Council of American Co-Operatives. He was heard as participant on one of the panels.

**BILL STERN**, sportscaster on NBC, is expected back tomorrow from Pasadena, where he broadcast the Rose Bowl game.

**GEORGE F. BISSELL**, president of WMFF, Plattsburgh, N. Y., conferred yesterday at ABC, with which the station is affiliated.

### NRDGA Includes Radio On Convention Agenda

(Continued from Page 1)  
lowing announcement of the winning programs in the first radio contest ever sponsored by NRDGA, store executives connected with the top shows will tell other retailers why they picked such a campaign and the results obtained. Recordings of winning programs will also be played back at the session.

Another highlight of the meeting is a talk on "How to Evaluate Radio Advertising Results" by Walter L. Dennis, radio and television director for Allied Stores Corp. It was Allied Stores, in co-operation with RCA, which sent a television caravan on a coast-to-coast tour last year.

### NAB Program Committee Will Be Headed By Hayes

(Continued from Page 1)  
Ill.; 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, N. Y.; Robert D. Swezey, MBS, New York, N. Y.; E. R. Vadeboncoeur, WSYR, Syracuse, N. Y.

Two members of the NAB board of directors will act as liaison officials with the program group. They are Harold E. Fellows, WEEL, Boston, Mass., and Robert T. Mason, WMRN, Marion, Ohio.



## Now it's 100 miles up

If you read these W-I-T-H ads regularly, you'll remember the one captioned "65 Miles Up." Scientists placed a camera in a V-2 Rocket. The picture was snapped when the rocket reached the top of its flight and started back to earth.

We thought that was a honey. Now they tell us of one taken later. The same way, this time at 100 miles up.

We don't know whether the same group of scientists took both pictures or not. But the fact is, no matter what you do — what heights you attain — if you don't stay in there working, competition will outstrip you in no time. It's especially true in radio. And smart radio time buyers know that W-I-T-H, Baltimore's successful independent station, is the way to keep ahead of the competition here in the 6th largest city. Put W-I-T-H on that next list. It delivers more listeners-per-dollar-spent.



## W-I-T-H

AM and FM

**Baltimore 3, Maryland**

**TOM TINSLEY, President**  
Represented Nationally by Headley-Reed

## NAB Will Approve Radio Bill Of White

(Continued from Page 1)

a memorandum outlining the NAB's position is expected to be sent to the networks today for comment. Following last-minute brushing up, this memo probably will be relayed to Chairman Wallace White of the Senate Interstate Commerce Committee over the weekend.

While giving broad approval to the White bill, NAB and the nets will claim that the proposed amendments to section 326 of the Communications Act represent the most "dangerous" features of the measure.

### Believed Better than Last Year's

There also appears general agreement that the new draft of the White bill is far superior to the one first proposed last year. On the controversial subject of establishing and expanding the FCC's power over programming, NAB stands adamant. In this, the networks will back the NAB position as first outlined by President Justin Miller. It is expected, however, if the Senate refuses to budge on its general policy, NAB as well as the networks would much prefer the provisions of the present act to the amendments proposed in the White bill.

Mutual and CBS already have filed comments on the bill with Senator White. Both nets are strong in their position that the FCC should be taken out of programming. Columbia, it was learned, concentrated its fire on the proposed amendments to section 326, while giving general approval to the bill as a whole.

Mutual also aimed a broadside at the regulation of programming, but also discussed other major features of the White bill.

## Four Dist. Representatives Elected By ABC Adv. Board

(Continued from Page 1)

were Roger W. Clipp, WFIL, Philadelphia, Northeastern district; E. K. Hartenbower, KCMO, Kansas City, Midwestern district, and Harold Hough, WBAP, Fort Worth, Southwestern district. New addition to the group of district representatives is Arch Morton, KJR, Seattle, who was elected for the Pacific district, replacing Jack Gross, KFMB, San Diego.

MEMO:

### New Year's Resolutions

I, AL RICKEY, resolve to continue my policy of devoting my best efforts to the field of RADIO, TRANSCRIPTIONS, and the MUSIC INDUSTRY.

P.S.—If you want to check my ability to STICK to my resolution, phone CI 7-2246.

## Listeners Honor Programs In RMA-AWB Essay Contest

(Continued from Page 1)

winner will be awarded a de luxe RCA Victor radio-phonograph console. Her favorite program on which she wrote the prize-winning letter is "CBS Was There."

The other 17 district prizes were awarded on the basis of NAB Districts. They include.

**District 1** (Conn., Maine, Mass., New Hampshire, Rhode Island, Vermont)  
Mrs. C. Mulcahy, 10 Colonial Street, Elmwood, Conn., prize winner; Belmont radio-phonograph console; letter through Eunice Greenwood, woman broadcaster at Station WHTT, Hartford, Conn.; favorite program "America's Town Meeting of the Air."

**District 2** (New York, New Jersey)  
Mrs. Sidney Schoenwald, Plank Road, Ontario, N. Y., prize winner; Stromberg-Carlson radio-phonograph console; letter through Louise Wilson, woman broadcaster at Station WBAM, Rochester, N. Y.; favorite program "Fred Waring."

**District 3** (Delaware, Pennsylvania, Maryland)  
Mrs. Robert Rinehart, 1027 Northern Parkway, Baltimore, Md., prize winner; Philco radio-phonograph console; letter through Martha Ross Temple, woman broadcaster at Station WFBR, Baltimore, Md.; favorite program "America's Town Meeting of the Air."

**District 4** (District of Columbia, N. C., S. C., Va., W. Va.)  
Floretta H. Cleaves, 6600 Luzon Ave., N. W., Washington 12, D. C., prize winner; Motorola radio-phonograph console; letter through Nancy Osgood, woman broadcaster at Station WRC, Washington, D. C.; favorite program "Invitation to Learning."

**District 5** (Alabama, Florida, Georgia, Puerto Rico)  
Isabel Tudeen, 1941 18th Avenue, North St., Petersburg, Fla., prize winner; Zenith radio-phonograph console; letter through Kay Harrgrave Dawst, woman broadcaster at Station WDAE, Tampa, Fla.; favorite program "Meet the Press."

**District 6** (Arkansas, Louisiana, Mississippi, Tennessee)  
Mrs. Thomas L. Justice, Briarwood, Moheims, Tenn., prize winner; Farnsworth radio-phonograph console; letter through Caroline King, woman broadcaster at Station WJHL, Johnson City, Tenn.; favorite program "Ma Perkins."

**District 7** (Kentucky, Ohio)  
Agnes M. Gillespie, 475 Catalina Ave., Youngstown, Ohio, prize winner; Hoffman radio-phonograph console; letter through Marian Resch, woman broadcaster at Station WFMJ, Youngstown, Ohio; favorite program "Don McNeill's Breakfast Club."

**District 8** (Indiana, Michigan—excluding counties of Ontonagan and Goebble)  
Mrs. John Richardson, 1744 West Jefferson St., Kokomo, Ind., prize winner; Sonora radio-phonograph console; letter through Jeanne Pierce, woman broadcaster at Station WKMO, Kokomo, Ind.; favorite program "The Greatest Story Ever Told."

**District 9** (Illinois, Wisconsin—Wisconsin also in District 11)  
Mrs. Elizabeth Ann Sullo, 518A North 27th St., Milwaukee, Wis., prize winner; Stewart-Warner radio-phonograph console; letter through Ann Leslie, woman broadcaster at Station WISN, Milwaukee, Wis.; favorite program "Lux Radio Theater."

**District 10** (Iowa, Missouri, Nebraska)  
Mrs. Myerna L. Krebs, 314 East 13th St., Davenport, Ia., prize winner; Sparks-Withington radio-phonograph console; letter through Mary Louise Marshall, woman broadcaster at Station WOC, Davenport, Ia.; favorite program "Fred Waring."

**District 11** (Michigan—part, Minnesota, North Dakota, South Dakota, Wisconsin)  
Martha Westberg, 222 Franklin St., Rapid City, S. D., prize winner; Majestic radio-phonograph console; letter through Mrs. Jean Mitchell, woman broadcaster at Station KOTA, Rapid City, S. D.; favorite program "New York Philharmonic."

**District 12** (Kansas, Oklahoma)  
Mrs. Glen D. Anderson, 1400 S. W. 22nd St., Oklahoma City, Okla., prize winner; Emerson radio-phonograph console; letter through Vera Croft, woman broadcaster at

Station KOMA, Oklahoma City, Okla.; favorite program "Light of the World."

**District 13** (Texas)  
Mrs. Jack Ponder, 2424 Arizona St., El Paso, Texas, prize winner; General Electric radio-phonograph console; letter through Alice Barry, woman broadcaster at Station KTSM, El Paso, Tex.; favorite program "One Man's Family."

**District 14** (Colorado, Idaho, Montana, Utah, Wyoming)

Mrs. Edward Bourquin, Box 58, Missoula, Mont., prize winner; RCA radio-phonograph console; letter through Erin Day, woman broadcaster at Station KGVO, Missoula, Mont.; favorite program "CBS Was There."

**District 15** (California—also District 10—Nevada, Hawaii)

Harmony Harper Moreland, 2430 Williams St., Eureka, Calif., prize winner; Westinghouse radio-phonograph console; letter through Bets Wilson, woman broadcaster at Station KJEM, Eureka, Calif.; favorite program "America's Town Meeting of the Air."

**District 16** (Arizona, California, New Mexico)  
Burr Willard, 2736 Genevieve Ave., San Bernardino, Calif., prize winner; Bendix radio-phonograph console; letter through Kit Sterns, woman broadcaster at Station KFMM, San Bernardino, Calif.; favorite program "Metropolitan Opera."

**District 17** (Alaska, Oregon, Washington)  
Kathleen L. Cochran, 7319 43rd Ave., N. E., Apt. 127, Seattle, Wash., prize winner; Crosley radio-phonograph console; letter through Evelyn Marble, woman broadcaster at Station KIRO, Seattle, Wash.; favorite program "America's Town Meeting of the Air."

### Committee of Judges

The committee of judges which made the selections follows:

Bond Geddes, executive vice-president, Radio Manufacturers Association; Edward Heffron, director of media relations, National Conference of Christians and Jews; Albert N. Williams, radio editor, Saturday Review of Literature; Mrs. Henry R. Christman, national radio chairman, General Federation of Women's Clubs; Linnea Nelson, radio time buyer, J. Walter Thompson; Pauline E. Mandigo, president, Phoenix News Bureau, Inc.; Natalie Flatow, radio director, Girl Scouts; Mollie E. Sullivan, director of public relations, National Board of YWCA's; Mrs. Ambrose M. Diehl, president, National

## Kearns Proposing Bill For Disc Royalties

(Continued from Page 1)

formers to collect a royalty per record on records sold for commercial use. This would differ from the union fund collected by AFM from recording companies—until ruled illegal by the Taft-Hartley Law last year—in that instead of paying per pressing into the union fund, the recording companies would pay a fee per pressing of records marked for commercial use to the performing artists.

### Hartley Not Advised

Kearns said he has not discussed the bill with Representative Fred Hartley, chairman of the Labor Committee whose name is on the Taft-Hartley Act. Hartley's disposition has been to break the recording ban and other AFM measures by getting tough—threatening to remove the exemption of labor unions from the anti-trust laws or take other equally drastic steps.

Hartley is known to feel that Kearns has become too sympathetic to Petrillo, and it is reported to be for that reason that he has called next week's hearing before the full committee. Although it is said that the Kearns sub-committee is still in existence, it is doubtful that it will be important in the future formulation of labor committee policy on the AFM problem.

Kearns has discussed his bill with members of the House judiciary committee, however, and reports that there is interest there. One important provision, he said, would be that there be no collection of royalties under his bill on any discs on which royalty is paid under the old AFM contract.

Council of Women; Elizabeth Forsling, radio editor, Newsweek; Mrs. George Fielding Eliot, radio chairman, Women's Action Committee; Elizabeth M. McStea, national public relations director, Camp Fire Girls, Inc.; Dorothy Wright, national radio chairman, Daughters of the American Revolution.

Keeping Rates **DOWN**  
and Sponsor's Sales **UP**  
in the Detroit Area!

5,000  
WATTS at  
800 Kc.  
•  
MUTUAL

**CKLW**

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Stovin & Co.

## AGENCIES

**GARRY J. CARTER** of Canada, Ltd., are instructed by Met-Wo Industries, Ltd., to place a campaign for their venetian blinds on radio and street cars. The radio campaign will cover spot announcements twice daily for a period of 52 weeks. The street car campaign is also for a 52-week period.

**HIGH LIFE DISTRIBUTING CO.**, Des Moines, distributors of Miller High-Life, Edelweiss and Fitger Beer, has appointed Meneough, Martin & Seymour, Inc., of Des Moines to handle all advertising. Radio will be used. Account executive is Cy Newman.

**ROBBINS ADVERTISING** has renewed Wally Griffitt for Ben Tucker Furs on WINS.

**WILLIAM F. FITZGERALD**, media director of the Robert J. Enders Agency, Washington, D. C., has been named public relations officer for the Fifth Marine Infantry Reserve Battalion of Washington. He also has been elected secretary of the Washington chapter of the Boston College Alumni Assoc.

**HARRY MYERS**, president, Harry Myers & Company, Inc., Baltimore, manufacturers of Styleplus Clothes, announces the placing of his account with St. Georges & Keyes, Inc., Baltimore branch. This also includes the Styleplus Factory associates with stores in Washington, D. C., Norfolk and Richmond, Va.

## Will Discuss Radio At College Conference

Radio and its relation to colleges will be discussed by three key web execs today in a special panel at the winter conference of the American College Public Relations Association, Eastern District, at the Hotel Biltmore.

Participants include Dr. Lyman Bryson, public affairs counsellor of CBS; A. A. Schechter, vice-president of MBS, and Sydney Eiges, NBC veepee. Joseph Beal, of the City College School of Business, will preside.

Representatives of more than 150 eastern colleges and universities are expected to attend.

## 1899—And 1948

Benay Venuta, whose new program starts on the Mutual network Jan. 24, spent a real "gay nineties" type of New Year's Eve—but in a business way. Just under the recording-ban deadline, she recorded for Mercury Records a six-sides album of old time songs popular among parlor and barber-shop quartets at the turn of the century.



## Mainly About Manhattan . . . !

● ● ● Program budgets due for even more slicing, with sponsors convinced that in radio the time slot's the thing. (For one thing, they point to Screen Guild which was always a top tenner when it was on at 10:00 p.m.—and then slid to nowhere when it was shifted a half hour later). . . Ford's Lincoln and Mercury accounts finally go to Kenyon & Eckhardt. (J. Walter Thompson resigned the account). . . Bing's on with Jolson again next week—the final payoff of old commitment to Kraft Music Hall. . . President of a large clothing chain, peeved at his commercial on N. Y. indies, penned his own with orders they be delivered crisp and punchy. Attaboy, prez! . . . WWRL may join the all-nite disc jockey parade with a platter show from a Bklyn nite spot emceed by Eddie Zeltner, Mirror columnist. . . Talk about heavy radio budgets, Columbus and Greenville R. R. splurges very big. Year's appropriation is ten bucks! . . . That big nite-time deal for Kate Smith is being held up pending Petrillo's action on transcribed and co-op shows after Jan. 31st. . . Henry Morgan will air his favorite gripe—lack of adequate housing for veterans—when he guests with Bea Wain and Andre Baruch this p.m. . . Irony Dep't: The Hooper chart showed that Superman was the highest ranking children's show on the air the day the program's sponsor dropped its option. . . Sammy Kaye wired from Boca Raton that things are so tough in Florida that most of the people there are wearing last year's diamonds.



● ● ● This is a free country so anybody has a right to like or dislike television, as they please, or anything else for that matter. Harry Hershfield's explanation of why he dislikes the junior medium, however, tops any we've yet heard. "I don't like television," the humorist was telling our boss the other p.m. "Howcum?" our boss wanted to know. "Well," well'd Harry, "I just hate double features!"



● ● ● **AROUND TOWN:** Du Mont Television in attempting to revive vaudeville on its tele net will call it "videoville." . . . Aside to Bob Novak: Thanx so much for those kind words, honeychile. Believe me, they really help in this brick-throwing racket. . . Jack Carter, who'll get his own air show, also being tested for film lead in "Call Me Mister." . . Art Ford was visited by Tommy Manville (no kidding) the other nite. Wonder if latter is planning a Mr. and Mrs. and Mrs. program. . . Celebs were invited to pose for pics to be sent overseas showing famous contributors to the Friendship Train. But the fotogs balked at using 300 lb. Noro Morales. He looked too well-fed. . . With food prices still zooming, the most frightening show on the air could easily be "Dinner Sanctum," sez Don Pallini. . . Ben Grauer, whose adventures as an NBC special events reporter-announcer-ee during the past 17 years would qualify him for the Rover Boys. Is profiled in a forthcoming issue of American mag. . . Monica Lewis on with Buddy Clark for Carnation Monday nite. . . When we penned that Gail and Harry Ingram were the only writer-director-husband-and-wife combo in the biz, we completely overlooked our pal Gil Braun, who with his wife, Ruth, turns out "The Avenger," "Adventures in Bibleland," "Horatio Alger's Journal" and "Keys to Adventure." How stupid can we get! . . . At Salvin's, a radio writer asked another, "What do you do about the movie rights to your radio plays?" "Nothing," answered the hack. "I can't even get the radio rights."



● ● ● **LUFF 'n Kixxxx Dep't:** Helen Hall's zingy commentary and interviews via Mutual (but not carried on WOR). . . John Loveton's "Mr. & Mrs. North"—tight scripting, deft direction. . . Judy Canova's tiptoperatic singing via the NBC waves Sat. nites. . . Bret Morrison's acting-singing on his "Song of the Stranger." . . Stan Kenton's Capitol platter of "I Told Ya I Loved Ya, Now Get Out." . . WOR's mystery-thriller, "Boston Blackie."

## CHICAGO

By NAT GREEN

"CHICAGO FORUM OF THE AIR," controversial public service feature on WJJD, returned to the air Sunday, January 4, after a four-month absence necessitated by the professional football broadcasts. Leo Schooler, director of radio for the Community Fund and a radio instructor at Roosevelt College, will be moderator of the new series.

Dorothy Shay, Park Avenue Hillbilly heard on the "Spotlight Revue" from WBBM, has been named the Woman of the Year in Radio in an AP poll conducted among editors of affiliated newspapers.

The annual Youth Awards given by WLS and Prairie Farmer to Indiana Rural Youth Groups comprised of graduates from 4-H, FFA and other younger agricultural organizations was made Tuesday when WLS carried its "Dinner Bell" broadcast from the Indiana Agricultural Conference at Purdue University, Lafayette, Ind.

WBBM's award-winning series, "Democracy, U. S. A.," has scheduled six programs for January and February dealing with national unity and social justice. Program is written by Skee Wolf and two negro writers, Richard Durham and Robert Lucas.

A variety program with Jim Ameche as skipper will be presented by WGN in co-operation with the Naval and Marine Air Reserve from 3:30 to 3:45 p.m., Saturdays, starting January 10. WGN also has a new listener participation show, "Jingle Jackpot," which made its bow Thursday (Jan. 8), 4:45-5 p.m., six days a week, with Tommy Bartlett as emcee.

Frank Sweeney, chief announcer at WJJD, has been transferred to the sales department.

## Renew Jewish Philosopher

The Jewish Philosopher, radio's longest running program, has been renewed for the eleventh consecutive year by the Carnation Company, through Erwin, Wasey & Co., Inc., and for the fourth consecutive year by the H. J. Heinz Company, through Joshua S. Epstein Co. The Jewish Philosopher appears twice daily, at 2 p.m. and 8:15 p.m., over station WEVD, New York. This program is produced and managed by C. I. Lutsky Enterprises, Inc.

## Citation

Ben Tucker's Hudson Bay Fur Co., sponsor of 16 weekly shows on WINS, has received a citation from the Jewish War Veterans (N. Y. Chapter) in behalf of his work on racial tolerance. Each of Tucker's programs contains a plea for inter-denominational understanding, etc. Commendation was made by Leo Price, State Commander, in behalf of the 285 JWV Posts.

# 6 Stations Sign For BMB Interim Report

(Continued from Page 1)

and reporting procedures used in the 46 nationwide study. Plan was set primarily for new stations and others which may have changed power, frequency or network affiliation since Study No. 1 in March, 1946. Findings of participating stations, who will share the cost of the measurement, will be published and distributed by mid-summer.

**Participating Stations Listed**  
Participating stations are as follows:

- WTFB, Troy, Ala.; WFSA, Fort Smith, Ark.; KROP, Brawley, Cal.; KREO, Indio, Cal.; KPBO, Riverside, Cal.; KSDJ, San Diego, Cal.; KIST, Santa Barbara, Cal.; WLF, Leesburg, Fla.; WGBA, Columbus, Ga.; WRBL, Columbus, Ga.; WSAC, Columbus, Ga.; WRGA, Rome, Ga.; WRLD, West Point, Ga.; KPFL, Moscow, Ida.; WJBC, Birmingham, Ill.
- WKIK, Evansville, Ind.; KCRG, Cedar Rapids, Ia.; KIOA, Des Moines, Ia.; WREN, Lawrence, Kan.; WCTT, Corbin, Ky.; WKIC, Hazard, Ky.; KLOU, Lake Charles, La.; WJAM, Lewiston, Me.; WTVL, Waterville, Me.; WHOB, Gardner, Mass.; WLAW, Lawrence, Mass.; WKMH, Dearborn, Mich.; WTC, New Brunswick, N. J.; WHEC, Rochester, N. Y.; WNDR, Syracuse, N. Y.; WNC, Durham, N. C.; WDUK, Durham, N. C.; WGTN, Kannapolis, N. C.; WFWO, Durham, N. C.; WLOE, Leesville, N. C.; WBCB, North Wilkesboro, N. C.; WBBX, Millersboro, O.; WMRN, Marion, O.; WDSF, Martinsburg, S. C.; WPAO, Chattanooga, Tenn.; WKRM, Columbia, Tenn.; WJMJ, Louisville, Tenn.; KATL, Houston, Tex.; WKEB, Jacksonville, Tex.; KTSA, San Antonio, Tex.; KRKO, Everett, Wash.; WSC, Pullman, Wash.; KVAN, Vancouver, Wash.; WJLS, Beckley, W. Va.; WKNA, Charleston, W. Va.; WPEM, Martinsburg, W. Va.; WOAY, Oak Hill, W. Va.; WDUZ, Green Bay, Wis.; KVRS, Rock Springs, Wyo.

## Promoted By Columbia Network



MEIGHAN



SEWARD



DEAN

Presenting three Columbia network executives whose promotions were announced this week by Frank Stanton, president of the web. Howard S. Meighan, formerly vice-president in charge of network-owned stations, has been named a general executive of the committee in charge of several major departments. James N. Seward, director of operations, becomes vice-president in charge of operations. S. R. Dean, assistant treasurer, has been promoted to treasurer.

## Radio Servicemen To Attend Clinic

(Continued from Page 1)

night at the Bellevue Stratford Hotel. Sponsored by the Radio Parts Industry Coordinating Committee, the confab is regarded as a guinea-pig operation, although it probably will be duplicated in other cities if it proves successful. Participating in the Committee are the Radio Manufacturers Association, Electronic Parts and Equipment Manufacturers, National Electronic Distributors Association and the Sales Managers Club.

In announcing the meeting, H. W. Clough, chairman of the Committee, said, "The radio industry has been so busy growing into the electronic age that we never have paid much attention to the repairman. Now with television rapidly becoming the most important element in commercial radio, we suddenly find the technician catapulted to top position in the entire industry."

Speakers will include Max F. Balcom, president of the RMA; Donald G. Fink, editor of Electronics, and W. L. Parkinson, chairman of the RMA Service Committee.

Two types of facsimile receivers will be in operation and on display during the sessions. One will be supplied by the Inquirer's WFIL and the other by the Bulletin's WCAU.

## "Half A Radio" Stressed

A new series of 2 x 3 inch ads are appearing in the San Antonio Evening News showing half a radio. The remainder of the ad carries the message that "that's a radio without FM. Ask your dealer to show you the receiver that will bring in ALL San Antonio stations, a combination FM-AM Radio." The remainder of the ad is devoted to the station's call letters KYFM and the dial and channel setting.

## Salute To USO Shows Over NBC Web Sunday

Group of radio and screen stars will be featured on a special half-hour NBC broadcast Jan. 11, 4:30 p.m., EST, bidding farewell to USO-Camp Shows and saluting the succeeding Veterans Hospital Camp Shows, Inc., which will be founded the same day. Personalities for the program include Jack Benny, Al Jolson, Bob Hope, Eddie Cantor, Douglas Fairbanks, Jr., Marlene Dietrich and Dinah Shore, latter broadcasting from Cedars of Lebanon Hospital, Los Angeles, where she gave birth to a baby a few days ago.

Veterans Hospital Camp Shows is sponsored by 23 different groups in the entertainment industry, including the four major networks and NAB. It will continue carrying entertainment to disabled veterans where the USO leaves off.

## New Series 'Here's To Vets' Being Released In Feb.

Washington—The seventh in a series of 13 quarter-hour "Here's To Veterans" transcriptions have been recorded by the Veterans Administration and will be available to radio stations late in February, for use in March, April and May, it was announced yesterday. The transcriptions will consist of capsule versions of well-known net programs. The new list includes the following programs: "The Eddie Howard Show"; "Club Fifteen"; "My Friend Irma"; "Music America Loves Best"; "Spike Jones Spotlight Review"; "Highways in Melody"; "The Dick Haymes Show"; "The Al Jolson Show"; "Sammy Kaye Serenade"; "Abe Burrows"; "Jimmy Durante"; "The Bill Goodwin Show"; "Bob Hope."

The six series, now being aired, is aired by 1288 AM and FM stations.

## George Allen Named To Succeed Benton

(Continued from Page 1)

Marshall, will thus assume overall supervision of the Voice of America as well as other portions of the program.

The 44-year-old diplomat has been in government service since 1930.

The post to which he will be named has been vacant since Benton left in September after more than two years spent struggling to sell Congress on the idea of a permanent service.

CBS Chairman William S. Paley was one of those most carefully considered for the post before it was decided that Allen be appointed.

## Ford Radio Party

Monica Lewis and Larry Douglas will have the leading roles when "Ford Theater" presents the musical "Girl Crazy" over NBC Jan. 18 at 5 p.m., EST. Ford dealers and their friends will be invited to witness the broadcast from Studio 8-H in the RCA Building.

## Hayes Named To CYO Board

Arthur Hull Hayes, general manager of WCBS, has been elected to the board of directors of the Catholic Youth Organization of New York.

## National Spot Campaign Set For Spaghetti Products

Intensive spot announcement campaign is being readied for American Home Products Corp. to break in 48 markets on Feb. 2. Sponsor, maker of "Chef-Boy-Ar-Dee" products, will use one-minute ETs to advertise its cardboard packages and tins of spaghetti dinner.

Young & Rubicam is the agency handling the account. Campaign will run for 10 weeks and will involve up to 35 spot announcements per week on each station. American Home Products has used radio before but it's a new account for Y&R.

## Piano Series On WOR

Winter & Co., piano manufacturer, will sponsor a Sunday quarter-hour keyboard renditions over WOR starting Jan. 11 at 12:45 p.m. Milton Stettenberg, pianist who has made over 5,000 broadcasts during his 24 years in radio, will be featured in the series. Contract for Winter & Co. is placed by Al Paul Lefton agency.

## Claudia Pinza On WCBS

Claudia Pinza, soprano engaged this season for the Metropolitan Opera Company, and daughter of Ezio Pinza, leading basso at the "Met," will be heard tomorrow on WCBS, when she appears as guest of Margaret Arlen at 8:30 a.m.

**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 Affiliate**  
1280 kc  
5000 Watts

**JOHN BLAIR & CO.—Representative**

## PROMOTION

### Penny Parade

A number of weeks ago, a drive known as "The Penny Parade" was inaugurated by WJPA, Washington, Pa. The purpose of the "parade" was to collect one penny from each of WJPA's vast radio family. The fund, in turn, was to be used for three parties, Hallowe'en, Thanksgiving and Christmas, for 61 kiddies at the Washington County Children's Home.

It wasn't long until the pennies began to roll in from homes, schools, factories and business firms. The fund finally grew to \$687.15. People were so much behind this drive that pennies still rolled in to the station after the drive was closed.

### "Shopping" Folder

A four-page promotion folder on WCBS' "The Missus Goes A Shopping" has been mailed by the station to all agencies and advertisers. Folder is illustrated with eight pictures of the program's emcee John Reed King conducting the audience participation show. Printed material cites the fact that approximately 300,000 families in the New York area hear the program daily.

### Stork News

Robert Saudek, vice-president in charge of public affairs for ABC, and his wife are the parents of a girl, five pounds 14 ounces, born in Lawrence Hospital, Bronxville, N. Y., Jan. 7. Saudek's have three other children, all boys.

The World Wants PEACE

You'll Want for your Programs

## "PEACE OF MIND"

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

## BALLERINA

Jefferson Music Co., Inc.

1948's First Novelty Smash!

THE  
SECRETARY  
SONG  
(Bidibi Bot Bot)

LEO FEINSTEIN, INC.  
1619 Broadway, New York 19, N. Y.

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● Miller Music is going all out on a revival of the oldie, "You Were Meant For Me," written back in 1929 by Herb Nacio Brown and Arthur Freed. . . . ditty is themed in the forthcoming 20th Century-Fox musical of the same name. . . . ● Three days after Tower Records released the platter, there were orders totaling 50,000 platters for "Gin Rummy Polka," written by Gladys Shelley, Marvin Kahn and Maurice Hartmann and published by Rytvoc. . . . ● Johnny Desmond has been signed for the new "Teen Timers" series which will be heard MBSaturdays starting Feb. 14. . . . packaged by Buchanan and produced by Nat Strom. . . . ● Song-writer Doris Fisher (Mrs. Charles Gershenson) is awaiting Sir Stork at her home in Detroit. . . . ● Baritone Warde Donovan has been signed for a featured role in the forthcoming Shubert Musical "Romance," slated for a Broadway opening in March. . . . ● Mel Richmond, Melody Lane song-plugger and pretty Reggie King harmonized an "I Do-it" last week. . . .

★ ★ ★

● ● ● Yellen & Fain have added another fine ditty to their new catalogue, "Never Make Eyes" (at the gals with the guys who are bigger than you.) Henry Topper is firm's professional manager. . . . ● That clever novelty ditty, "What Did He Say?" (based on the new Dick Tracy comic strip character "Mumbles," has been published by Advanced Music. . . . written by Charlie Grean and Cy Coben. . . . ● Choice Music kicks off with "Slap 'Er Down Agin' Paw," written by Polly Arnold, Alice Cornett and Eddie Ascherman. . . . ● Don Pallini opines that Mr. Allen's new series for Ford Motors might well be captioned, "There's A Fred In Your Future." . . . ● WNBT's new Saturday series (5-6 p.m.) "Puppet Playhouse," is easily one of the better of current television programs. . . . features clever manipulation by Frank Paris of his puppets, Howdy-Doody and Bob Smith's breezy emceeing. . . . ● The fire which destroyed over 800 master recordings last week proved disastrous indeed to hundreds of song-writers, music publishers and artists. . . . however, the ONLY recording saved was a waxing by Patsy Garrett of a ditty titled "Bowling Alley Polka," (official song of the American Bowling Congress) recorded for Continental Records and written by Tedd (WHN Disk Jockey) Lawrence and Lenny Herman and published by Top Music.

★ ★ ★

● ● ● Peter (Deep Purple) DeRose has written "Song of the Stranger" which will be used as a theme song for the MBSeries of the same name. . . . ● Mel Stepper Melodies has a new rhythmic number titled "Baby, That's Me Without You," written by Al Maister and Mel Stepper. . . . ● Johnny Kane, heard nightly via WOV from various bistros in Gotham, will make with platter-chatter from The Sacred Cow starting Jan. 16. . . . ● Bill Dunn succeeds Chick Lind as musical director at WKBN, Youngstown, Ohio with Chick taking over as Director of Music for WRSR Cleveland. . . . Chick will also WRSRspin records. . . . ● Maestro Buddy Johnson has opened his own publishing outfit, Sophisticate Music Co., initial ditties being two originals, "You Can't Tell Who's Lovin' Who" and "Serves Me Right." . . . ● Bob Holley (title page artist) authored a timely and well-written article in this month's Music Dealer mag.

★ ★ ★

● ● ● ON AND OFF THE RECORD:—Last Dec. 30, while in Mexico, Irving Berlin composed a new song titled "Acapulco," . . . he phoned Jack Kapp in Hollywood, sang it and the Decca Prexy phoned New York to wax the number. . . . Dec. 31, Dewey Bergman arranged it for Lombardo who cut the record at 10 that nite, beating the Petrillo ban by two hours. . . . ● John C. Marden, who started 11 years ago as a salesman, has been made vee pee and General Sales Manager of RCA Distributing Corp. . . . ● Republic Records got in under the wire with its waxing by Bill Harrington of his much-requested theme song "Looking For A Dream." . . . Bill's MBSerenades are coast-to-coasted six days a week. . . . ● Gilbert Mack and Irene (The Singing Lady) Wicker have recorded a series of Kiddie Albums for Golden Records. . . . produced by Mendi Brown. . . . ● Frankie Carle's newest Columbia, pairing "My Promise To You" with "Tell Me A Story," easy to listen and dance to.

WNBT

Scope



ON THE AIR AT CHANNEL 4 . . .

FRIDAY, JANUARY 9

1:00—Home Service Club—Tex & Jinx (Swift & Co.)

1:30—NBC Television Newsreel  
7:45—News

8:00—Sports Film (U. S. Rubber)

8:16—"The World In Your Home" (RCA)

8:37—Cavalcade of Sports—St. Nicholas Arena—Boxing

10:00—Feature—Olle Tandberg vs. Joey Maxim (Gillette)

WEEKEND HIGHLIGHTS

Puppet Television Theatre—5:00, Saturday

Zoo Program from Philadelphia—3:00, Sunday

Author Meets the Critics—"Battle for the Hemisphere"—8:00, Sunday

American National Theatre and Academy—NBC play "Out of Time" starring Peter Cookson and Mary Alice Moore—8:40, Sunday

TODAY'S STORY . . .

Noel Jordan is a pleasant young man who, like many others on the staff, obtained the experience he brings to his job by being with NBC since 1937, (excluding three years of experience in the Army).

Jordan directs field operations, which means he's kept pretty busy handling remote pickups. But he's found time to knock out a play. It will be presented in the ANTA-NBC series this Sunday. Everybody likes this practical recognition of his varied abilities. And Jordan, of course, hopes everybody will like his one-act fantasy, "Out of Time."

SECOND SCANNING . . .

Graciously observing that the kiddie program, Puppet Television Theatre (Saturdays, 5:00 pm), is "the type of show that could be responsible for the sale of a lot of sets," Variety also says it "can almost be guaranteed to pin down the squirmiest of the brood."

NBC  
Television

A Service of Radio Corporation of America

# TELEVISION DAILY

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## D.C.A.A. AND INDUSTRY DISCUSS USE OF TELE

### TELE TOPICS

By JIM OWENS  
Associate Editor

DICK HOOPER will head NBC Television's ad and promotion activities starting next week, we hear. He's been with RCA in Camden and supervised that deep tele junket to Europe last summer. . . . U. S. Rubber Co., in line with its policy of emphasizing special events and films in tele this year, will pick up the tab on the National Sportsmen's show at Grand Central Palace and films of the Winter Olympics, both over WCBS-TV. . . . Pantages Theater in Hollywood will present KTLA's pickup of the Santa Anita Handicap tomorrow, via specially installed large screen.

JACK POPPELE, TBA prexy, presents TD with one of its prettier bouquets: "Television passed a new milestone when Television Daily made its debut through the pages of your 'Radio Daily.' It is apparent that the increasing news of television will find a daily expression through your journal. My best wishes for a successful reception." And a low bow to you, Jack, for your tremendous contributions to this surging new industry. . . . Irving Jaffee, the former ice-skate great, will describe the Silver Skates for video viewers. . . . First audience survey by WTMJ (Milwaukee) reports just under 1,000 sets already in the area. . . . Bernie London, CBS tele sports chief, and Lester Scott, Madison Square Garden's basketball drumbeater, huddling on a deal which will make or break tele. They're planning a five-minute hoop "contest" between basketball writers and the television-radio spikers to be sandwiched in between a coming twin bill at the Garden.

TELE-SCOPE—ABC's film of Sugar Bowl game (New Orleans) New Year's Day, between Texas and Alabama, a classic example of recording top-flight sports events for use on television, and one which may well set a pattern for this type of programming. Film, which runs 12-minutes and includes highlights of the Bowl contest, employed a close-up semi slow-motion technique, thereby catching every action with almost on-the-field clarity. Over-all production topped newsreel versions of the various bowl games, with something to spare.

### New Price Cut

Syracuse—Further list price reductions on tele sets, ranging up to 30 per cent, were announced here yesterday by General Electric Company. Lowered prices, which follow a similar earlier announcement, will involve current models turned out at the Electronics Park plant. In the tele line, greatest reduction comes in the large screen receiver, amounting to \$150.

### Philco Adds Another—Denies WPTZ Sale

Philadelphia — Philco Corporation denied new reports yesterday that WPTZ had been sold to Westinghouse Radio Stations, and at the same time announced the filing of an application for a station in Allentown, Pa. Rumors that Westinghouse was negotiating for the purchase of WPTZ have been recurring in the trade for recent weeks, but were discounted by spokesmen of both companies. New Allentown station would involve expenditure of \$190,000, plus yearly operating costs of \$96,000. Philco plans to install microwave relay equipment and beam WPTZ programs to the Allentown outlet, in addition to pickups from the Lehigh Valley city in exchange.

### CBC Mulls Television; Three Apply To FCC, Cautious In Planning Two More CP's OK'd

Montreal — Canadian Broadcasting Corporation is putting a great deal of time into the study of television possibilities in Canada, and while technical problems are said to be under control, the starting signal will have to come from a "high policy level," it was reported here yesterday. A. B. Dunton, CBC director, confirmed this with the comment, "the whole future of television in Canada is under study at the moment."

As outlined by J. Alphonse Ouimet, assistant chief engineer of CBC, the decision as to when the starting date should be is yet to come. "We don't want to have television just for the sake of having television," he said, adding, "What we want is a service."

### Coast Oil Co. Buys 10-Wk. Sked On KTLA

Union Oil Company of California, through Foote, Cone and Belding, has signed for a 10-week schedule of telecasts from the Santa Anita race track over KTLA, Paramount station in Hollywood.

Pickups involve feature events at Santa Anita to be aired weekly, each running approximately 15 minutes. Arnold Maguire represented FC&B in the deal.

### Press-Time Paragraphs

#### McPartlin To Represent NBC Tele

Chicago—Appointment of John McPartlin as NBC national spot sales television representative in Chicago was announced by Oliver Morton, manager of the NBC Central division national spot sales staff yesterday. McPartlin will represent NBC television stations WNBW, W'NBW and W'RGB, and will continue as national spot salesman.

#### WCAU-TV in Practice Session

"Town Meeting" for radio technicians, opening in Philadelphia Sunday and designed as an industry self-help measure to stabilize radio and tele servicing, will be televised by WCAU-TV, Bulletin-owned station. Sessions will be held at the Bellevue-Stratford Hotel.

### College Sportsmen Show Interest In Video

First evidence of uniform interest in the effect of television on college sports activities was manifested yesterday at the National Collegiate Athletic Association meetings, holding forth this week at the New Yorker Hotel. Local video broadcasters participated in a special meeting called by a public relations committee of NCAA to discuss the medium's place in the future of their respective universities, and just how they could provide for tele's requirements when service was available in their home cities.

Approximately 50 schools were represented at the confab, which is part of an annual five-day meet.

Uppermost in the minds of college execs is whether they should include both tele and radio rights when dealing with sponsors and broadcasters, i. e., in a "package," or separately. Tele men are said to have pointed out that such an arrangement would be difficult, since video planning is totally unlike that for radio, and as such, should be considered separately. NCAA officials also evidenced considerable interest in the physical setup of tele operations from school stadia and arenas, and what costs may be involved during the next year.

Most significant reaction from industry reps was that the matter was brought up at all at the NCAA meet, and considered it to be a strong indication of television's role in future college sports.

### Video Stations Will Get "March Of Dimes" Films

National Foundation for Infantile Paralysis' "March of Dimes" will enlist the aid of television stations throughout the U. S. on an extensive basis for the first time during its annual drive, January 15th to 30th.

Foundation will make specially 16 and 35mm documentary films available without cost to video outlets.

### Bittersweet

Cincinnati — Red Thornburgh, sports director of W8XCT, Crosley video outlet here, drew the heaviest mail to date on the station this week with his "Who Am I?", a video audition participation segment. Monday's program, which asks set owners to identify names of well-known persons, also completely tied up two local phone exchanges and drew a complaint from Bell Telephone.

COAST-TO-COAST

—ALABAMA—

MONTGOMERY—Owens Alexander, WSFA staff announcer, has left to join W. A. Dowling, Jr., at WOOF, new radio station in Dothan. . . . WAPX has signed Grimes Motor Company to sponsor a 15-minute, daily ayem singing program featuring Bernice Kreisman, former vocalist with Vincent Lopez's orchestra. Show will be titled "Songs of Bernice." . . . BIRMINGHAM—Lionel F. Baxter, WAPI manager of operations, was honored by His Holiness Pope Pius XII when the latter conferred upon him the "signal Pontifical honor and medal of Knight of the Order of St. Gregory." As a Knight of St. Gregory, which ranks third in Papal honors of knighthood according to importance and dignity, Baxter will have the privilege of wearing the sword, the medal on the left breast, the badge and ribbon of the order and the official uniform.

—CONNECTICUT—

HARTFORD—The editor of the Hartford Courant, Herbert Brucker, who went on a month-long European tour with other editors as guests of the Army, recently made a radio report on his journey when he guested on WDRG's Headliner's Club. Handling the interview was Jack Zaiman, president of the club and also a member of the Courant's staff. . . . NEW HAVEN—New WAVZ program is "Hi Neighbor," which features interviews with foreign students now at Yale University. Students are queried on their customs, and homelands, and through the interviews, the audience is given a neighborly introduction to the people of their land. The show's producer is Nancy Cabot Heyer.

—NEW YORK—

SYRACUSE—As a special service to winter sports enthusiasts, WSYR is broadcasting latest information on skiing conditions at popular resorts each Friday and Saturday morning during its daily specialty show "Travel Time," which features travel hints woven in with appropriate music by Timkeeper, Frank Hennessy. . . . WFBL-FM is currently airing a twice weekly "Musical Bee" series with cash awards to listeners for naming correct tune titles. Program's emcee is Bill Thorpe.

—PENNSYLVANIA—

PHILADELPHIA—New Year's Day in this city was highlighted by the WPTZ telecast of the annual Mummers Parade. Feature of the show was a group of sidewalk interviews with outstanding Philadelphia personalities, including Mayor Bernard Samuel and other prominent citizens who have watched the Mummers in their annual frolic for many years. Sponsoring this year's telecast of the parade was N. Snel'enburg & Co., leading a local department store. . . . Barbara Wagner and John Betylon, winners of the Henry Gordon Thunder scholarship contest, sponsored by the Choral Society of Philadelphia and KYW, received their prizes at the 51st annual presentation of "The Messiah" at Philadelphia's Academy of Music last week.

NETWORK SONG FAVORITES

The top 31 songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically and as a group represent those with the largest radio audiences, as tabulated by the Office of Research, Inc., Dr. John G. Peatman, Director.

Survey Week of December 26, '47-January 1, '48

Table with 2 columns: TITLE and PUBLISHER. Lists 31 songs and their publishers.

Second Group

Table with 2 columns: Song Title and Publisher. Lists 15 songs and their publishers.

Copyright, 1948, Office of Research, Inc.

BEHIND THE MIKE

By SID WEISS

MILTON CROSS, veteran ABC announcer, started another assignment last Sunday when the "Metropolitan Opera Auditions of the Air" returned to ABC. Cross, who has handled the Metropolitan Opera broadcasts since their inception, formerly was identified with the Auditions when they were last heard. The new series, presented on Sundays from 4:30 to 5 p.m., EST, is sponsored by Farnsworth Television & Radio Corporation.

Noro Morales' description of a radio thrush: A gal whose voice carries a torch instead of a tune.

With the nets clamoring for documentaries and educational shows, the column's tip is to grab Ted Green's "Operation Washington," which sugar-coats education and government info with exciting drama.

Jack Lloyd stepped on the other side of the mike Jan. 1, when he directed a special Christmas drama, "A Child Shall Lead Them," starring Alan Baxter at WMCA.

Kasper-Gordon has completed 40 programs in their "Spice of Life" series—one of their best.

It's a girl (Andrea Wright) at the Ogden Miles. Pop is the radio thesp.

Overheard at Oetjen's: Radio killed vaudeville. Now they hope that vaudeville will kill television.

Gets KMOX Promotion

Frank Doyle, feature announcer at KWK, St. Louis, for the past three years, has been named special events director of KMOX, CBS-owned and operated station in St. Louis. J. Souldard Johnson, assistant manager at KMOX, has announced.

Send Birthday Greetings To—

Table listing names and dates for birthday greetings.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 7

NEW YORK, MONDAY, JANUARY 12, 1948

TEN CENTS

## 'CLEAN HOUSE,' BALCOM ADVISES REPAIRMEN

### Tele Station Applications Hit All-Time High

#### All Stations Sought In Record Filing With FCC

Washington Bureau, **RADIO DAILY**  
Washington—The television "bandwagon" speeded up at the weekend, with eleven more applicants climbing aboard—the largest group for many months. Not since the rush following the end of the war, have television applications poured into the FCC at such a rapid rate. Only a few months ago, television ap-

(Continued on Page 7)

#### Heavy FCC Filing In All Categories

More than 600,000 station and operator licenses and other radio authorizations were outstanding at the start of 1948, according to a year-end tabulation by the FCC. This is an increase of some 8,600 stations and 54,000 operators since June 30, 1947.

Broadcast stations totaled more than 3,800, having added nearly 300

(Continued on Page 6)

#### Carl Burkland Promoted To CBS Radio Sales Post

Carl J. Burkland, general manager since 1942 of CBS-owned WTOP, Washington, has been appointed general sales manager of radio sales, the radio stations representative of CBS. It is announced by J. L. Van Volken-

(Continued on Page 6)

#### Justin Miller 1st Witness

Washington—NAB President Justin Miller will be the lead-off witness as the House Labor Committee opens its all-industry hearing on problems created by the AFM and its president, James C. Potillo, tomorrow. Potillo has assured Chairman Fred Hartley he will be on hand when needed—with the date tentatively set for one week from today.

Scheduled to testify after Miller—who is expected to take all of the Tuesday session—is Bond Geddos, executive vice-president and general manager of the Radio Manufacturers Association.

#### Explosion Damages Montreal Stations

Montreal—A terrific explosion in the heart of uptown Montreal, Thursday afternoon, ripped open the Kings Hall building wherein is located radio headquarters for Marconi stations CFCF and CBM and also CBF of the Canadian Broadcasting Corporation. At 4:00 p.m. the building was ordered evacuated and within six minutes CFCF had resumed its normal broadcasting schedule from its facilities maintained in the Mount Royal Hotel.

#### Menser's New Station Will Debut On Jan. 15

Clarence L. Menser, former vice-president in charge of programs at NBC, will launch his new 250-watt AM station at Lake Worth, Fla., on Jan. 15. This station—bearing the call letters WEAT—will serve the Lake and Palm Beach areas. It will operate on unlimited time on 1490 kcs. and will be affiliated with NBC. Addition of this station makes a total of 168 on the NBC web.

#### March Of Dimes Drive Seeks Radio Support

Radio division of the National Foundation for Infantile Paralysis has begun distribution to stations throughout the country of transcribed spots and programs as well as a kit of live spots plugging the 1948 March of Dimes campaign which gets under way Jan. 15.

Produced under supervision of Howard J. London, radio director of the Foundation, ET's include six five-minute shows with Hoagy Carmich-

(Continued on Page 6)

#### WOR Gross For '47 High; New Year Prospects Good

WOR's gross income from local sales in 1947—official figure is a closely guarded secret—seems likely to have hit a new all time high, judging from certain trends which turned up during the year, and the station is optimistic for an even bigger year in 1948. In the way of increased billings, WOR local news periods were

(Continued on Page 2)

#### Most Are Honest, RMA President Tells Confab

Philadelphia—Praising the work of most radio set technicians, RMA President Max F. Balcom yesterday warned, however, that there are enough reported instances of "exorbitant charges and inexcusably poor workmanship" to make it "essential" that the industry clean its own house. Speaking before

(Continued on Page 8)

#### Radio Experts Heard At Collegiate Confab

College publicity workers were urged Friday to acquaint themselves with all phases of network and indie operation in order to provide stations with material suitable for broadcasting. Advice was offered by three leading web execs at the winter conference of the American College Public Relations Association, Eastern District, at the Hotel Biltmore.

Speakers were Dr. Lyman Bryson,

(Continued on Page 2)

#### RMA Reports Heavy Sale Of Transmitter Equipment

Sales of transmitter equipment by RMA members totalled more than \$97,000,000, the majority of which was U. S. Government business, during the first half of 1947, the association reported Friday. Manufacturers

(Continued on Page 8)

### RMA Meet To Talk Promotion With Emphasis On FM, Tele

Chicago—Industry promotion in 1948, especially of television and FM, and many other projects will be considered at the three-day RMA mid-winter conference at the Stevens Hotel, Chicago, on Jan. 20-22. More than 100 industry leaders are expected to attend the series of meetings, which will include those of the board of directors, the various division executive

committees, and several sections and committees.

President Max F. Balcom will preside at a meeting of the board of directors on Thursday, Jan. 22, which will receive many recommendations for industry projects to be drafted at prior meetings of all five RMA divisions, executive committees and major standing committees.

#### Opening Broadcast

Basil O'Connor, President of the National Foundation for Infantile Paralysis, will officially open the 1948 March of Dimes campaign over Mutual, Wednesday, 11:15-11:30 p.m., (EST). Mr. O'Connor will broadcast from WGN, Chicago. In this, his first address during the drive, he will speak on "America's Fight Against Infantile Paralysis."

#### Ridin' Airwaves

Gene Autry, screen and radio cowboy singer, has become 50 per cent owner in a company seeking a radio station in Santa Monica, Calif. According to an application on file with the FCC, Autry is half-owner of KOWL, Inc., which has applied for a new radio station. Co-owner with Autry is Arthur H. Croghan, listed as president, treasurer and director of the outlet.

**RADIO DAILY**



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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**WEST COAST OFFICES**

Reah Wilk, Manager  
6425 Hollywood Blvd., Phone: Granite 6607  
**WASHINGTON BUREAU**  
Andrew H. Older, Chief Manning Clagett  
6417 Dahlgren Rd. 2122 Decatur Pl., NW  
Phone: Wisconsin 327 Phone: Hobart 7627  
**CHICAGO BUREAU**  
Nat Green  
1417 Ashland Bldg., 155 N. Clark St.  
Phone: State 2332

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

**FINANCIAL**

(Jan. 9)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Admiral Corp. ....	8	8	8	— 1/4
Am. Tel. & Tel. ....	152 3/4	152 1/4	152 1/4	— 1/2
CBS A .....	24 1/2	24 1/2	24 3/4	+ 1/4
Farnsworth T. & R. ....	7 1/2	7 1/2	7 1/2	— 1/4
Gen. Electric .....	35 1/2	35 1/2	35 3/4	+ 1/4
Philco .....	33	32 1/4	32 1/4	— 1/2
Philco pfd. ....	88	88	88	+ 1/2
RCA Common .....	9 1/2	9 1/2	9 1/2	— 1/4
RCA First pfd. ....	68 1/2	68 1/4	68 1/4	— 1/4
Stewart-Warner .....	14 1/2	14 1/4	14 1/4	— 1/4
Westinghouse .....	29 1/2	29 1/2	29 1/2	— 1/4
Westinghouse pfd. ....	93	92	92	— 1/4
Zenith Radio .....	21 1/2	21 1/2	21 1/2	+ 1/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp. ....	16	15 1/4	16	+ 1/2
Nat. Union Radio. ....	3 1/4	3 1/2	3 1/4	+ 1/8

**OVER THE COUNTER**

DuMont Lab. ....		9 1/4	10	
Stromberg-Carlson .....		11 1/4	12 1/2	

**Wedding Bells**

Miss Vivian Fox, radio actress, was married to Jack Farren, actor and WNYC news editor, on Sunday, Jan. 11. Ceremony was held at the Waldorf-Astoria Hotel.

**10 YEARS AGO TODAY**

(From the files of Radio Daily)

CBS prexy Bill Paley announced formation of an Adult Education Board to furnish guidance for a projected series of evening educational shows. . . . AFRA increased initiation fees from \$10 to \$25 for artists earning 10 G's or less and from \$25 to \$50 for those making more than \$10,000. . . . "The Lone Ranger" was released as an ET series. . . . "You Started Something" (E. B. Marks and Co.) joined the list of top network tunes.

**WOR Cross For '47 High; New Year Prospects Good**

(Continued from Page 1)

sold out across the board while at the same time the number of newscasts per day were increased during the year. Station currently broadcasts more news in regular periods than ever before.

Another source of additional revenue in '47 was the sale of early morning and late nighttime programs such as Jack Lescoulie's record show from 2-5:45 a.m. and "Monaghan's Morning Watch" from 6:35-7 a.m. WOR had a total of 311 sponsors at the turn of the year with food companies spending the most, followed close behind by drugs.

The three top agencies placing accounts with WOR during the year, in order of their billings, were BBD&O, Duane Jones and Dancer. Fitzgerald-Sample. Others followed in this order: Biow Co., Young & Rubicam, Benton & Bowles, Platt Forbes, Arthur Rosenberg, Neff Rogow, and Roche, Williams & Cleary.

Check up on the ad copy used by advertisers on WOR in 1947 shows a gradual change from semi-institutional advertising to more hard hitting commercials aimed at selling products in addition to the firm's good will.

**Dorothy Lewis Commended By Resolution Of Judges**

Commending Dorothy Lewis, head of listener activities of NAB, for the efficient manner in which her office handled the details of the National Radio Week Letter contest, the judges of the contest last week adopted a resolution honoring Mrs. Lewis. The text of the resolution follows:

"WHEREAS Dorothy Lewis has been an inspiration to all women interested in radio;

"AND WHEREAS she has been a great influence for greater public service in this vastly important new medium;

"THEREFORE, we the judges of the National Radio Week Letter Contest, sponsored by the Association of Women Broadcasters, do hereby resolve:

"THAT Dorothy Lewis be suitably honored for all she has done for radio and for the public, and that we express it as our most fervent wish that her outstanding service may continue throughout the years, and serve as an example for all public spirited citizens working in the interests of better and fuller understanding of a mass media."

**Courtney Returns to N. Y. As Disc Jockey On WNEW**

Former disc jockey Alan Courtney returns to New York radio today as emcee of a new variety show on WNEW from noon to 12:30 across-the-board. Program will feature a different femme vocalist daily for the first two weeks, with the best of the group to be signed as the show's regular singer. Roy Ross and his ork supply the music.

**Radio Experts Speakers At Collegiate Confab**

(Continued from Page 1)

CBS counsellor on public affairs; Sydney Eiges, vice-president in charge of press of NBC, and Jack Paige, special events director of MBS. Chairman of the session was Joseph Beal, of the City College School of Business.

Keynote of the discussion was sounded by Beal, who said colleges are unable to prepare copy "good enough" for airing, because of ignorance of radio techniques. Colleges deserve "a sound spanking" for their apathy towards radio, he added.

Bryson advised the meeting not to "jazz up" educational programs in an effort to obtain popular acceptance, but to try to reach instead the greatest number of listeners for a particular type of show. He also admonished the group to prepare material that is different and exciting and at the same time suitable for broadcasting. Radio men are "merchants of noise," he said, and every event that's put on the air must make its own distinct noise.

Colleges not in radio now, Eiges said, have missed the boat, but still have marvelous opportunities ahead in television. He said that schools not preparing for video are "way behind the times," and urged the publicists to "get in on the ground floor" and grow with the new industry.

Urging the assemblage to "evaluate what you have to offer in terms of what it will mean to the general public," Paige outlined the techniques and needs of special events production. Radio is entertainment, he added, and college special events must be entertaining and interesting to everyone.

**MacVane In UN Radio Unit Succeeding Wells Church**

John MacVane of NBC has been elected chairman of the standing committee of U. S. broadcasters at the United Nations. He succeeds Wells Church, news director for CBS.

Leslie Nichols of MBS was elected vice-chairman of the committee. Members of the committee consist of representatives of the four major networks and other independent stations assigned to the UN. Purpose of the group is to represent interests of American radio in dealings with the international organization.

**USMC To Thank WBNX On Special Show Jan. 15**

The U. S. Marine Corps will honor WBNX on Thursday, Jan. 15, at 7:45 p.m., with the presentation of a plaque in recognition of the station's distinguished contributions to Marine recruiting. The presentation will be made by Col. Raymond F. Crist, director of the 3rd Reserve District, and will be accepted on behalf of WBNX by William I. Moore, vice-president and general manager. The current Marine program "Leather-necks on Parade" celebrated its 41st weekly broadcast over WBNX last Saturday.



**Quitting time**

They've done a day's work . . . and they're going home. They'll eat. Then they'll listen to their radios. That picture was shot outside of one of the big middle west industrial plants . . . but we're using it as an example for Maryland.

We don't know what percentage of our listeners work with their hands or their heads. But we do know this:

In Baltimore, the country's 6th largest city, it is W-I-T-H that delivers more listeners per dollar-spent, than any station in town.

If Baltimore is in your plans for next year . . . now's the time to buy time on W-I-T-H!



**W-I-T-H**

AM and FM

**Baltimore 3, Maryland**

TOM TINSLEY, President  
Represented Nationally by Headley-Reed



## There's a lot more to it than this...

The man behind the pen is signing a contract for Spot Radio — one of the most profitable of all forms of advertising. But the signing of the contract means more than that — a lot more. It means that plenty of hard work has been done — somewhere, by some one.

Yes — there's a lot more to it than fountain pens — or contract forms, or sales charts, coverage maps and station lists.

There's training and experience, timing, associations, persistence — maybe even a little luck. But primarily . . . it's a simple matter of knowledge and hard work . . . 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



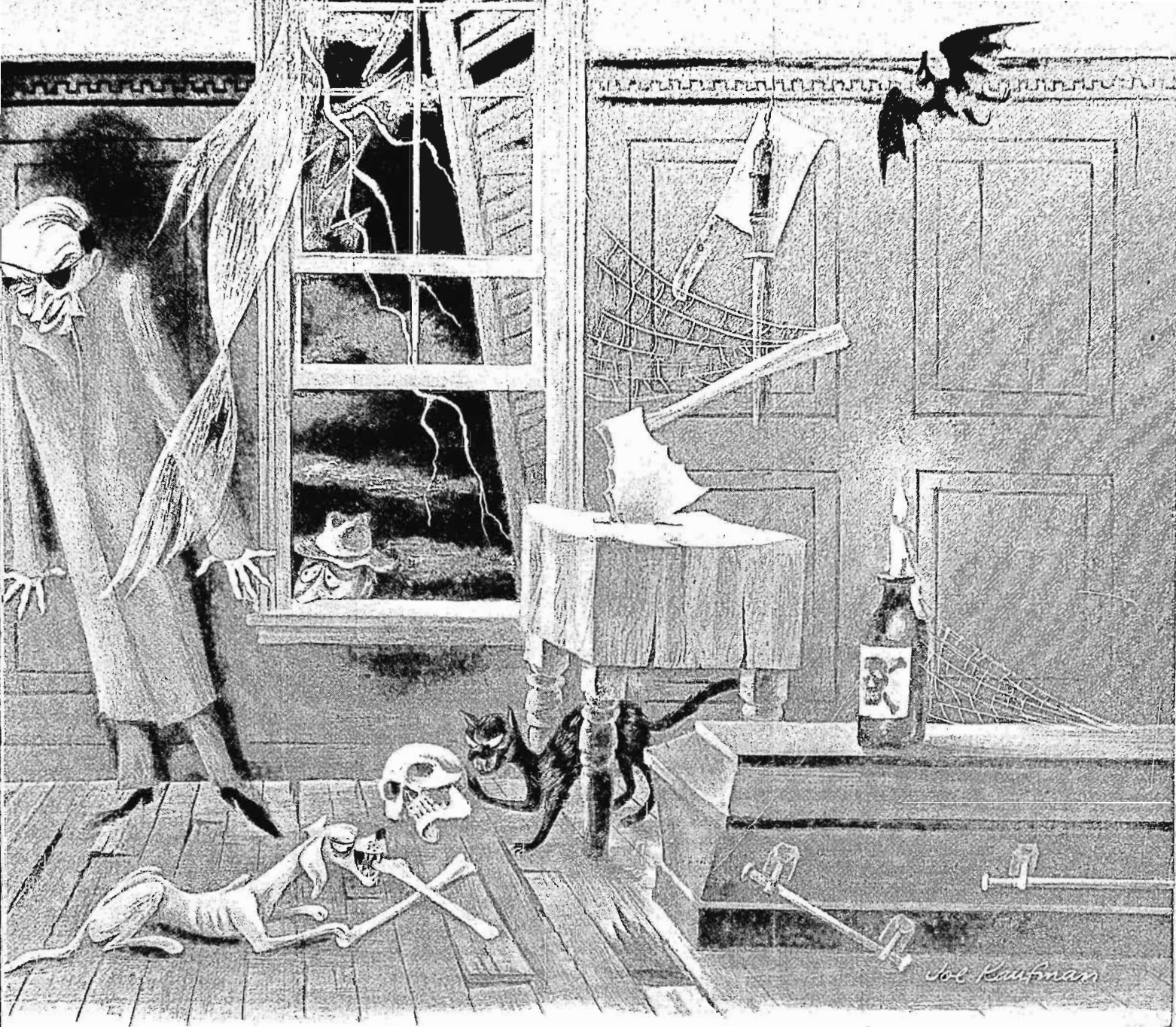
**STORY OF A MYSTERY THEATRE** ★ When the Mystery Theatre curtain first went up on NBC in September, 1943, it was on a radio version of Edgar Allan Poe's "The Tell-Tale Heart." It had been decided that the Mystery Theatre would feature classic midnight thrillers along with especially written chillers and adaptations of current short stories, novels and Broadway plays of the macabre.

There were endless archives of dark literature from which to choose. Conan Doyle, Mary Roberts Rinehart,

S. S. Van Dine and countless other top-notch writers have been at work for years skillfully tangling skeins of intrigue into fascinating tales that have held readers' interests long past many a witching hour.

An expert in eeriness was needed to select material and guide the series. That pointed the bony and taloned finger straight at Geoffrey Barnes. Sherlock Holmes himself scarcely possessed more varied knowledge than Barnes who had been an experimental chemist, occultist, psychologist, opera singer, criminal investigator, author

AMERICA'S NO. 1 NETWORK



f a book on voice culture, poet and radio actor. Hidden  
 way in his cyrie, somewhere at the stroke of midnight,  
 Barnes finds time to select stories for the Mystery Theatre.  
 On this Friday night program Barnes is portrayed in the  
 role of host and narrator by Bernard Lenrow, outstand-  
 ing young actor.

How to stage a mystery? Ransack the great literature  
 of past and present for the most baffling chillers ever  
 written. Dramatize them in the most outre fashion on the  
 powerful facilities of the NBC Network—(at an hour

when the children have been tucked into bed). Let them  
 stalk the airways in the company of other great shows  
 heard on NBC. Let the vast NBC audience shiver in  
 pleasurable concert. Let the curtain of the Mystery  
 Theatre with the message of the sponsor, Sterling Drug,  
 telling listeners how to shave—without horror. The re-  
 sult: Friday night becomes the eeriest night in the week  
 on NBC with a show that holds the breath of America for  
 thirty minutes while suspense and spine-tingling thrills  
 drift hauntingly from loud-speakers from coast to coast.



A service of Radio  
 Corporation of America

... the National Broadcasting Company

## March Of Dimes Drive Seeks Radio Support

(Continued from Page 1)

ael; quarter-hour programs featuring Eddy Howard, Percy Faith and Ginny Simms, and Gene Autry, and a 15-minute disc with talks by Basil O'Connor, Dana Andrews with the voice of FDR dubbed in. Dan Seymour announces.

A total of 30 one-minute spots also have been recorded by outstanding personalities including Bob Hope, Walter Winchell, Eddie Cantor, Vaughn Monroe, William Bendix, Gabriel Heatter, Morton Downey and Harold Stassen.

For disc jockeys, the Foundation has prepared a series featuring top recording artists which can be worked into the programming of each jock's show. Discs are cut so that jock may "interview" artists during the playing his records.

Climax of the radio drive will be a four-web pooled broadcast Jan. 30, with President Truman as main speaker. It is known that show will be an all-star affair, although artists and other details have not yet been set.

For foreign language stations, spots have been prepared in Spanish, German, Yiddish, Polish and Italian, with quarter-hour shows available on ET's in the latter three tongues.

## Carl Burkland Promoted To CBS Radio Sales Post

(Continued from Page 1)

burg, network director of station administration. Burkland succeeds Van Volkenburg who was promoted to his new post last week.

Columbia's new radio sales chief has been with CBS entirely during his 19 years in radio. From 1929-1931 he worked his way through the University of Minnesota as an announcer and salesman for WCCO, Minneapolis-St. Paul, and in 1938 became sales manager of the station. Burkland came to New York in 1941 as a member of CBS radio sales staff and took over the next year as general manager of WTOP in Washington.

## Named Manager Of KFBI

J. Wirth Sargent has been named general manager of KFBI, Wichita, Kansas, succeeding Robert K. Lindsley, who resigned to extend his interests in the oil business.

### Citation

The League of Composers yesterday presented a citation to WOR-Mutual on the occasion of the radio premiere of two works commissioned for the League's 25th anniversary. Presentation was made during the show by Marlon Bauer, secretary of the organization. Theodore Streibert, president of WOR and director of MBS, accepted the award. Sylvan Levin conducted the work for the show.



## California Commentary . . . !

• • • Mrs. Omar N. Bradley, whose husband is the Army's new Chief of Staff, is an enthusiastic radio and screen fan. Following a recent luncheon at the Beverly Hills Hotel, honoring General Bradley, she hurried to the lobby in quest of Groucho and Harpo Marx.

Hollywood whom she learned had attended the affair. She was eager to see how Groucho looked minus his "moustache" and Harpo his wig. . . .

• Benay Venuta wound up the old year by recording album for Mercury Records, and it is expected to be the only album of its kind on the market. She recorded six sides—"Rings On My Fingers," "Hello, My Baby," "When Frances Dances With Me," "Waltz Me Around Again Willie," "Come Josephine In My Flying Machine" and "On A Saturday Night"—all tunes that were hits around the turn of the century. . . .

• "Adventure For Sale," a dramatic radio show starring Michael O'Shea, is being offered for sale by Jack Rourke Productions. The show is directed by Joe Gratz. . . .

• Margaret Ettinger trekked to San Francisco to supervise the launching of the 1948 Atwater Kent Auditions for young, amateur vocalists between the ages of 19 and 29. There were so many applicants from the San Francisco area last year that Kent decided to conduct preliminary auditions in that area, to save them the trouble and expense of coming to Los Angeles. Theodore Uppman of Palo Alto was first place winner last year.



• • • While the holiday season is traditionally festive for most Americans, Tony Martin found that for him it meant just plain hard work. He was crowding every available hour seeking to build up a stockpile of recordings before the Petrillo ban became effective on Jan. 1. During the final day of recording he worked all day, before and after his new ABC show, putting on wax the songs he will sing in his newest starring film, "Casbah." Although Christmas Day was his birthday, he spent most of the holiday singing scores of songs for hospitalized veterans at the Birmingham Hospital as part of Eddie Cantor's "Give A Gift To A Yank Who Gave" campaign show and also participated in the Cantor broadcast that night.

## Heavy Commission Filing In Various Categories

(Continued from Page 1)

since the close of the last fiscal year. For non-broadcast stations, the figure exceeded 120,500, a gain of nearly 8,400 in the six-month period. Slightly more than 60 per cent of the non-broadcast stations were amateur; the remainder were safety, special and miscellaneous radio services.

Commercial radio operators numbered 341,000 as compared with 325,000 previously reported. Another thousand amateur operators were added, swelling their ranks to 81,000. Special aircraft radio operator authorizations more than doubled—approximately 62,000.

The FCC has announced a proposed decision looking toward the grant of the application of Missouri Broadcasting Corp., to change the operating assignment of station WIL, St. Louis, from 1230 kc., to 250 watts, unlimited, to 1430 kc., 5 kw., unlimited.

The application of Metropolitan Broadcasting Corp., for a new station at Belleville, Ill., to use frequency 1430 kc., with 1 kw., unlimited, day, was proposed to be denied.

## FCC Considering Revision Of Its "Low-Power" Rules

Washington Bureau, RADIO DAILY  
Washington — The FCC has announced that it has under consideration revision of its "low-power" rules with a view to prescribing considerably more stringent conditions governing the operation of equipment covered by those rules. This includes a wide variety of devices ranging from "phono-oscillators" to "wired-wireless" or "carrier-current" equipment which is used for "broadcast" purposes.

The announcement of the Commission was made in view of the apparently increasing general interest in the operation of such "low-power" equipment, and in order to "sound a note of caution" for present and prospective operators and manufacturers of devices intended to operate within such rules. It was stated that the extensive changes that will probably be required in order to prevent interference to authorized radio services may have the result of altering very substantially the conditions under which "low-power" equipment may continue to be operated.



ON THE AIR AT CHANNEL 4 . . .

MONDAY, JANUARY 12

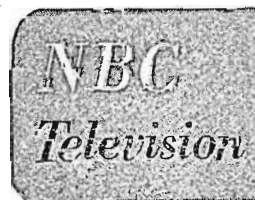
- 8:29—Film (Vick)
- 8:30—NBC Television News
- 8:40—Fire Film (C-O-Two Fire Extinguishing)
- 9:06—Cavalcade of Sports—Boxing at St. Nicholas Arena
- 10:00—Feature Bout—Gene Burton vs. Kid Gavilan (Gillette)

TODAY'S STORY . . .

The very day after NBC's full-page advertisement, "1948—Television's Year," ran in one large city, NBC was informed that television program listings would henceforth be carried as a daily service feature of the newspaper. Other papers please copy.

BACKWARD SCANNING . . .

In 1938, ten years ago, John Archer Carter (able advertising executive, then as now) made this observation about television: "The thing that moves in television is moving this very instant . . . television gives you a chance to prove the service you promise as no other medium does. In many cases you can actually demonstrate the service. Your message carries not only intimacy, but a powerful believability. The consumer says: 'This thing is happening somewhere right now as I look; it can happen to my benefit tomorrow if I buy the product today.' Television is the advertising man's dream."



A Service of Radio Corporation of America

# TELEVISION DAILY

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## TELE APPLICATIONS NOW AT ALL-TIME HIGH

### TELE TOPICS

By JIM OWENS  
Associate Editor

SEVERAL national advertisers getting set to take the cold plunge (again?) in tele before the cable rates go up in March—mainly to snare time franchises. . . . Du Mont, for example, will announce the sale of "Small Fry Club" as a 10-week network (four city) package one hour now, plus a few more sales which should clearly indicate '48 as the year. . . . NBC & RCA said to have spent at least 50 G's on that network announcement last week. . . . Lee Juntung, a veteran electronics engineer, now vicepres of Bell Television, Inc., firm which rents to clubs, restaurants, bars, etc. Rental of video sets becoming a lucrative by-line for many dealers, particularly for top events on a one-time basis.

FRED ALLEN and the Herald-Trib's John Crosby will guest on "The Maloneys" Friday night. Allen will give his idea of what makes a good tele show. . . . BBDGO's Chet Gulesza will chair the industry's first all-time tele confab at the Waldorf on the 20th. Meet is expected to produce some interesting developments, particularly re newsreels and film package programs. . . . Because of the building shortage RCA has leased 30,000 extra feet of space in an Indianapolis warehouse to produce tele tubes. . . . Happy Felton, emcee of WOR's "Guess Who?", has wrapped up a tele series on film tagged "The Expert." Package has a 15-minute situation comedy format.

NBC, now that it has lined up Leo G. Carroll for "Angel Street," looking for an all-name cast. . . . Lawrence Phillips, Du Mont web topper, among the USO crowd hosted by Harry Truman at the latter's cabin in the Capital Friday. Occasion was the "honorable discharge" to the USO after seven years service. . . . WCBS-TV sked Thursday nights a study in phonetics, or somethin'. Knox—The Hatter is plugged via basketball while, a little earlier, Gulf pitches No-Nox. . . . Television sets may replace the Police Gazette in local barber-shops. A 28th St. (N. Y.) tontorial parlor already features boxing bouts for its pm patrons.

### Tele & Oxford

Washington—An "Oxford University Forum" will be presented over WTTG, Du Mont Capital outlet here tonight (7:15 p.m.) under chairmanship of Dr. Paul Douglass, president of the American University. Team from the British University, which is on an extended tour of the U. S. debating teams from various colleges, will oppose an American U. group.

### Volume Increased Rapidly During Recent Weeks Following Temporary Lull Of Few Months Ago; Many From East And Midwest; One From Calif.

(Continued from Page 1)

licants were still dropping off from the record numbers which sought video stations after the war's end. Large costs involved in building and operating tele stations caused many applicants to withdraw. In recent weeks, however, the parade began anew.

Latest tele applicants include these: The Vindicator Printing Co., Youngstown, Ohio, to be operated on channel 13; Easton Publishing Co., Easton, Penn., to be operated on channel 8; WWSW, Inc., Pittsburgh, Pa., to be operated on channel 10; Donroy Broadcasting Co., a partnership composed of Don K. Hankey and Leroy

Hillman, San Diego, Calif., to be operated on channel 8; Radio Station WOW, Inc., Omaha, Nebraska, to be operated on channel 6; Clark Associates, Inc., Binghamton, N. Y., to be operated on channel 12; Stromberg-Carlson Co., Rochester, N. Y., to be operated on channel 6; Scripps-Howard Radio, Inc., Cincinnati, Ohio, to be operated on channel 7; Brush-Moore Newspapers, Inc., Canton, Ohio, to be operated on channel 7; the Toledo Blade Co., Toledo, Ohio, to be operated on channel 10; Philco Television Broadcasting Corp., Easton, Pa., to be operated on channel 8.

### CCNY's Spring Session Includes Tele Courses

All-inclusive courses in television will be included in 1948 spring courses offered by CCNY's School of Business and Civic Administration, evening and extension division, with top industry execs scheduled for lecture assignments, it was announced Friday. Classes will be held on Tuesday, Wednesday and Thursday.

Courses include: "Speech For Radio and Television"; "Advanced Speech for Radio and Television"; "Television Studio Operation and Program Production"; "Television Laboratory Production Workshop," and "Workshop in Television Commercials."

### WSB-Sets Tele Plans; Outler To Head Sta.

Atlanta — WSB-TV, The Atlanta Journal's television station here, immediately set organizational plans in motion last week following a CP grant from the FCC, first and foremost of which is construction on a 20-acre site on Peachtree Street, according to J. Leonard Reinsch, managing director. Complete RCA equipment has already been ordered, he said.

John M. Outler has been appointed general manager of WSB-TV, with Harry Daugherty as chief engineer and Marcus Bartlett as program manager. Frank Gaither has been named sales manager.

## The Week in Television

### NBC Announces Plans For Coast-To-Coast Network

NBC made formal announcement of its coast-to-coast network television plans, involving development of three "regional" webs, one of which (the Eastern) is now operating. Project expected to be completed by '49. . . . WCAU-TV, Philadelphia, setting plans for early debut, probably the end of this month. . . . Du Mont survey reported sports events the main reason most New Yorkers buy video sets. . . . Television receiver exhibits garnered heavy interest at the National Home Furniture show in Chicago, with several top manufacturers represented. Show also unveiled a few new models in the low price bracket.

Paramount Canadian subsid, Famous Players Corp., will organize a TV production company, with theater tele the main objective. . . . U. S. Rubber Co., accenting special events and films in its '48 planning. . . . Congress opening, and Pres. Truman's "State of the Union" address, aired on all stations on the Eastern web. . . . Number of stations on the air may double by spring, bringing the figure up to 37.

Vernon Brooks named to head WGN's video activities. . . . Chicago audience reach 132,000 at the end of '47, according to a WBKB survey. . . . College officials discussed use of tele in their sports programs with NY industry execs. . . . CBC is studying tele possibilities in Canada.

### Gulf Oil, "Everess" Set Skeds On WCBS-TV

Renewal of a 15-minute weekly news segment for 52 weeks and the sale of 20 one-minute film spots to run through March on WCBS-TV was announced Friday by George Moskovics, commercial manager.

Gulf Oil Corp. through Y&R, renewed its schedule on the CBS outlet (Thursdays, 8-8:15 p.m.) which is now in its seventh straight 13-week cycle. Pepsi-Cola Company, for "Everess" has bought the film spots to appear for the next three months, to precede sporting events also through Y&R. Company recently completed a series of 11 spots on WCBS-TV preceding professional football.

### KTLA Offers Facilities To Air Education Films

Hollywood — KTLA is discussing plans to telecast a series of educational films under the auspices of the school officials, it was disclosed here Friday in a telegram sent by Klaus Landsberg, general manager of the Paramount station, to County Supervisor Raymond V. Darby.

Reading of discussions by school authorities to telecast educational films under the auspices of the County Superintendent of Schools, Landsberg wired Darby to the effect that station execs were in "wholehearted sympathy with the idea" and made the facilities of the west coast station available to him for this purpose.

### Hoade Named Film Editor Of NBC Television News

Martin Hoade has been appointed editor of the news film division of NBC Television, it was announced over the weekend. He'll work as news assignment man under Paul Alley, web's director of film programs.

### The Line Extends

In line with rapid expansion of television service in major cities, U. S. Television Corp., last week appointed contracts to distributors in Baltimore, Cleveland, Boston and Buffalo. Newly named firms will sell both home and public place video sets, a line which includes both direct-view and projection models. Company is now in all major markets.

## THE WEEK IN RADIO

Hearings On AFM Set

By VAL ADAMS

HOUSE Labor Committee set Jan. 13 hearings to get detailed story on how entire radio industry is affected by AFM activities. Industry spokesmen will be first witnesses called. Petrillo's been invited. . . . Webs strongly indicate they'll fight AFM's upcoming ban on transcribed musical repeats. . . . Judge Walter La Buy mulling arguments of Petrillo trial in Chicago. Decision expected about Jan. 14.

NAB will give general approval to White Bill but will battle section giving FCC power over programming. Webs and NAB see eye to eye on this. . . . FCC licenses and authorizations total 580,000, annual report showed. Figure included 120,000 stations of which 4,000 were broadcast, 40,000 non-broadcast and 80,000 amateur.

Commercial radio time will be in heavy demand by Democratic and Republican parties in this Presidential election year. AFL and CIO also planning radio campaigns for their candidates. . . . Reissues of old recorded musical favorites expected to get big play in next few months because of recording ban. . . . "Anniversary Song," an oldie, had largest radio audience in 1947, according to Peatman survey. . . . Joseph Gerl, president of Sonora Radio & Television Corp., urging musicians and recording artists to protest direct to Petrillo on record stoppage.

Major changes in CBS executive staff. Howard Meighan made general exec, James M. Seward upped to veepee and S. R. Dean named treasurer. . . . BMB's revenue from subscribers now totals \$459,000 annually. Interim measurement requested by 56 stations. . . . James H. Carmine of Philco given newly created job of merchandising, covering all sales, merchandising and advertising activities.

George V. Allen, Ambassador to Iran, takes over supervision of "Voice of America" as new Assistant Secretary of State. . . . Rep. Carroll Kearns working out legislation whereby broadcasters as well as juke box operators would pay royalties for performance of recorded music.

RMA-AWB listener essay contest winners announced. Favorite program of winner was "CBS Was There." . . . RMA members spending millions in advertising to promote "radio in every room" campaign.

Bill Bailey of FMA predicts 1,000 commercial FM stations on air by end of '48. Figure now is 379 and 631 authorized. . . . Ted Oberfelder promoted by ABC to director of advertising and promotion. . . . New York stations to be offered teletype hookup with police headquarters and other official city agencies. . . . John Nesbitt's "Passing Parade" becomes MBS daily co-op. . . . RMA will use facts and figures in RADIO DAILY's repair racket story in attempt to clear up bad practices prevailing around the country.

## Balcom Advises Repairmen To 'Clean Your Own House'

(Continued from Page 1)

the "Town Meeting of Radio Technicians" at the Bellevue-Stratford here, Balcom said radio servicing "abuses" became more acute during the war for two major reasons:

(1) Many able radio technicians joined the armed services or worked in manufacturing plants and

(2) The industry's own conversion to military production brought about a shortage of both equipment and parts which enable unprincipled persons to make unjustified profits at the expense of the reputation of their professional colleagues.

The RMA prexy warned that these abuses must be corrected by the industry itself "before some governmental or municipal agencies try to do it for us with far less satisfactory results."

Balcom said the repair abuses are of three general types:

(1) Incompetent workmanship.  
(2) Unnecessary replacement of receiver parts still in good working order.

(3) Charging for work not done. "Of course," he said "these abuses are confined to a small minority of radio technicians and service shops. But, just as a rotten apple may make a whole barrel of good apples suspect, so one unscrupulous radio service shop can impair public confidence in the entire profession in a community."

"I was happy to learn from members of your own sponsoring group that the situation in Philadelphia,

while not perfect, is far better than in some other cities. This no doubt is due, in part at least, to the fact that you have an effective organization here in the Philadelphia radio servicemen's association."

Balcom said the industry is now confronted in some cities with the threat of municipal regulation of radio servicing through the licensing of all radio technicians. "We in RMA believe," he said, "that if this threat materializes and spreads, the industry will be jumping from the frying pan into the fire and that the public will lose much more than it gains by substituting bureaucratic control for self-regulation through free enterprise."

"We believe that radio technicians themselves are best able to rid their ranks of the men and the abuses that bring discredit upon a vocation and an industry. Manufacturers will be able and willing to help wherever and however they can, but in the end it will be up to technicians such as yourselves to complete the job."

"The most constructive approach to this problem, we believe, is the one you are taking here tonight, tomorrow and Tuesday. The most effective weapons against incompetence and dishonesty are competence and honesty, plus sound business practice. And, as in all business, honesty plus competence is not only the best policy but the most profitable one as well."

## CBS Advisory Group Meet In N. Y. This Week

The first 1948 meeting of the Columbia Broadcasting System's Affiliates Advisory Board will be held at CBS headquarters in New York City on Thursday and Friday. Members of the board are: I. R. Lounsberry, WGR, Buffalo, chairman, representing District No. 2; E. E. Hill, WTAG, Worcester, Mass., secretary, District No. 1; C. T. Lucy, WRVA, Richmond, Va., District No. 3; Glenn Marshall, WMBR, Jacksonville, Fla., District No. 4; Howard Summerville, WWL, New Orleans, District No. 5; Richard Borel, WBNS, Columbus, O., District No. 6; William Quarton, WMT, Cedar Rapids, Iowa, District No. 7; Kenyon Brown, KWFT, Wichita Falls, Texas, District No. 8, and Clyde Coombs, KARM, Fresno, Calif., District No. 9.

## Westinghouse Turns Down CCBS "Channel" Plan

Washington — Westinghouse Radio Stations, Inc., has rejected the industry-wide allocation plan for clear channel stations proposed by the Clear Channel Broadcasting Service.

In a brief filed with the FCC, Westinghouse said the CCBS plan will not "adequately or economically solve the issues" involved. Westing-

## RMA Reports Heavy Sale Of Transmitter Equipment

(Continued from Page 1)

of broadcast transmitting equipment received orders for \$12,455,202 of transmitting and studio equipment and made deliveries on \$9,253,358 worth of this equipment.

A breakdown of the broadcast transmitter figures shows \$3,325,570 in orders received for FM equipment and deliveries of \$1,820,633 by RMA member-companies in the first half of 1947. Orders for AM transmitter equipment totalled \$2,402,768 and deliveries amounted to \$2,319,006.

AM and FM studio equipment orders totalled \$2,395,044 and deliveries \$2,205,382. Antenna equipment for both AM and FM stations aggregated \$1,597,541 in orders and \$433,767 in deliveries.

Orders for television equipment, including studio, transmitter and antennas, totalled \$1,862,140 and deliveries amounted to \$1,354,633.

General communications equipment totalled \$3,020,337 in orders for VHF equipment and \$627,279 for medium frequency apparatus and deliveries were \$2,589,468 and \$746,902 for the VHF and medium frequency equipment, respectively.

house is a member of CCBS and contributed financial support and personnel to the clear channel study.

## COAST-TO-COAST

—ALABAMA—

AUBURN—New WJHO chief engineer is Jim Farrior. Other appointments include Fred Digeau and Mac Davis as engineer-announcers. All are students in the College of Engineering at Alabama Polytechnic Institute. . . . SELMA—Julien Smith, owner-manager of WHBB, has been given public recognition and presented with a silver tray in a surprise program by the Selma Rotary Club for his efforts in financing the Rotary gymnasium at Camp Grist, maintained by the club for boys' groups. . . . MONTGOMERY — Colonial Motors has been signed by WPAX to sponsor a transcription of Handel's "The Messiah" by the First Methodist Church choir in order that 500 people who were turned away from the church might hear it.

—MASSACHUSETTS—  
BOSTON—WEEI's "Breakfast in the Surrey Room" celebrated the New Year by changing its name to "Breakfast in Boston" and its locale to the popular Cafe Tremont-Plaza. The show's master of ceremonies is Hal Newell. . . . Fred Kidder, who joined WCOP last spring as an announcer, has been transferred to the station's sales department. Kidder is being replaced by Stan Shaw, formerly of WEEI. . . . WORCESTER—The WTAG Radio Club is now being heard with their own weekly radio program, a series of forum discussions aired each Wednesday at 4:45 p.m. Entitled "Youth Has Its Say," the series is moderated by Edwin L. Dale, Jr., editorial writer of the Evening Gazette.

—OHIO—  
CANTON—In recognition of the outstanding record compiled in school safety work during 1947, approximately 2,000 junior police and junior deputies from schools in Stark County, attended a movie party at the Palace Theater in this city, last Saturday morning, through the efforts of WHBC. The event is one of three to which the students are treated throughout the year. The station also recognizes these students by awarding them Certificates of Merit on the "Junior Safety Council of the Air" broadcast, which is moderated by Sgt. Brown. . . . DAYTON—New continuity director at WHIO is Lois Gibson, former WKBN news re-writer. John Wallace, formerly of WMOH, Hamilton, has been added to the station's announcing staff.

—OKLAHOMA—  
TULSA—William B. Way, KVOO vice-president and general manager, has been elected first vice-president of the Tulsa Chamber of Commerce. In addition to his most recent appointment, Way represents the 12th District on the board of directors of NAB, is on the NAB board liaison committee of public relations, and the NBC station planning and advisory committee. . . . Leon McAulliffe, of "Take It Away, Leon" Western fame, recently finished a recording session with Majestic Records. Formerly a steel guitarist with Bob Wills, McAulliffe now has his own popular western swing band and a 15-minute daily program on KVOO.





# U.S. COURT RAPS 'BLUE BOOK' IN WBAL RULING

## Industry Leaders Ready For Petrillo Hearing

### Testimony Opens In Washington Today

Industry big guns will be turned on James C. Petrillo and the AFM today when the House Committee on Education and Labor opens its probe of the music business this morning in the Old House Office Building in Washington.

First of the industry witnesses to appear will be Justin

(Continued on Page 8)

### RMA Report Treats Repairmen 'Abuses'

Philadelphia—Recommendations of the RMA Service Committee for a clean-up of abuses in the repair industry will be presented to the "Town Meeting of Radio Technicians" today at the Bellevue-Stratford here. W. L. Arkinson, chairman of the RMA group, in an off-the-record talk, will outline results of the Committee's meeting in Chicago last Friday.

(Continued on Page 8)

### RDGA Cites 12 Stores As Radio Contest Victors

Total of 12 retail stores, all users of local radio, were announced as top winners yesterday in the annual radio program contest sponsored by the National Retail Dry Goods Association. RDGA's 37th annual convention is

(Continued on Page 5)

### Canada RMA Protests

Montreal—S. L. Capell, president of the Radio Manufacturers' Assn. of Canada, said the association has decided to protest the imposition of a 25 per cent excise tax on Canadian made radio receivers. Said Capell: "Our industry has an extremely high Canadian content. We should not be categorized with products of high United States content in application of this tax."

### New Air Force Program

U. S. Air Force, through N. W. Ayer, Hollywood, inaugurates a new show on Mutual, Fridays, 10:30-11 p.m., EST., beginning Jan. 16. Program features the Tex Beneke orchestra plus high school talent from various cities where show will originate. First four airings will be heard from Hollywood with nationwide tour to follow.

### MBS Gross Billings For 1947 Released

Mutual's gross billings for 1947 totaled \$22,372,711 as compared with \$25,907,202 in 1946, year-end figures released by the MBS research department yesterday revealed.

Coca Cola company which led off the sponsor list with a total of \$2,011,405 in 1946 dropped to 33rd place in the network's sponsor standings the past year with a total expenditure of \$195,956. This decline in Coca Cola billings was largely due to the soft

(Continued on Page 6)

### FM Plea Of "Daily News" Re-Opened By Commission

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday heard oral argument in the reopened New York FM case. The controversial case was re-opened on the petition of the New York Daily News, which had been denied a grant in the Commission's "final" decision.

Question of former FCC Chairman

(Continued on Page 8)

### Alabama Governor Restricts Coverage

Montgomery, Ala.—Radio reporters were included with daily newspaper representatives in a ban by Gov. James E. Folsom forbidding attendance at his news conferences. Reason given was that both were serviced by press associations and could get their news from them. Reporters will be permitted to submit questions in writing, to which they will be given written replies.

Previously the governor had said

(Continued on Page 2)

### Ruthrauff & Ryan Open Office In Mexico City

Mexico City—Direct entrance into the Latin American advertising field has been made by Ruthrauff & Ryan with the setting up of a branch office in Mexico City. Branch is a wholly-owned Mexican company headed by Edgar M. Huymans, vicepresident and general manager, and formerly assistant

(Continued on Page 6)

## Bigger FCC Budget For 1949 Asked By President Truman

Washington Bureau, RADIO DAILY  
Washington—An increase of \$305,000 over the current FCC budget has been asked for the fiscal year 1949, release of President Truman's budget showed yesterday.

A total of \$6,555,000 was asked for the Commission—compared with a current budget of \$6,250,000 and a 1947 budget of \$6,251,825.

Expenses during fiscal year 1947 were \$6,168,747, and are estimated today at \$6,299,242 by the end of June. Expenditures by the Commission during the fiscal year 1948—which starts

this July—are estimated to go to \$6,496,998.

It is significant to note that the budget estimators are apparently anticipating a drop in radio manufacturer sales for the next year. Receipts from the excise tax on receivers, phonograph records, and musical instruments were reported at \$82,499,274 for the fiscal year 1947, and estimated at \$83,000,000 for the fiscal year 1948.

For the fiscal year 1949, however, the estimate from this source amounts to only \$72 million.

### FCC Comparisons 'Unjustifiable' Court Holds

Washington Bureau, RADIO DAILY

Washington—While terming the FCC's Blue Book comparisons "unjustifiable," the U. S. Court of Appeals yesterday affirmed a lower court ruling denying WBAL's request for declaratory judgment against the Commission.

In effect the appellant court ruled that the administrative

(Continued on Page 5)

### Radio Producing Firm Formed In New York

Formation of a radio packaging clinic for the purpose of processing new ideas for radio programs under the firm name of Ra-Best Features, Inc., was announced yesterday by S. James Andrews, formerly vice-president in charge of radio for Lenzen & Mitchell, Inc. Larry Elliott, announcer, is president of the new

(Continued on Page 6)

### Benny Leads Ratings Of West Coast "First 15"

Pacific Hooperatings report for December, released yesterday, lists Jack Benny first, Walter Winchell second and Bob Hope third among the "First Fifteen" evening programs.

Average evening sets-in-use, according to the report, was 34.8, up

(Continued on Page 2)

### Going Fast

Demand for exhibitor space for the 1948 Radio Engineering Show at Grand Central Palace, held in connection with IRE's national convention March 22-25, is already running 25 per cent above last year, according to William C. Copp, exhibits manager. Overflow requests have caused the opening of half of the third floor after 163 exhibitors rented all available space.



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

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Ralph Wilk, Manager
6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Claggett
6417 Dahlfenega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332
Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Jan. 12)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

Two FM Applicants File

The FCC yesterday listed two applications for new FM stations. They include Pacific Foundation, Berkeley, Calif., channel 261, Class A; Whittier, Calif., channel 269, Class A.

10 YEARS AGO TODAY

(From the files of Radio Daily) Membership of Local 802, AFM, voted to curtail "one-man job trusts" to prevent soloists and other first-grade musicians from jumping from one commercial job to another. . . WWL increased network rate 37 per cent to \$375 per evening hour, effective with operation of new 50-kw. transmitter. Toronto Presbytery protested Sunday commercials over CBC. . . Among top web airers was "Thrill of a Lifetime" (Marlo Music Co.)

COMING AND GOING

R. E. DUNVILLE, vice-president and general manager of Crosley Broadcasting Corp., and MARSHALL TERRY, vice-president of the organization in charge of promotional activities, are in Florida to attend the chain druggists' convention.

SYDNEY KAYE, executive vice-president of BMI and special counsel for the industry music committee, is in Washington for the House Labor Committee's current hearings on the Petrillo situation.

ALLEN PRESCOTT, whose Monday-thru-Friday program is heard on WJZ, left yesterday for New Orleans to recuperate from his recent illness. During his absence, Pat Barnes will pinch hit for him over the air.

NATHAN STRAUS, president of WMCA, is in Washington, D. C., to attend FCC hearings on New York FM allocations.

BERT LEE is back from Princeton, where yesterday he broadcast over WHN a play-by-play description of the basketball game between the Tigers and Dartmouth.

KEITH BYERLY, newly appointed sales manager of WBT, Charlotte, N. C., is in town for the first time in his new capacity. Conferred yesterday at the headquarters of CBS Radio Sales.

IVOR KENWAY, vice-president of the American network in charge of advertising promotion and research, has left on a business trip to Washington, Baltimore and Richmond.

EDWARD R. MURROW, Columbia network newsman, accompanied by MRS. MURROW, is in Washington for the broadcasting of this week's program over WTOP. JESSE ZOUSMAR, news editor, also is making the trip.

HAROLD E. FELLOWS, manager of New England operations for CBS and general manager of WEEI, Boston, arrived in New York last Friday on a short business trip.

CHARLES W. PITTMAN, manager of WBAL, American network outlet in Macon, Ga., has joined the executive contingent currently in New York on business.

DICK HOTTELET, newsman for CBS, is in Washington, D. C., from which point his newscasts of this week will emanate.

JAMES M. PATT is in town. He's the manager of WNBH, American network affiliate in New Bedford, Mass. Sat in for a while yesterday at the offices of the web.

W. AVERA WYNNE, manager of WEED, American network outlet in Rocky Mount, has arrived from North Carolina for a few days on station business.

Alabama's Governor Restricts Confab Cover

(Continued from Page 1)

over a state-wide radio hookup that the radio stations had been influenced by the newspapers in charging him extortionate fees.

Immediately after the dropping of the "iron curtain," President Webb of the Alabama Broadcasters Association wired the Governor asking for reconsideration.

WCOV President G. W. Covington, Jr., who has a regular reporter at the capital, called the ban "ill considered" and "ill tempered." No comment was made by President Howard E. Pill of WSFA who also has a regular capital reporter.

Robert Close

Robert Close, 59, chief air conditioning engineer for NBC, died Jan. 11 in Englewood Hospital, Englewood, N. J. Close resided in Leonia, N. J., and had been with NBC since 1928. Funeral will be held tomorrow, Wednesday, at 2 p.m., at Myers Funeral Home in Englewood. He is survived by his wife and daughter, Mrs. Ned Strickland.

Benny Leads Ratings Of West Coast "First 15"

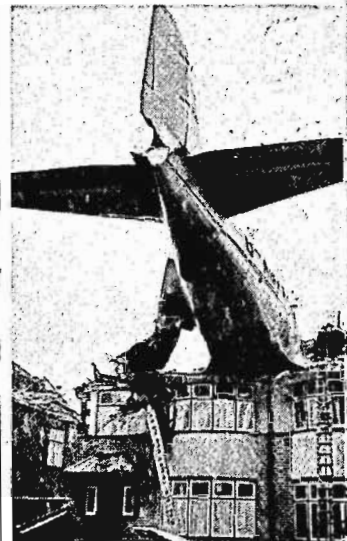
(Continued from Page 1)

2.3 from the last report and down 0.9 from a year ago. Average evening rating was 9.8, up 0.8 from last month and up 0.4 over last year. Total sponsored hour index was 80 1/4 compared with 79 1/4 last report and 82 a year ago.

Following the top three evening shows, in order, were: Fibber McGee & Molly; Charlie McCarthy; Fred Allen; Red Skelton; Truth or Consequences; Bandwagon; Bing Crosby; Amos 'n' Andy; Eddie Cantor; Great Gildersleeve; Radio Theater and My Friend Irma.

Thomas To Speak

Eugene S. Thomas, sales manager of WOR, will be a principal speaker at a City Hall celebration on Friday, marking the 242nd anniversary of the birth of Benjamin Franklin.



Nose Dive

That shot of an air wreck we thought was a honey of a spectacular. The plane piled into four houses just outside of London.

The caption on the picture said that the crew of four and one passenger escaped miraculously. The people in the houses weren't hurt either.

It just goes to show that things aren't always as bad as they look. That goes for business, too. If your sales have nose-dived in the Baltimore market . . . you can still get up where you belong. The way most advertisers do is to put radio to work . . . and sales by radio in Baltimore means 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. Use W-I-T-H and you'll be on your way up again!



W-I-T-H AM and FM

Baltimore 3, Maryland TOM TINSLEY, President Represented Nationally By Headley-Reed

Hoopers ARE Whoppers WTAG WORCESTER

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

*In Wilkes-Barre, Pa.*

**WBRE** *has the audience*

TIME	SETS IN USE	WBRE	(SHARE OF AUDIENCE)					
			Station B	Station C	Station D	Station E	Station F	Other Stations
Weekday Mornings Mon-Fri 8:00 AM-12 NOON	16.2	<b>49.3</b>	27.6	2.3	2.9	1.7	14.2	2.0
Weekday Afternoons Mon-Fri 12 INOON-6:00 PM	20.4	<b>40.8</b>	26.9	2.1	5.4	5.0	16.7	3.9
Evenings Sun-Sat 6:00 PM-10:00PM	33.4	<b>57.9</b>	21.4	1.8	3.0	Off the air	12.5	3.4

*WBRE has the highest share-of-audience for the morning and evening periods, third highest for the afternoon period of all NBC stations shown in the Hooper Station Listening Index for October-November, 1947*

*And in the important\* Wilkes-Barre market, people listen. The average proportion of sets-in-use—mornings, afternoons and evenings—is higher than the average of the 36 Hooper cities.*

*\*Wilkes-Barre is the heart of Pennsylvania's third largest county (Luzerne)—third largest market area.*



*WILKES-BARRE, Pa. basic NBC Supplementary*

# LOS ANGELES

By RALPH WILK

**E**DGAR BERGEN and the cast of NBC's "Charlie McCarthy" show journey to New Orleans, La., for their broadcast of February 1. The trip is in line with Bergen's policy to bring the airshow to different sections of the country in order to see audience reactions at first hand. On the return trip to Hollywood, the broadcast will be heard from Houston, Texas, on February 8 and from Dallas, Texas, on February 15.

NBC's No. 1 bowling team, "The Second Story Workers," split four points with ABC bowlers Wednesday to stay in 4th place in the Southern California Bowlers League competition. Lathrop Mack, manager of the Western Division of NBC Spot Sales, bowled the high individual three-game series of the league-year Wednesday when he scored with a 592 series.

Lucille Gilman, "The Swedish Nightingale," has been set by the Metro Artists Agency to do a 15-minute, thrice-weekly show titled "Lyrics With Lucille" on Burbank station KWKW. Airing is a resumption of the program conducted by the chanteuse during a previous 18-month stint. No initial date or time has as yet been set for the opening of Miss Gilman's program series.

Ralph S. Peer has augmented his music empire by formation of Copyright Services, Ltd., registered in the State of California and already operating with Jules Megeff, who recently came here from New York, as director of operations. To function as an entity independent of the Peer Publishing firms, the service has the aid of more than 30 officials in Peer's foreign offices to assist in obtaining world-wide copyright clearance for motion pictures, recordings, transcriptions, soundies, television, and other outlets requiring licensing of music.



## Mainly About Manhattan...!

● ● ● **RADIO DILLY-DAILYING:** Bob Hope has been juggling some fantastic radio offers since reported tiff with his sponsor. . . . Henry Morgan's promise not to kid his new sponsor has the trade skeptical. Those who know Hank best feel he's bound to break loose—subtly, of course. . . . Ted Collins a major investor in syndicate seeking to build the nation's first FM radio net. . . . Theater Arts mag folding, with the Cowles clan (Look) planning to take it over as a prestige publication. . . . Gertrude Niesen has big plans for her 600 acre estate in the Mojave Desert and is huddling with crews of engineers and irrigation experts on turning it into a huge resort rivaling Palm Springs. . . . Among results of the Petrillo recording ban is that charitable organizations now find it easier than ever to obtain time in which to transcribe spot appeals for donations. . . . Inflation Note: Vending machine operators are pressuring Uncle Sam to mint 7½ cent pieces. . . . J. Arthur Rank is equipping and outfitting 3 experimental television theaters in England. . . . Lover Bros. reported interested in the Ed and Keenan Wynn audition platter. . . . Roland Gammon, former Life staffer, now associate ed of Pageant. . . . Mutual mulling an early evening network disc jockey show for Kate Smith. . . . Dr. Allen B. Du Mont predicts that sales in the video industry during '48 will top the billion dollar mark. . . . With this an election year, the gagwriters are already going thru their files for political gags. It'll be murder come convention time.



● ● ● **AROUND TOWN:** Toots Shor scene: 3 ABC secretaries (Jean Fecteau, Ed Noble's sec; Dotty Whelan from Mark Woods' office and Phyllis Fish, Harry's own Gal Friday) taking Handsome Harry Wismer out to lunch. Harry'll be off to Calif., next week to golf with his cronies, Bob Hope and Bing Crosby, and will also appear in some films while out there. . . . Lyn Duddy has an article on trick contracts in the March Liberty. . . . Hildegard, the rich man's Jane Pickens, will appear for a tres informal visit with Bea Wain and Andre Baruch this p.m. . . . Walter Gibson (the original Shadow) now a press agent on the road with the Blackstone magic show. Current Shadow, Bret Morrison, will portray a prizefighter in his first film. . . . Lanny & Ginger Grey, who write so many of those singing commercials, disprove the oldie that rhyme doesn't pay. (They guest with Ted Steele Thurz). . . . Exploiters Fred Coll and Zac Freedman handling the Atlas round-the-world flight stunt. . . . Sponsor interest shown in Larry Hammond's new Mutual show, "My Favorite Kid." . . . Rudy Vallee's new air show will be tagged "Down Front With Rudy Vallee" and will include gossip on all phases of show biz. . . . Dennis James into Ward Wilson's spot on "Can You Top This?" for 2 weeks starting on the 21st. Ward's taking time out to tie the well-known knot. . . . Royal Roost getting an NBC wire to air the offerings of the 3 Flames and the piano-Hammond organ combo of Wyatt & Taylor. . . . If prices skyrocket any higher, warns Arthur Murray, this will be known as the age of chiselry.



● ● ● At the Roosevelt Grill recently, Jack Kapp, of Decca Records, told Guy Lombardo of a new orchestra that was creating a sensation in the midwest. "Everyone I speak to tells me the band is great," he said. "You mean," inquired Lombardo, "that not a single person has said anything bad about the band?" Kapp nodded. "Well, that's bad," continued Guy. "The only time I feel good about my future is when I hear radio comics poke fun at my arrangements. As long as they keep making cracks I feel good. But the minute one of them says my arrangements are terrific, then I start worrying."

**5 PROFIT MARKETS**  
*it pays you to cover!*

**WGAL**  
Lancaster, Pa.  
Established 1922

**WKBO**  
Harrisburg, Pa.  
Established 1922

**WRWA**  
Reading, Pa.  
Established 1922

**WORK**  
York, Pa.  
Established 1932

**WEST**  
Easton, Pa.  
Established 1936

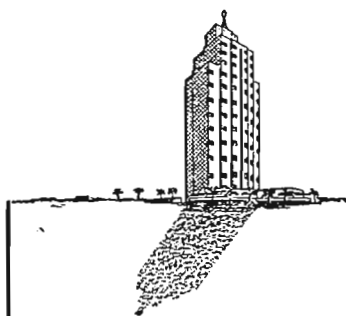
**STEINMAN STATIONS**

Affiliates

Available individually to suit your needs. Write:  
Sales Representative

**RADIO ADVERTISING COMPANY**

New York • Los Angeles • Chicago  
San Francisco



THERE'S ONLY ONE  
*Lord Tarleton*  
MIAMI BEACH

OCEAN FRONT • 40th to 41st Sts.  
Reservations Invited • Walter Jacobs

# Comparisons In 'Blue Book' 'Unjustifiable,' Court Holds

(Continued from Page 1)

## AGENCIES

ABBOTT K. SPENCER, account representative, and J. Clifford Dillon, copy chief, have been named vice-presidents of Sullivan, Stauffer, Colwell & Bayles, Inc. Both came to SSC&B from J. Walter Thompson Company—Dillon in 1946 and Spencer in 1947.

EVERSHARP, LTD., British Isles subsidiary of Eversharp, Inc., has appointed McCann-Erickson's London office to handle the advertising of their pens and repeater pencils in Great Britain. McCann-Erickson already handles Eversharp advertising in Latin America and other foreign fields.

## NRDGA Cites 12 Stores As Radio Contest Victors

(Continued from Page 1)

now in progress at the Hotel Pennsylvania, New York.

Broken down into five major classifications of programs, top winners were announced as follows by Howard P. Abrahams, manager of NRDGA's sales promotion division:  
General Family Programs: Wieboldt's, Chicago; Cohen Bros., Jacksonville, Fla.; Chappel's, Syracuse, N. Y. Women's Programs: Sibley, Lindsay & Curr, Rochester, N. Y.; Maas Bros., Tampa, Fla.; Bon Marche, Spokane, Wash. Children's Programs: Zion Co-operative Mercantile Institute, Salt Lake City. Farm Programs: Black's, Waterloo, Iowa. Teen Age Programs: Alexander's, The Bronx, N. Y., tied with Shillito's, Cincinnati (in the \$5,000,000 gross income class); Maas Bros., Tampa, Fla.; Wyman's, South Bend, Ind.

### Classified by Gross Sales

Where three stores are named in each program classification above, the first is in the above \$5,000,000 gross volume group, the second is rated from \$2,000,000 to \$5,000,000, and the third comes in the less-than-\$2,000,000 group.

Retailers receiving special mention for unusual excellence of programs included: General Family: Ohrbach's, New York; Bon Marche, Seattle; McCurdy & Co., Rochester; Brown-Dunkin Co., Tulsa; Heironymous, Roanoke, Va., and Bon Marche, Spokane. Women's: Bamberger's, Newark; Polsky's, of Akron; Brager's, Baltimore,

procedure act, under which the Baltimore station brought civil action against the Commission, does not cover charges covered in the Blue Book.

Programming comparisons between the former and present owners of WBAL as outlined in the Blue Book were called "unjustifiable" by the Court of Appeals.

"We agree with the appellant," the court said, "that this complaint pictures a legal wrong. The publication of misrepresentations, known to be false, which subject a person to public shame and ridicule and cause him damage, is libel. Whether the allegations in the complaint are true is not before us, but for the purposes of a motion to dismiss, they would, of course, be treated as true.

"Moreover, apart from the intrinsic accuracy of those allegations, it is obvious upon the face of the Blue Book itself that the comparison from which the Commission drew an unfavorable conclusion as to appellants operation was unjustifiable. No sound conclusion can be drawn from a comparison between a promotional forecast by one person and the actual operation by another person for one selected week out of a period of 11 years."

### Hits at "Heart" of Blue Book

The FCC's programming comparison was between the Consolidated Gas, Electric Light and Power Co., of Baltimore, former owner, and Hearst Radio, present owner of the 50 kw. Baltimore station. In one sense the opinion of the Appeals Court thus hits at the heart of the Blue Book policy. Although comparisons between first application predictions and actual performance might be viewed as valid, the court clearly indicated that the Commission is on shaky grounds when stations are sold and programming comparisons are made between different owners.

WBAL is now battling with newsmen Drew Pearson and Robert Allen for the facilities of the Baltimore station. In its complaint to district court here, WBAL claimed that the

and Wyman's, of South Bend. Farm: Guggenheimer's, of Lynchburg, W. Va. Teen Age: Polsky's, of Akron; Pomeroy's, of Reading; Bon Marche, Spokane, and Guggenheimer's, Lynchburg.

Screening committee awarded certificates to three stores for their block entries, groups of shows covering a wide range of programs with each beamed to a particular audience and for particular merchandise. These retailers were Adams, Meldrum and Anderson, Buffalo; A. Polsky Co., Akron, and Joske's of San Antonio.

Jury of judges making the selections were chaired by Arthur Stelzer, president of James McCreery & Co. Judging panel included Bruce Robertson, Broadcasting; Prof. Isabel Wingate, NYU School of Retailing; Thomas Connolly, CBS promotion director, and Allan T. Preyer, board chairman of Morse, International, Inc.

Blue Book charges exposed the present owner to "public shame, obloquy \* \* \* and tend to destroy the confidence of the public." Hearst Radio also charged that as a result of the "false and distorted" Blue Book charges, "another applicant" (Pearson and Allen) applied for the WBAL license.

### Hearing to Be Resumed

WBAL's complaint contained three prayers. Two of them related to the Commission's consideration of WBAL's application for renewal of license. The Court of Appeals agreed with the lower court ruling that judicial review of the Commission's action in the case would have to await actual Commission action. Oral argument before the Commission will be renewed on Jan. 26. In its third prayer, however, WBAL asked the court for a declaratory judgment calling for withdrawal of the Blue Book charges. What the Appeals Court apparently did was spotlight a loophole in the Administrative procedures Act. While agreeing with WBAL that the Blue Book comparison was "unjustifiable" and pictured "a legal wrong," the court ruled that the act itself did not cover publication of charges such as those contained in the Blue Book and therefore was not subject to judicial review.

## PROMOTION

### "Station Static"

A new publication has made its debut at KTSA, San Antonio, called "Station Static" which will be a monthly affair. Book is a product of a different department each month and contains interesting sidelights of the various staff members, plus gossip and news of the station's activities. Paper size is 8½ x 10½ inches and is mimeographed. First issue was edited by the commercial department. Gathering, typing, making of stencils and printing is left up to each individual department.

### Burrows' Campaign

A four-page illustrated brochure plus accompanying promotional material on "The Abe Burrows Show" has been mailed to CBS stations by the net's Program Promotion Division. Material includes mat and proof of newspaper ad, story of show itself, bio and gloss of Abe Burrows and bio of musical director Milton DeLugg.

### Jostyn-Grauer ETs For BSA

Jay Jostyn—"Mr. District Attorney" heard over NBC — and Ben Grauer, on-the-spot reporter for the network, today will cut transcriptions which will be offered stations in aid of the forthcoming Boy Scouts of America campaign.

## Holiday Habit

No respecter of holidays, Old Man Winter did some of his dirtiest work on New Year's day. In Fort Wayne, for example, ice and sleet knocked out power lines to all radio stations, leaving them without a watt to their names. Thanks to its emergency stand-by system, however, **WOWO** was back on the air in three minutes broadcasting emergency messages, keeping weather reports up to the minute, even covering the storm-surrounded inauguration of the city's new mayor. All this comes under the heading of service to the public; and service, after all, is what builds listenership—a basic factor in the value of a station to its advertisers. **WOWO** 10,000 watts, Ft. Wayne. ABC Affiliate.



WESTINGHOUSE RADIO STATIONS Inc

KYW KDKA KEX WBZ WBZA WOWO

National Representatives. NBC Spot Sales—except for KEX. For KEX, Free & Peters

Anyone Know Where I Can  
Find a Five Room Apartment?

Write

JOHN CROSBY

New York Herald-Tribune

RADIO DAILY

MBS Gross Billings For 1947 Released

(Continued from Page 1) drink manufacturer's decision to abandon the format of "Spotlight Bands," popular during World War II. The Gardner Advertising company, which four years ago placed less than a half million in time billings on Mutual, topped the agency list in 1947 with total time placements of \$1,596,693. A year ago, Erwin Wasey Company, Inc., led off the agencies for 1947 gross billings with a total of \$2,329,308.

Leading the Mutual sponsor list for 1947 was the Ralston Purina Co., which spent \$1,572,140 with the network. Bayuk Cigars, Inc., placed second with \$1,262,966 (Inside of Sports, M thru F), followed by Carter Products, Inc., with \$1,217,143. Fourth was Serutan Company (\$1,207,614), followed by Miles Laboratories, Inc., with \$1,166,767; General Food Sales Co., Inc., \$1,003,126, and General Motors Corp. with \$974,387.

Ruthrauff & Ryan Open Office In Mexico City

(Continued from Page 1) manager of Young & Rubicam's Mexican office.

First batch of accounts handled by R&R's Mexico City office include American Airlines de Mexico, S. A., Mexican affiliate of American Airlines, Inc.; Inter American Orange Crush Co., local affiliate of Orange Crush, Chicago, and Bourjois, S. A., Mexican manufacturers of Evening in Paris and Chanel Perfumes and Barbara Gould cosmetics.

R&R's local office marks the second time Huymans has helped start a U. S. agency branch in Mexico City. Some years ago he aided in organizing the Mexican office of Grant Advertising as veepee and account executive. Later, he left Grant to join Y&R in Mexico City.

Fernando Bolanos Cacho is assistant manager of R&R's local operation. His past agency experience covers several years in the U. S. and he was formerly assistant manager of Publicidad Augusta Elias, S. A., Mexican affiliate of McCann-Erickson. Arrigo C. Anitua has been named to head up the creative staff.

Wedding Bells

Ward Wilson, WHN sports commentator and network announcer, and Miss Kay Loring, radio, stage and movie actress, were married Jan. 4 at Asbury Park, N. J. Miss Loring has appeared on Broadway in "Three Men On a Horse," "Christopher Blake," and "The Rugged Path."

AVAILABLE FOR TELEVISION STATION OR ADVERTISING AGENCY. TOP NOTCH TELEVISION MAN WITH 7 YEARS EXPERIENCE IN OPERATIONS, PROGRAMMING, PRODUCTION AND DIRECTION.

BOX NO. 103, RADIO DAILY 1501 BROADWAY, NEW YORK 18, N. Y.

Mutual Broadcasting System 1947 Sponsor Expenditures

Table listing Mutual Broadcasting System 1947 Sponsor Expenditures with columns for company name and amount.

TOTAL \$22,372,711

Mutual Broadcasting System 1947 Gross Monthly Billings

Table listing Mutual Broadcasting System 1947 Gross Monthly Billings with columns for month and amount.

TOTAL \$22,372,711

Mutual Broadcasting System 1947 Agency Gross Billings

Table listing Mutual Broadcasting System 1947 Agency Gross Billings with columns for agency name and amount.

TOTAL \$22,372,711

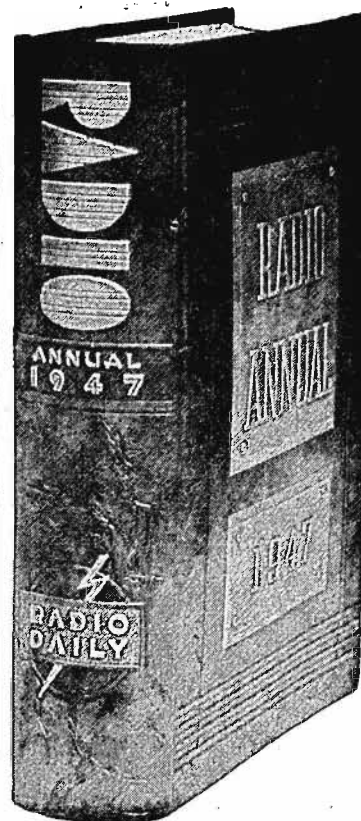
Radio Producing Firm Formed In New York

(Continued from Page 1) firm; Andrews, executive vice-president; Bernard Silver, an attorney, secretary, and Vincent Andrews, C.P.A., treasurer.

The company proposes to investigate new program ideas, make recordings of those they think have merit, and will then offer them to advertisers and advertising agencies.

NAB Executives In N. Y. Conferring On White Bill

NAB officials were in New York over the week-end conferring with network toppers preparatory to submitting a memorandum commenting on the White radio bill to the Senate Interstate and Foreign Commerce Committee. As predicted by RADIO DAILY, NAB is expected to give general approval to the White bill, but will stand by its contention that the FCC be kept out of programming.



ON THE WAY

IMPORTANT

THE 1948 YEAR BOOK OF TELEVISION

PRESENTED AS A SUPPLEMENT

TO RADIO ANNUAL

# TELEVISION DAILY

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## STATION BUSINESS IS UP AS YEAR BEGINS

### TELE TOPICS

By JIM OWENS

**T**HE Major Bowes Amateur Hour will be revived for television by WABD-Du Mont next Sunday nite, with most of the original production crew handling it. Web will debut another full-hour show the same nite, "Rainbow House," thereby building up a strong line-up of live fare for Sunday. . . . Joe Louis will get 40 per cent of the video and radio rights of his meeting with Jersey Joe Walcott at the Yankee Stadium in June. The champ's insistence on sale of the rights to the highest bidder instead of a package deal, was unnecessary since the NBC-Gillette contract with Mike Jacobs' 20th Century Sporting Club expires May 31. Or is Joe merely helping Miid Mike to bargain for more \$?

**T**HREE NBC execs, Nick Kersta, Warren Wade and Reynold Kraft, will participate in a seminar for advertisers conducted by WBAL (Baltimore) today and tomorrow. . . . Jose di Donato, one of the most heads-up Joes in the business, heads up television for the Edward Petry Company starting this week. He handled Bristol Myers and Borden shows on WCBS-TV and WNBT while at Doherty, Clifford & Shenfield. . . . Espey Manufacturing Co's television kit extremely popular with servicemen and video training schools. . . . Robert Campbell, television director of Springer Pictures, industrial film house, will unveil his company's initial effort in film commercials tonight before video students of the New School.

**W**RGB, GE's station in Schenectady, now operating on a six-night per week schedule. Station also acquired its first local client last week.—Haven Electric Company of Albany, for a nitely news program. . . . WMAL (Washington) Ruth Crane, "The Modern Woman," has become the Capital's first distaff tele director via her weekly show featuring society news, household hints, etc. . . . Mutual's "Heart Desire" currently on a "dry run" schedule on Don Lee's W6XAO under supervision of Stuart Phelps of the Ray Morgan Agency in Hollywood. . . . Doesn't Irene Murphy's (ex-RCA-Allied Stores Caravan) 300 hours before the cameras constitute some sort of record?

### Tele Scoop

Cincinnati — Kurt Schusschnig, former chancellor of Austria now visiting the U. S., appeared before WLW's video cameras Sunday night as guest of William H. Hessler, chief editorial writer for the Cincinnati Enquirer. Hessler, also a member of a WLW news panel, quoried Schusschnig about his persecution by the Nazis.

### Scophony Patent Rights Argued

Government efforts to free the controversial Scophony television patents, which may prove to be extremely important in the development of home and theater video, hinge largely upon the Government's right to enforce an order directed against Scophony, Ltd., a British corporation, the Supreme Court was told yesterday by attorney Sigmund Timberg for the Department of Justice.

Order has not been handed down by any court—and it is not certain that the Government will seek a judgment in the Scophony case unless Scophony, Ltd., is held to be answerable. New York District court has ruled that the British corporation is not within its jurisdiction—and Timberg was heard yesterday on the Government appeal from that decision.

### TV Audience Measure Launched By Hooper

Continuous measurements of television audiences using both the telephone co-incidental and diary technique was announced this week by C. E. Hooper, with preliminary work already under way.

Initial survey, which will be confined to the New York area, will be on the basis of 10,000 set-owner names, supplied by industry sources. Survey will later be extended to Philadelphia, Washington, Los Angeles and Chicago.

Diary technique will provide a sample of tele homes to be polled one week every-other-month, and will develop: index to audience size; share of audience; and qualitative report on viewers' reaction to shows; viewers' reaction to quality of reception.

### Two Capital Pickups Set For East Coast 'Pool'

Washington Bureau, RADIO DAILY

Washington—Two top news events originating in the Capital will be covered on television via a pooled pickup this week. At 10:30 a.m. today the House Labor Committee hearings, discussing problems in the industry, will be televised by WTTG and

### NBC Adds Relay Link From Phila. To Balt.

To relieve congestion of television circuits southward from New York, NBC is completing a temporary radio relay link between Philadelphia and Baltimore, it was announced yesterday by O. B. Hanson, vice-president and chief engineer.

Link, which will provide NBC with a complete one-way circuit from New York to Baltimore and later to Washington, will be completed when the tower of WBAL-TV, NBC affiliate, is ready for operation, probably in February.

"The three new micro-wave relay transmitters which NBC is temporarily installing will permit full-time operation of the NBC Television East Coast network without adding to the present heavy burden on existing facilities," Hanson said. He explained that when the new link goes into operation, NBC will have full-time use of a four-station web from Schenectady to Baltimore.

WMAL-TV, and made available to stations on the eastern network. Opening of the March of Dimes campaign tomorrow will also be aired with Margaret Truman, daughter of the President, officially setting the drive in motion before the video cameras.

### Emerson Shows Low-Price Set; To Spend \$7,000,000 In Advtg

Emerson Radio & Phonograph Corp. made a strong entry into the low-priced television receiver market yesterday with the unveiling of a 10-inch set to retail for \$269.50, and the announcement that it expects to produce 500 sets daily before the end of this year. In addition, Emerson expects to spend approximately \$7,000,000 in advertising and promotion during '48, an increase of a half-million

over last year, and the highest amount yet scheduled by the company.

Introducing the new model, the company's second TV set, to a distributor meeting at the Waldorf, prexy Ben Abrams said it was hoped that the price of sets could be ultimately brought down to about \$150. He also predicted that in the future, "the television end of our business will be greater than our sound sets."

### Sales of First Week Reveal Promise Of Good Yr.

Television's first business week of 1948 was a highly promising one with stations in the East adding several new sponsors to expanding schedules plus a wave of program and spot renewals which extend well into the new year.

WABD started off the 12-month period impressively with the signing of Chevrolet to a weekly news program to be aired Thursdays (8-8:20 p.m.) over a four-station web (WTTG, WFIL-TV, and WMAR-TV) for 52 weeks. Station also inked Chevrolet dealers to a 10-day schedule of films of the Winter Olympics which will be aired on a 15-minute show each night (9-9:15).

WMAL-TV, ABC's Washington outlet, also had a heavy sales week, with several "long term" contracts signed up. These include Philco dealers for three full-length feature films three times a week, (Sunday, Tuesday and Thursday) to plug radios, tele sets and refrigerators. Films will run about one hour and 30 minutes. Station also sold wrestling pickups to General Electric Products from the Turner Arena (Wednesdays) plus spots to several local advertisers.

WNBT added 10 renewals last week, including web programs for Kraft, General Foods, Gulf Oil, Nash-Kelvinator and announcements by BVD, Botany, Brentwood Sportswear, Elgin, Bulova and Vick Chemical. New business on the NBC station included two one-time film programs by C-O Two Fire Equip. Company and Churchward & Company.

High on the new-business list for WCBS-TV was the sale to U. S. Rubber of pickups of the Sportsmen's Show from Grand Central Palace next month plus films of the Winter Olympics, a renewal by Gulf Oil of its weekly video news show (Thursdays, 8:15 p.m.). Station also sold a schedule of 20 one-minute spots to Pepsi-Cola for "Everess," to extend through March.

### Half a Set

Washington — WNBW got a 'phone call from a curious and slightly bewildered "listener" the other evening. Seems he owns a home wire-recorder which operates on the 72 mg. band, and Sunday night he kept getting flashes of a news broadcast. A 'phone call to the station revealed he'd been tuned to the sound portion of a BBC newsreel being aired! He now owns half a tele set.

## House Petrillo Probe Under Way In Capital

(Continued from Page 1)

Miller, president of the NAB, with Bond Geddes, executive vice-president of the Radio Manufacturers Association scheduled to follow. Rep. Fred A. Hartley, Jr., (R-N. J.) as chairman of the House Committee, will conduct the hearing. Rep. Hartley, co-author of the Taft-Hartley labor legislation, is expected to reveal some of the committee's findings in an investigation of the Petrillo-AFM organization, during the course of the hearing.

Other witnesses to be heard include J. N. "Bill" Bailey, FMA executive director, and Everett Dillard, president of FMA and the Continental FM network. Hearings will be held mornings beginning at 10:30 a.m.

AFM President Petrillo has been subpoenaed to testify at the hearing and is expected to appear on next Monday. In the meantime he will appear in United States District court in Chicago when Judge Walter La Buy renders his decision on next Wednesday. Petrillo was recently tried before Judge La Buy for alleged violation of the Lea Act.

## FM Plea Of "Daily News" Re-Opened By Commission

(Continued from Page 1)

Charles R. Denny's participation in the final decision was not brought up, despite the fact that this was a major issue in the Daily News petition. In its brief, the News had questioned the right of Denny to participate in the decision because the former chairman resigned his Commission job to become vice-president and general counsel of NBC.

Counsel for the News was under sharp questioning from the Commission because of his contention that the FCC has no right to turn down an applicant specifically because he owns or controls a newspaper. Wayne Coy, new FCC chairman, and Commissioners Edward Webster and Clifford J. Durr, led the questioning of counsel for the News on this point.

The American Jewish Congress reiterated its charges that the News was biased against certain minority groups. This was again denied by the News. The Commission previously had ruled that the petition of the A. J. C. was not to be a part of the record. Testimony of the organization yesterday, however, apparently brings the charges back before the Commission.

Chairman Coy was careful to assure the attendance of all seven commissioners during the oral argument. One point made by the News in the petition to reopen the case was that two of the commissioners — Denny and Webster — participated in the final decision although they did not participate in the previous oral argument. Coy rounded up two of the commissioners before he allowed the oral argument to continue in the afternoon session.

In the "final" decision the Commission

## COAST-TO-COAST

— COLORADO —

**DENVER**—Ed Scott, former Seattle, Hollywood and Denver announcer, has joined the staff of KLZ in this city. . . . The famous Western saddle, made for the Navy's Fleet Admiral, William F. Halsey, Jr., USN (retired), to ride on Emperor Hirohito's white horse through the streets of Tokyo at the end of World War II, will be on exhibition at the KOA Ranch-Way booth during the National Western Stock Show and Rodeo, January 16-24. The saddle, which was never used by the Admiral for the Tokyo ride, was made by the Walter D. Allison Saddlery of Montrose, Colorado, and bears 63 stockmen's brands, bridle and breast harness, as well as the emblem of its sponsors, the Montrose Lions Club. . . . New KFEL continuity director is Warner Leeds, formerly with WJVB in Jacksonville Beach, Florida. Before the last war, Leeds did French copy for Ruthrauff & Ryan's Canadian accounts.

— DISTRICT OF COLUMBIA —

**WASHINGTON, D. C.**—The board of six judges who will select the winner of the WWDC "Mr. FM" contest has been selected. It consists of J. N. Bailey, executive director of the FM Association; Martin Codell, publisher of the Television Digest and FM Reports; Everett L. Dillard, president of the FM Association; Art King, managing editor of Broadcasting Magazine; Arthur Stringer, director of FM department of the NAB; and Charles Stolberg, special assistant, District Government. The winner will be announced on January 22, during a special program inaugurating WWDC-FM with its full 20,000-watt power. . . . Jerry Strong, who for many years has been winking up Washington by way of WINX and WINX-FM, has become emcee of the "Step 'n Fetch It" tele show on WTTG. The program, an audience-participation scavenger hunt on Channel 5, is a regular Monday night feature, aired from 9:00-9:30 p.m.

— KANSAS —

**KANSAS CITY**—Ruth Ann Quinlan, a graduate of the Medill School of Journalism and of the NBC Radio Institute at Chicago, has joined the promotion and publicity staff of KMBC. . . . **WICHITA**—New policy at KFH, which began yesterday, is to open and close each broadcasting day with inspirational religious programs, providing a "Prayer For The Day" led by the religious leaders of this city. Dr. Walter Horace Upton, new executive of the Wichita Council of Churches, responded with enthusiasm and has pledged the co-operation of the 75 ministers in the Council, who will take turns in opening and closing the 18 hours of broadcasting from 6:00 a.m. to 12:00 midnight.

sion had reversed itself and given a grant to the Methodist Board of Missions instead of the News. The Daily News received one of the five grants in the Commission's proposed decision.

— INDIANA —

**INDIANAPOLIS**—New show on WIRE is "S' Prize Party" which features games, stunts, party tricks, interviews and valuable prizes. Included in the cast of the half-hour show are Wally Nehrling, the party hostess, Paula Karr, and Johnny Winn, maestro of the studio orchestra. Program emanates from the Sky Room auditorium atop the Claypool Hotel. . . . **COLUMBUS**—Graeme Zimmer, WCSI-FM's promotion director, has been made honorary sheriff of Passaic County, New Jersey.

— CONNECTICUT —

**HARTFORD**—Jack Downey, nephew of Morton Downey, has joined the WONS announcing staff. The former also has a nice tenor voice and will be heard with singer Maxine Allen on the WONS String Ensemble program on Sundays. . . . WTIC public relations manager, Bernard Mullins, will direct the eighth annual WTIC-Hartford Courant Mile O' Dimes campaign which opens on January 15th and extends through the 31st of this month. The goal has again been set at \$44,936. . . . **NEW HAVEN**—"On the Move," a series of programs directed to the young people aimed at showing religious convictions in action on the part of organized projects as well as individuals, was recently inaugurated by WAVZ. The series of an inter-denominational nature, is written and produced by Marjorie L. Frantz and broadcast in cooperation with the New Haven Council of Churches, Sunday afternoons. . . .

— MICHIGAN —

**DETROIT**—Jack Hill, for the past five years NBC producer in Chicago and New York, has been appointed production manager of WWJ. . . . Industry, education and radio united recently when WJBK-FM presented the first in a unique 13-week series of dramatic programs entitled "Pulse of the Nation." Format of the shows is the re-enactment of the significant social and economic changes that have taken place in America since the introduction of motor vehicles a little over a half-century ago. The venture, a result of several months planning, is a co-operative effort on the part of Wayne University, WJBK and the Automobile Manufacturers Association. Scripts are written by Morris Weiss, high school instructor, under the direction of the AMA.

— NEW JERSEY —

**JERSEY CITY**—With the news that one in every three modern marriages seems to be headed for divorce courts, WFMO recently premiered "Just Between Ourselves," a series of programs which brings to the microphone two eminently qualified experts in human relations, who chat informally about domestic problems posed by listener letters. Show is heard each Sunday from 2:05-2:20 p.m. . . . **TRENTON**—Elmer H. Wene, WTIM president, has been named gubernatorial candidate by the leaders of this state's Democratic Party. . . . **ASBURY PARK**—New announcer at WCAP is Rollin S. Smith, formerly with WNEB, Worcester, Mass.

## RMA Report Treats Repairmen 'Abuses'

(Continued from Page 1)

were adopted at Friday's meeting. Parkinson said, they will not be revealed until the RMA board of directors has taken action on them. Next meeting of the board will be held in Chicago Jan. 21.

One of the main topics of discussion at the Service Committee confab was the proposed ordinance of Councilman Stanley M. Isaacs, of New York, to license the city's radio service men. Most committee members, it was learned, are opposed to such a plan. It is believed the committee prepared a program for housecleaning on the part of the industry as a means of combatting licensing proposals.

Wants Service Notes Published

The committee also will recommend standards for publication of service notes in technical terms. This suggestion will go to the RMA engineering committee, and probably will be adopted by the industry.

Other points discussed were manufacturer franchises for competent repair men, and organization of a national servicemen's organization under RMA auspices.

It was pointed out that much of the trouble with service men comes from a "fringe" of unethical men who take advantage of customers' ignorance of radio mechanics. Committee members were reminded that there is also a "fringe" of unethical receiver manufacturers—not members of RMA—who market inferior sets bearing no names and carrying no guarantee.

## Future Of FM Radio Service Discussed At RMA Meeting

Washington Bureau, RADIO DAILY

Washington—New FM stations will go on the air during 1948 at the average rate of 50 per month, the FM Association told the Radio Manufacturers Association at a joint meeting of the two organizations at the Statler Hotel here on Saturday.

Thomas F. McNulty, FMA treasurer and chairman of the FMA's liaison committee to the RMA, declared that more than 380 FM commercial stations are now operating, as compared to 136 in January 1947, and that the FCC has authorized 630 others for construction within a year.

When the more than 1,000 FM stations get on the air, FM noise-free, staticless radio reception will be available to 80 per cent of the population or more than 110,000,000 people, said Mr. McNulty. He called upon the manufacturers of receiving sets to "step up your FM production to meet the public demand for good FM sets."

## Stork News

Hollywood — Mr. and Mrs. Cleo Roberts announce the birth of a 7 lb. 5 oz. son, Christopher Cleo, born Saturday, January 3, at St. John's Hospital in Santa Monica, Calif.



# RADIO DAILY

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VOL. 42, NO. 9

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TEN CENTS

## NAB HEAD EXPOSES PETRILLO'S OPERATIONS

### FM Officials Allege 'Discrimination' By AT&T

#### Charge Operation Of Coaxial Cable Favors Video

Washington Bureau, RADIO DAILY  
 Washington—FM broadcast-ers and representatives yesterday charged that AT&T is "discriminating" against FM in providing "free" intercity network service to television. AT&T reps denied the charge and said that the "free" coaxial cable service for television will be halted as soon as network video

(Continued on Page 8)

#### Brown Made Partner Of Sherman-Marquette

As a result of a recently completed reorganization of the ownership structure of Sherman & Marquette advertising agency, with offices in New York and Chicago, Carl S. Brown has been admitted to a partnership with Stuart Sherman and Arthur P. Marquette. No change in executive management is planned. The policy established five years ago by the agency of maintaining two fully staffed agency operations in the two cities

(Continued on Page 2)

#### New Coast Guard Program Set For ABC On Jan. 26

A new U. S. Coast Guard dramatic program will debut on ABC on January 26 at 10 p. m., EST, it was announced yesterday by the William Von Zelle agency in New York. Program will be a half hour show with Edwin C. Hill as narrator and featuring Harry Salter's orchestra. Sylvan Taplinger will produce the show.

#### Decision Today

Chicago — Judge Walter LaBuy in United States District Court today is expected to render a decision in the case of the U. S. Government against James C. Petrillo and the AFM for alleged violation of the Lea Act in seeking employment of musicians at WAAF. Petrillo is expected to be in court at 10 a. m., when the decision is handed down.

#### Pessimistic Viewpoint

Justin Miller, president of NAB, during the course of the Petrillo hearing in Washington yesterday was asked on two occasions as to whether or not the networks would get together with the AFM before the web contracts for live music expires on Jan. 31. Miller replied that he was "pessimistic" about the outlook unless negotiations took a more favorable turn. He indicated too that the networks were prepared to meet the emergency if a strike was called.

#### Commentator Reviews European Radio Needs

The United States may lose the crucial battle of ideas now being waged in Europe because of an inadequate program of broadcasts to the continent, in the opinion of George Hamilton Combs, WHN news commentator, who just completed a four-month tour of western Europe.

Combs, who returned to this country last week, said most Europeans

(Continued on Page 2)

#### NBC Stations Committee Meets In N. Y. Jan. 20-21

First meeting of NBC's 1948 stations planning and advisory committee, elected last month, will be held in New York Jan. 20-21, it is announced by Easton C. Woolley, network director of stations departments. Group holds a preliminary meeting Jan. 19 to elect a chairman and secretary and to set an agenda for the two-day session.

#### Justin Miller The First Witness Called As Music Probe Gets Under Way Before House Labor Group

By MANNING CLAGETT, Washington Bureau, RADIO DAILY

Washington—Bluntly terming James C. Petrillo an "economic pirate," NAB President Justin Miller yesterday told the House Labor Committee that the AFM czar's ban on recordings and transcriptions left the field wide open for a rival union.



MILLER

Miller was lead-off witness in the House group's extensive probe into Petrillo and his edict terminating recording and transcriptions by AFM musicians. Hitting hard at Petrillo, Judge Miller told the committee that the AFM chief has "abandoned jurisdiction" in the recording field, thus leaving it wide open for formation of a rival union to break his hold over musicians.

Questioned by several Congressmen, Miller said formation of another union "may be the answer" to the present recording stalemate. The NAB head declined, however, to make any recommendations for new legislation until the effect of the Taft-Hartley and Lea Acts are better known.

Judge Miller told the committee

(Continued on Page 8)

#### Zenith Buying Time For Mutual Web Show

Chicago—Zenith Radio Corporation is contemplating the purchase of the 9:15 to 9:30 p. m. spot, EST, Monday through Friday on Mutual for show to be known as "Zenith Radio News Reel." Program will be sponsored by Zenith distributors and selected Zenith dealers. Size of network not yet determined. Contract is being

(Continued on Page 2)

#### Class C Rates Upped By ABC Network

Class C time rates for ABC's five owned and operated stations will jump 20 per cent, starting Feb. 1, it was announced yesterday by Mur-

(Continued on Page 8)

#### 'Frisco Business Outlook Promising, Stations Report

San Francisco—Executives of both independent and network stations here state that time and spot sales during 1947 have been better than they anticipated. During the early summer months there was a general let-down in sales that had everyone worried and wondering just what was going to happen. It looked then

as if the depression had started. But following this general slump there has been a gradual pickup that continued right through to the end of the year. This was particularly true with some of the independent stations.

John G. Campbell, sales manager (Continued on Page 6)

#### British Audience

Montreal—The number of broadcasting receiving licenses, including television licenses in force in Great Britain and Northern Ireland at the end of 1947, was approximately 10,992,200, states cable advice received here. Television licenses numbered 31,250, an increase of 3,400 on the October figure. In six months the total has risen by 12,515, 66 per cent.

NBC And Hollywood Firm Set Pact For Tele Films [ TURN TO PAGE 7 ]



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FINANCIAL

(Jan. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	7 7/8	7 3/4	7 7/8	0
Am. Tel. & Tel.	152	151 1/2	151 5/8	1/2
CBS A	25 1/2	24 5/8	25 1/8	+ 1/8
Farnsworth T. & R.	7 1/2	7	7 1/8	+ 3/8
Gen. Electric	35 7/8	35 1/2	35 5/8	+ 1/8
Philco	31 3/8	30 1/4	30 3/4	- 1 1/4
Philco pfd.	9 1/8	9	9	+ 2 1/2
RCA Common	9 1/8	9	9	- 1/8
RCA First pfd.	67 1/2	66 3/4	66 3/4	- 1
Stewart-Warner	14 1/4	14 1/4	14 1/4	0
Westinghouse	29 3/8	28 3/4	28 3/4	- 3/4
Westinghouse pfd.	97 3/8	97 3/8	97 3/8	- 5/8
Zenith Radio	22 1/2	21 1/2	21 1/2	- 1 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16	16	16	0
Nat. Union Radio	3	3	3	0

OVER THE COUNTER

DuMont Lab.	9 1/4	10	10	0
Stromberg-Carlson	12	13 1/4	13 1/4	0
U. S. Television	1 1/4	1 3/4	1 3/4	0
WJR (Detroit)	12 1/4	12 3/4	12 3/4	0

New Italian Film Star To Guest

Valli, new Italian actress importation featured in "The Paradine Case," will make U. S. radio debut today, Wednesday, during Nancy Craig's ABC program at 1:15 p.m., EST. She'll also be heard on the Craig show, WJZ only, at 12:35 p.m. today. Valli is scheduled for about six radio guest appearances during the next few weeks.

Repeat Honor

WNBC tonight (Wed.) will carry a re-broadcast of Sunday night's "Sound Off" which comprised the entertainment industry's salute to the USO Camp Shows upon its dissolution. Program, which will be aired from 6:20 to 6:45 p.m., EST., over the NBC flagship, features such top performers as Douglas Fairbanks, Jr., Eddie Cantor, Benny & Hope, and others.

Urges Better U. S. Programs For Broadcasts To Continent

(Continued from Page 1)

are "woefully ignorant" of the U. S. He attributed this to lack of sufficient funds and the absence of an integrated program for the State Department's OIC, not to personnel incompetence. OIC men in Europe are "the most selfless group" he has seen and "are working their hearts out."

The newsman was disappointed also in the American Forces Network for "not measuring up to its possibilities." AFN's powerful transmitters are heard all over the continent, he said, and have made its broadcasts the "showcase of American radio throughout Europe."

The primary purpose of AFN, which it fulfills satisfactorily, is to entertain occupation troops, Combs pointed out. However, it is listened to also by civilians in all countries who turn to its broadcasts for "a slice of America," and it is in this aspect of its operation that AFN does not fill the bill, he said.

While abroad, Combs recorded three 15-minute shows a week which were flown to New York and aired over WHN. His equipment consisted of two portable Webster wire-recorders with batteries for auxiliary power. His "staff" was made up of himself and his wife.

Wherever he went, everyone he interviewed—from cabinet minister to coal miner—was amazed and delighted by the wire-recorder, which is comparatively unknown in Europe. After hearing the playback of his interview with Combs, a member of the French cabinet told his secretary to phone his embassy in Washington

immediately and place an order for a recorder to be flown to Paris in the next diplomatic pouch.

Had he been able, Combs said, he could have sold at least 100 wire-recorders during his trip. American newspapermen at the press camp in Frankfurt were unanimous in the opinion that portables such as Combs used would prove invaluable aids in news-gathering. Still another use was proposed by photographers who wanted to synchronize recorders with motion picture cameras.

European Radio "Dull"

Combs found European radio uniformly "dull" and limited in scope. Programming is comprised mainly of canned classical music, mostly vocal or chamber music, with "no lilt in it at all," he said, and is interspersed with government messages and official speeches.

Receiver prices are exceptionally high, Combs said, with the cheapest selling between 70 and 80 dollars. In Switzerland, sets are operated by a coin slot, with one franc turning the radio on for about two hours. Once a week, he added, a collector comes around, opens the set and removes the money.

Television is practically unheard of on the continent, Combs said, and in England "you hear of it but never see it." Europeans without exception are amazed at the extent to which video has developed in this country, he said, and are particularly envious of Americans who may sit in bars and watch their favorite sporting event.

Brown Made Partner Of Sherman-Marquette

(Continued from Page 1)

will be maintained with Mr. Brown, who has been vice-president and general manager of the New York office, continuing to head up the Manhattan operation at 10 Rockefeller Plaza.

Zenith Is Buying Time For Mutual Web Show

(Continued from Page 1)

handled by MacFarland Aveyard & Co. Show will start sustaining some time in February and sponsorship starts March 1.

WTOR Execs. Named

Torrington, Conn.—Joseph R. Schifini, president of WTOR, new 250-watter slated to go on the air later this month, has announced appointment of key personnel. James Parker and Joseph X. O'Hara, formerly with WBER, were named general manager and commercial manager, respectively. Richard C. Kilbourn, formerly with WLLH, is program director, and T. Webster Hitchcock, last with WBAL, is chief engineer. The only full timer in town, outlet will be represented by Cox and Tanz.

Tube Sales In November Showed Gain Over 1946

Washington Bureau, RADIO DAILY

Washington — Sales of receiving tubes in November totalled 17,137,891 and brought the number of tubes sold in 11 months of 1947 to 183,022,419, the RMA has announced. This latter figure compares with 180,743,639 tubes sold by RMA member-companies in the same 11 months of 1946.

Of the November total, 12,232,082 tubes were sold for new sets; 3,405,427 for replacements; 1,410,535 for export, and 89,847 to government agencies.

Marden Named RCA V.-P.

John C. Marden, who joined RCA Victor 11 years ago as a salesman, has been elected vice-president and general manager of RCA Victor Distributing Corporation. This corporation serves distributors in the Chicago, Kansas City and Detroit territories.

ABC FM Stations

ABC has inaugurated interim operations in three cities: Chicago, Detroit and Los Angeles, Frank Marx, vice-president in charge of engineering, announced Saturday. The stations are KECA-FM, Los Angeles; WXYZ-FM, Detroit, and WENR-FM, Chicago.



Comfort

He's the happiest polar bear in Baltimore. The kids swarm down to the zoo on Sunday afternoons . . . and all he has to do is splash around in the pool and make 'em happy. Then he gets fed.

Pretty soft!

But there are other equally effortless ways of getting by . . . even in business.

Take radio advertising in Baltimore, for instance. To get things done in this sixth largest city without a lot of sweat and bother, simply jot down the call letters W-I-T-H for that next list.

W-I-T-H is the independent station that delivers more listeners-per-dollar-spent than any other station in town. What's more, Baltimore is a five station town. Put W-I-T-H on your next list.



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President  
Represented Nationally By Headley-Road

# IN CORRECTION OF A MISLEADING "AD"

**SHOW PRODUCTIONS, INC.**  
which is  
the Radio and Television Department of  
**DANCER-FITZGERALD-SAMPLE, INC.**  
congratulates **VARIETY!**

The January 7th edition of "Variety" carried an ad of Show Productions, Inc., a subsidiary of Dancer-Fitzgerald-Sample, Inc., listing a number of "Hummert Shows" handled through Air Features, Inc., which would possibly give the average reader the impression that Show Productions, Inc. produced the following shows which they do not produce but are handled through Air Features:

Network	Name of Program	Sponsor	Time	Network
	Baby Crocker Magazine of the Air	General Mills, Inc.	10:25-10:45 A.M.	ABC-MTWT
	Jayce Jordan	Prector & Gumble Co.	10:45-11:00 P.M.	NBC-MTWT
	✓ Romance of Helen Trent	Whitball Pharmaceutical Co.	12:30-12:45 P.M.	CBS-MTWT
	✓ Our Gal Sunday	Prector & Gumble Co.	1:45-2:00 P.M.	CBS-MTWT
	✓ We Parties	Prector & Gumble Co.	2:15-2:30 P.M.	CBS-MTWT
	✓ Perry Mason	Prector & Gumble Co.	2:45-3:00 P.M.	ABC-MTWT
	✓ Rida & Greg	General Mills, Inc.	3:00-3:15 P.M.	NBC-MTWT
	✓ Light of the World	Prector & Gumble Co.	3:15-3:30 P.M.	NBC-MTWT
	✓ Little Coo to Beautiful	Prector & Gumble Co.	4:00-4:15 P.M.	NBC-MTWT
	✓ We Parties	Sterling Drug, Inc.	4:15-4:30 P.M.	NBC-MTWT
	✓ Backstage Wife	Sterling Drug, Inc.	4:35-5:00 P.M.	NBC-MTWT
	✓ Stella Dallas	Sterling Drug, Inc.	4:45-5:00 P.M.	NBC-MTWT
	✓ Young Widder Brown	Whitball Pharmaceutical Co.	5:00-5:15 P.M.	CBS-MTWT
	✓ Just Plain Bill	Prector & Gumble Co.	7:15-7:30 P.M.	ABC-MTWT
	✓ Brink	General Mills, Inc.	7:30-8:00 P.M.	ABC-Tuesday
	✓ Jack Smith Show	General Mills, Inc.	8:00-8:30 P.M.	CBS-Wednesday
	✓ Love Ranger	Sterling Drug, Inc.	8:30-8:45 P.M.	CBS-Saturday
	✓ American Melody Hour	Whitball Pharmaceutical Co.	9:30-9:45 P.M.	ABC-Sunday
	✓ Mr. Keen, Tracer of Lost Persons	General Mills, Inc.	9:00-9:30 P.M.	NBC-Sunday
	✓ Famous Jurg Trials	Sterling Drug, Inc.	9:30-10:00 P.M.	NBC-Sunday
	✓ Manhattan Merry-Go-Round	Sterling Drug, Inc.	9:30-10:00 P.M.	NBC-Friday
	✓ American Album of Familiar Music	Sterling Drug, Inc.	9:30-10:00 P.M.	NBC-Friday
	✓ Waltz Time			

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO

✓ 12 of the 24 are NOT Show Productions but are Hummert Air Features Shows

OUR GAL SUNDAY  
BACKSTAGE WIFE  
STELLA DALLAS  
LORENZO JONES  
WALTZ TIME  
YOUNG WIDDER BROWN  
JUST PLAIN BILL  
ROMANCE OF HELEN TRENT  
AMERICAN MELODY HOUR  
MR. KEEN, TRACER OF LOST PERSONS  
MANHATTAN MERRY-GO-ROUND  
AMERICAN ALBUM OF FAMILIAR MUSIC

As a matter of record, we therefore wish to clear what may be a "misleading advertisement" by stating that Show Productions has no connection of any kind or nature with the foregoing programs — and has never had any connection with them. They are all written and produced under the supervision of Frank and Anne Hummert by Air Features, and have been so produced for over 11 years.

## AIR FEATURES, Inc.

WORLD'S LARGEST ADMINISTRATORS OF RADIO PROGRAMS  
EXCLUSIVE REPRESENTATIVES "HUMMERT SHOWS"

★ We believe that Show Productions published the ad through error and not with intent to injure. We publish this correction simply to protect ourselves.

AMERICA'S #1 BAND  
in RADIO'S #1 SHOW

The **GU**  
**LOMBA**

**SHO**

NARRATED BY D

*The Sweetest Music*



TRANSCRIBED  
THE GREATEST

# CHOCK-FULL OF MUSICAL SHOWMANSHIP!

Now, the greatest name in popular music gives you the greatest show in radio. Year after year after year, voted America's No. 1 band . . . No. 1 at the box office, No. 1 in nation-wide polls, No. 1 on the air. 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 at a fraction of its transcribed cost.

## THE ROYAL CANADIANS

Guy, Carmen, Lebert Lombardo and their magnificent 16-piece orchestra playing the soft, sweet music that all America loves.

## DAVID ROSS, NARRATOR

Long known as the poet-laureate of the air, he weaves a tapestry of beauty in story and song.

## THE TWIN PIANOS



The magic fingers of Fred Kreitzer and Paul Rickenback at twin keyboards . . . as much a trade mark of Guy Lombardo as his sweet, melodious music.

## LOMBARDO VOCAL TRIO



Three grand voices blending delightfully in rich harmony, as they add beautiful, new interpretations to many of Guy's most famous songs.

## THE LOMBARDO MEDLEY



A sure-fire audience builder. David Ross and Guy Lombardo present three songs, without titles. A musical quiz that listeners enjoy.

## LOMBARDO VOCALISTS



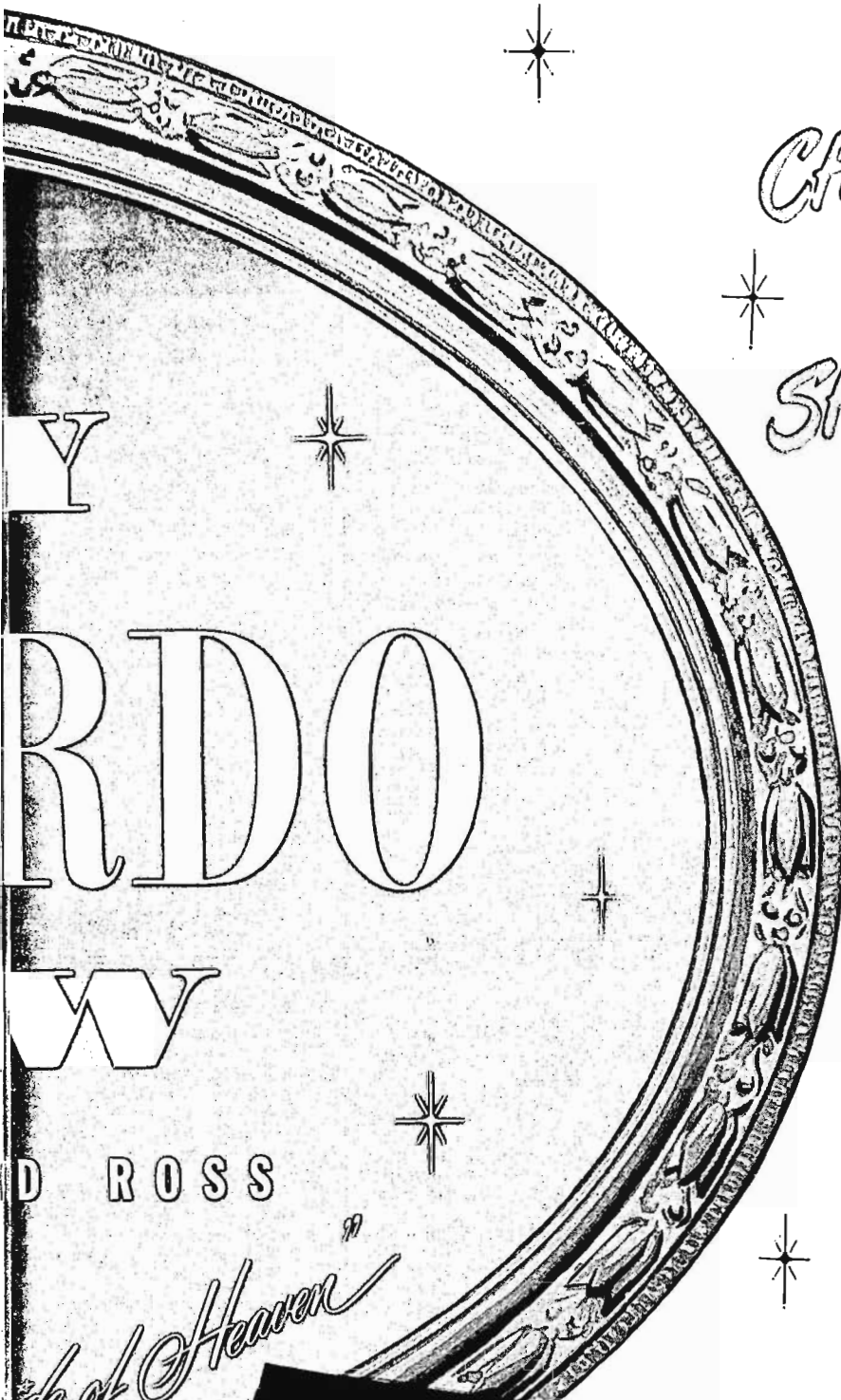
Featuring the glorious voices of Don Rodney and Kenny Gardner as Guy plays the favorite music of the nation.

## THE FAMOUS LOMBARDO



## PICTURE STORY

Narrated by David Ross, played by the entire ensemble. A musical masterpiece with that famous Lombardo touch.



*Side of Heaven*

FREDERIC W. **ZIV** COMPANY  
*Radio Productions*  
 1529 MADISON ROAD • CINCINNATI 6, OHIO  
 NEW YORK CHICAGO • HOLLYWOOD

IV MEANS  
 IO SHOWS

## Good '48 Prospects Reported In Frisco

(Continued from Page 1)  
of KSFO, states: "The last quarter of 1947 continued the gains experienced in the two earlier quarters, and the year came to a close with an approximate gain over 1946 of 15 per cent."

Other independent stations' reports show about the same sales totals for 1947 as for 1946, and some experienced a loss of from 5 to 10 per cent.

KFRC - Mutual reports state that during the last three months of 1947 time and spot sales have been up approximately 15 per cent over the same period last year, bringing the year's total up to about the same as 1946.

KGO-ABC sales followed the same general trend, with good indications for the coming year.

KNBC (KPO) reports enthusiastically that "our sales in the last three months of 1947 were the highest in the history of the station for any three-month period, and exceeds the same three months of 1946 by a small percentage."

### Elwood's Appraisal

Looking to the future, John W. Elwood, KNBC general manager, says: "Present indications are that KNBC's sales volume in 1948 will at least equal that of 1947, which was the best year in the station's history. However, it is becoming more and more evident that salesmen are not going to be able to continue to sit in their overstuffed chairs and expect bids, but will have to get out and sell."

### Pabst Optimistic

William D. Pabst, manager of KFRC-Mutual, said: "We are optimistic for the coming year and expect 1948 to be a far better radio year than 1947. We certainly do not anticipate the slump which occurred at the beginning of last summer when there was such a shortage of merchandise. Prospects look very good for the coming year."

Following this same optimistic trend John Campbell of KSFO said: "Judging from commitments on hand, and sales reports, 1948 should continue the upward trend. An election year always influences industry and buoys up general business conditions, and because of this, as well as the attitude of agency buyers and business leaders, a generally optimistic feeling is apparent."



### Notes From An Aisle Seat. . . . !

• • • Vox Pop moves into the big leagues by grabbing off Herb Moss, one of radio's spotlight producer-directors, to take over as of Jan. 21st. (One of the first shows he'll do on the new assignment will emanate from the farthestmost point in Alaska, with the troupe flying over the North Pole). Moss' production firm, meanwhile, will continue to function here. In addition to "Going Nowhere," with Henny Youngman, and "Meet Your Hero," with Mel Allen, he's readying a third show—a character situation comedy with John Carradine and Jackie Kelk. . . . Because "True or False" will in all probability take to the road, Bill Slater has asked for his release as emcee of the now series. His many radio, television and film recording commitments here will anchor him to N. Y. for some time to come. No replacement set as yet. . . . First British company to use radio advertising extensively in the U. S. to boost their exports for dollars will be the old firm called Kent of London, brush mfrs. since 1777. (Needham and Groham is the ad agency). . . . Jimmy Savo will receive the Tombs award as the comic of the year when the Gagwriters Institute meet at the Hotel Penn tomorrow nite. . . . Ted Pearson, one of radio's 20-year-men, signed for narration of "Cavalcade of America." . . . Sidney Paul, the Paramount News commentator and radio actor, signed to do a series of 15 radio educational films to be shown at women's clubs throughout the country. Jack Rayel, former staff announcer at NBC, now nite manager of WQXR.



• • • THAWTS WHILE THINKING: Mr. Petrillo will never be immortalized in a wax museum, methinks. . . . Tommy Dorsey will never find another pet like his Great Dane. . . . Henry Morgan will never get Schick and tired of panning sponsors. . . . Elsa's Maxwell will never replace Jack Benny's. . . . Marie McDonald will never have to worry about a bodyguard.

### BBC Registers With U. S. Under Foreign Agents Sec.

#### Washington Bureau, RADIO DAILY

Washington — The Department of Justice announced that the North American Office of the British Broadcasting Corp. registered with the Foreign Agents Registration Section last month.

The North American Office, 630 Fifth Ave., N. Y., registered as agent of the BBC in London.

In its registration statement, the Office stated that "the basic theory of the BBC's North American operations is to portray from London the British way of life, its progress, institutions, art, music and thought, and the point of view of its public to America, and conversely America to the British."

### "Vic And Sade" On ET's

Chicago—The "Vic and Sade" program will return to the air shortly via a series of 15-minute open end transcriptions to be distributed by Green Associates for local and regional sponsorships. Programs are being recorded by the NBC radio recording division. Art Van Harvey and Bernardine Flynn will be back in their roles of Vic and Sade. Homer Heck, NBC production director, is directing the series. Program will be offered in a 260-record package.

### KFEL Experimental Farm; Leases Additional Space

Denver — KFEL, Mutual affiliate, has bought a 160-acre experimental farm and leased additional office space in the Albany Hotel, it was announced the past weekend by Gene O'Fallon, KFEL general manager.

Part of a general expansion program recently launched by the station, the experimental farm is located 14 miles north of Denver and will be used to provide "inspiration" for Gus Swanson, the "KFEL Farm Reporter."

The station has also leased additional rooms in the Albany Hotel.

### SALESMEN WANTED

For open-end transcribed programs. Particularly desire part-time efforts of radio men now employed in each territory. Must have car. Cleveland territory—Also Detroit and Cincinnati territories, and others, now open. Give detailed experience and territory desired in first letter. Write Box 104, RADIO DAILY, 1501 Broadway, New York 18, New York.

W N B T

scope



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

WEDNESDAY, JANUARY 14

11:00—Opening of Morch of Dimes from Washington  
5:00—Playtime from Washington  
7:54—Television Press Release (Holt-Deland)  
8:00—Americana Quiz—Deems Taylor, moderator  
8:30—In the Kelvinator Kitchen with Alma Kitchell (Kelvinator)  
8:45—Story of the Week—Richard Harkness—from Washington  
9:00—Kraft Television Theatre—Jack Roche's "Alternating Current" (Kraft Foods)

### TOMORROW'S HIGHLIGHTS

8:00—Film—Eye Witness  
8:30—NBC Television News  
9:00—You Are An Artist with Jon Gnagy (Gulf Refining)  
9:15—Basketball—Georgetown vs. LaSalle—from Washington

### TODAY'S SERVICE . . .

When President Truman delivered last week's address to Congress on the State of the Union, NBC of course broadcast the event over the Eastern Television network. But NBC also shot sound film for affiliates not yet linked to the east. Forty-eight hours after the speech, the NBC film was broadcast by distant stations. That's fast work indeed—though hardly comparable to the immediacy offered network viewers watching news as it actually happens.

### CONFIRMED SCANNING . . .

Deems Taylor, who presides over Americana Quiz (8 pm, tonight) delivers an urbane estimation of television: "There have been four historic dramatic media—opera, stage, radio, and films. Television surely is a very pretty fifth."

1906 1948  
*Henri*  
CONFISEUR  
FRENCH RESTAURANT  
LUNCHEON DINNER  
COCKTAIL BAR  
Famous French Candies  
15 East 52nd St.  
AIR CONDITIONED

NBC  
Television

A Service of Radio Corporation of America

# TELEVISION DAILY

TELEVISION DAILY is a daily section of RADIO DAILY. TELEVISION DAILY is fully protected by register and copyright.

## NBC SETS LONG-TERM PACT FOR TELE FILMS

### TELE TOPICS

By JIM OWENS

**W**NBC readying its new TV rate card, with new price structure probably in effect by the second quarter of the year. . . . WATV, Bremer B'casting outlet in Newark (N. J.), will tee off with an impressive sport sked next spring. Station will probably air the Newark Bears (Yankee farm club) when baseball rolls around. . . . Larry Finley added another show to his roster yesterday (Tuesday) with debut of "Catch the Act" on KTLA, Coast Paramount station. Series will feature top pros, and premiere had Sammy Kaye's orchestra.

**N**AB Prexy Justin Miller a smoothie as the industry's first witness at the House labor hearings yesterday,—an incident which further emphasized tele's ability to cover news events. . . . Miller, an accomplished court room performer, was direct, sincere and jovial, seemed to enjoy his role of methodically dissecting Jimmy Petrillo's stand against the industry, including video. Judge made the significant comment that AFM would never get a whack at the lush job opportunities when tele matures if Petrillo permitted the TV'ers to develop program-wise without live music. . . . BMI's Sydney Kaye also a videogenic bar-barster as the cameras caught him huddling with Miller on a toughie posed by a House official. . . . TBA prexy Jack Poppele also scanned in the Caucus Room as he hello-ed an industry pal. . . . Only gripe on the whole production was frequent cut-ins by the video announcer when a question was leveled at Miller.

**T**HE industry's getting heavy slick mag promotion: January Radio Craft, a technical mag, runs a video special, with 18 separate pieces on tele, plus an editorial. . . . Time also set to review a typical evening's tele fare in an early issue. . . . Betty Field, B'way's "Dream Girl" last year, will play the harried Mrs. Manningham in "Angel Street" on WNBT. . . . CBS tele exec Len Hole bubbling over his daughter Judy's (age 8) winning a jingle contest sponsored by Fisher Baking Co.—on WABD's "Small Fry Club." . . . Jerome Harrison becomes associate tele and radio director of French & Preston, Inc.

### "Jimmy" On Tele

Memorial dinner to the late Jimmy Walker, former Mayor of New York City, will be held at the Waldorf-Astoria today with Mayor William O'Dwyer and 1,000 notables in attendance. Highlight of the affair will be a showing of "Mr. New York," short film on the life of Walker, which will be aired over WABD, key outlet of the Du Mont network.

### The Television Box Score

Television boxscore throughout the U. S. now stands: seven video stations licensed; 10 additional operating; 68 construction permits; 48 pending, and 38 at the hearing stage.

Term "licensed" means those stations now operating which have conformed to all commitments made to the FCC when original application was filed, regarding power, etc., and as such have been officially granted a license. Other stations having CP's, and not yet officially "licensed" are permitted to operate commercially under "temporary" approval of the Commission.

### Sports Official Avers Television Aids Gate

**C**hicago—While sports promoters in other cities maintain that television has adverse effect on gate receipts, a Chicago manager asserted last week that coverage by WBKB has been a "potent factor" in increasing attendance "100 per cent" at wrestling matches he arranges. Report of the experience of Fred Kohler, local sports official, was submitted to a meeting of college officials last week in New York by Capt. Bill Eddy, director of the video station in the Windy City.

#### Started in 1946

Kohler, who stages wrestling matches at Midway and Rainbo arenas in Chicago, first opened the events to WBKB Image Orthicons during the summer of 1946. Since that time, the station has covered 94 wrestling programs arranged by him. In a letter to Eddy, Kohler stated that while he had offered no unusual attractions during 1947, attendance records on file with the Illinois State Athletic Commission confirm the fact that he had had a 100 per cent increase in his receipts. Contrasting

### 1st Weekly 'Newsreel' Starled By BBC Tele

**L**ondon—BBC Television studio at Alexandra Palace televised its first video "Newsreel" here last week, a 15-minute segment aired at 8:30 p.m. Mondays, Wednesdays and Saturdays. At the present, only one edition weekly is being produced, but BBC execs said that "stop press" items may be added. Later, the news will be changed twice or three times each week. While some of the events aired are taken from movie stock, many are specially filmed by the BBC Mobile Film Unit.

#### Includes American Items

BBC Newsreel includes American items provided by NBC, which has an exchange arrangement with the former organization, and this is supplemented via a deal with France. Edward Halliday, an experienced radio and television announcer, is the Newsreel's first commentator.

his experience with that of a comparable arena where the weekly boxing card was not televised, Kohler added that the non-televised boxing showed a loss during 1947.

## Press-Time Paragraphs

### Wilcox To Head Video Department

**Los Angeles**—Harlow Wilcox, nationally known announcer of such top network shows as "Fibber McGee and Molly," "Truth or Consequences" and "Baby Snooks," will head the television department of Rockett Pictures, Inc., of Hollywood, it was announced this week.

### File For TV Station In Columbus

**Columbus, Ga.**—Georgia-Alabama Broadcasting Corp., announced yesterday it will file application for a television station here, to be constructed and set up at a total cost of \$225,000. Company now operates an AM and FM outlet, and is affiliated with the Ledger-Enquirer newspapers.

### Regional Station Planned

**Youngstown, O.**—The Youngstown Vindicator has applied for a regional television station, which would share the site on the Boardman-Poland Road purchased by WFMJ for its 5,000-watt transmitter. Proposed station would be the largest permitted by the FCC and would cover an area with a radius of 40 miles.

### Web & Coast Firm In Major Tie-Up Re Pic Fare

**F**irst major tie-up between television and a major motion picture firm—and one which may indicate the future role of film fare in video programming was effected yesterday by NBC and Jerry Fairbanks Productions, West Coast firm. Contract, announced by Frank Mullen, executive vice-president of the network, calls for a five-year term—during which Fairbanks will make all types of television films specifically and exclusively for NBC.

Deal, which is said to involve an expenditure "running into the million dollar figure," calls for production of "several hundred" film features annually "on order" by NBC, with writing, directing, etc., under supervision of Fairbanks. According to Jack Pegler, general manager of Fairbanks eastern offices, the film production company will set up a nation-wide exchange system to service tele stations, and this system may ultimately become world-wide. NBC affiliates will have first call on these films, he said, but they will be made available to other video outlets as well.

#### "Significant Step"

"We regard this as a highly significant step toward the implementation of at least one type of television programming," Mullen said. "It is essential that television films be of first-class quality. It is equally essential that the televiewer determine the type, quality and standards of the pictures that they are to put on the air."

Fairbanks plans immediate production on a five-a-week kiddie strip, and a home-comedy-drama type show, both of 30-minute duration. Also available under the pact is "Public Prosecutor," a series made specifically for tele which Fairbanks turned out last year. Full-length feature films are a possibility for later planning, depending upon costs, etc., it was pointed out.

### Taylor To Substitute

**Deems Taylor**, eminent music critic, composer and author, will substitute for vacationing John Mason Brown as moderator of "Americana" over WNBT tonight (8 p.m., EST.) Taylor, who was a guest on the show last week, will be joined by Marc Connelly, Pulitzer Prize playwright Millicent Fenwick, editor of Vogue; and literary critics Lewis Gannett and Basil Davenport.

## AT&T 'Discriminates,' FM Execs. Tell FCC

(Continued from Page 1)

service is out of the "experimental" stage.

Both views were given in an informal FCC hearing before Commissioners Paul A. Walker and George Sterling.

Walker and Sterling questioned AT&T representatives closely. Walker said that a "serious problem" was involved and indicated that intercity service afforded television might involve unfair competition with FM.

J. T. Quisenberry, representing AT&T, said that FM can be adequately served by telephone companies using broad band equipment.

Leonard Marks, FMA counsel, charged that AT&T favored television by developing coaxial cables even in spots where no video now exists.

Asked how long it would take to get 15,000-cycle circuits between places other than New York-Washington, AT&T counsel said "within a year."

Marks asked that AT&T recognize FM as "experimental" as far as networking is concerned and requested "equal treatment" for FM.

## Lowell Thomas To Guest

Lowell Thomas, Columbia network commentator, will make a guest appearance tomorrow on "This Is New York," CBS, 9:50-10 a.m.



## HOTEL STRAND

Atlantic City's  
Hotel of Distinction

A hotel planned and designed for your every comfort . . . assuring you absolute rest and relaxation . . . amid an atmosphere of refinement . . . Beautifully furnished rooms . . . Ocean front verandas . . . Rooftop solarium . . . Salt water baths . . . Cuisine unsurpassed . . . Garage on premises.

OPEN ALL YEAR

Under Ownership Management

Exclusive Pennsylvania Avenue  
and Boardwalk

## Miller, Before House Group, Condemns Petrillo's ET Ban

(Continued from Page 1)

tee that Petrillo has "absolute and dictatorial power over his union and over the ability and opportunity of American musicians to obtain employment."

He admitted that under Petrillo's "monopolistic control" over musicians, real collective bargaining is impossible. "We do not believe," Miller said, "that the interests of American industry, or of American workers, can ever be served, properly, by a union leader who regards himself as more important than society as a whole. Within the fabric of the musical situation as we find it today in America, we have a startling example of a labor monopoly abusing its power and harming the interests, not only of its members, but of the general public."

### Charges Petrillo "Stranglehold"

Citing parts of the AFM constitution, Judge Miller said that Petrillo has a stranglehold on activities of the union. Pointing out the voting procedure of the AFM, Miller said that 11 individual locals in smaller communities, with a total membership of not more than 200 persons, can out-vote 30,000 members in New York City.

Miller said that three locals—New York, Los Angeles and Chicago—have a combined membership of 55,000 musicians, or one-fourth of the AFM's total, but only have 30 votes out of 1,445—or just over two per cent.

Blasting Petrillo's attempts to stop technological developments, Miller said that the "cold facts would seem to indicate that, either misunderstanding, or refusing to understand, the logic of economic history, Mr. Petrillo has not only bitten the hand which feeds musicians, but actually has tried to bite off the whole arm."

### Denies AFM Employment Problem

Miller denied there is any unemployment problem among musicians and cited words and statements of Petrillo to prove it.

The NAB prexy charged that Petrillo's policies have kept many musicians out of work, rather than industry or technological advancement.

"There isn't the slightest doubt," Miller said, "but that some musicians would have secured jobs within the field of television and on FM broadcasts except for his highhanded rulings. His death decree for recordings and transcriptions fully closes the door to work opportunities for his members and will open no new doors to other music jobs in the music field."

Miller rejected the allegation that Petrillo is helping professional musicians. "His real motive," Miller said, "is obvious; to build up a case for the unskilled and non-professionals, on the theory that destroying the record industry will provide opportunities for thousands of part-time amateurs in the various communities throughout the nation. Enjoying as he does the opportunity for broad-visioned union leadership, Mr. Petrillo has, instead, become the American public's symbol for bad union leadership."

Miller charged that Petrillo's "pres-

ures" on nets and recording companies have been designed "to coerce smaller stations."

### Discusses Tele & FM

Hitting at Petrillo's moves in tele, Miller said that video "gives promise of being an enormous stimulus to our entire national economy."

Miller said that Petrillo's "absolute edict" against use of AFM members in tele "is educating a generation of television broadcasters in how to program television without the use of musicians. Miller also charged that the AFM head has "seriously retarded" the growth of FM.

"He has deprived the public, and precisely that segment of the public that loves music best, of the opportunity of hearing the widest choice of musical programs," Miller said.

"The over-all picture, therefore," Miller said, is one of a man who has gained power over a strategic segment of American labor; who maintains that power by dramatic outbursts and ultimatums, calculated to create industrial disruption and confusion; who interprets these performances, to his membership, as efforts in their behalf, of which only a person of his dynamic quality is capable.

"My personal opinion—based not only upon the over-all picture, but upon impressions gained from my conversations with Mr. Petrillo—is that he is not fundamentally concerned with sound methods of adjusting apparent difficulties. Nor does he desire to bargain collectively in a genuine American fashion. His method is—and apparently will continue to be—that of ultimatum: 'These are my terms—take 'em or leave 'em.' His very dominance of the union depends, apparently, upon the use of such dramatic techniques. Of course, such a man cannot be bothered by the quiet, deliberative procedures of ordinary men. This, undoubtedly, explains many of the otherwise unexplainable inconsistencies and anomalies of Mr. Petrillo's conduct."

### Cites Talk With Padway

Under questioning later, Miller charged that the late Joseph Padway, AFL general counsel, had asked him to intervene with President Truman in an effort to get the Chief Executive to veto the Lea Act. The NAB head said his refusal to intercede with the President was a major reason for collapse of negotiations.

Miller said that Padway made the request as a measure of his (Miller's) "good faith." Judge Miller said he had purposely left out reference to the reasons for Petrillo's sudden ending of negotiations.

Miller also said that his discussions with the NAB regarding the constitutionality of the Lea Act was another major reason for Petrillo's ending negotiations.

Petrillo suddenly halted discussions with Miller after at least two "friendly" meetings. Miller said he made several attempts to renew discussions, but got no reply from Petrillo.

## Class C Rates Upped By ABC Network

(Continued from Page 1)

ray Grabhorn, network manager of the outlets. Simultaneously, the rate for station break announcements and all others under one minute will take the same rate as a full 60-second announcement.

Stations involved are WJZ, New York; WENR, Chicago; WXYZ, Detroit; KECA, Los Angeles, and KGO, San Francisco.

Class C rates which are affected cover the hours from 8 a.m. to 12 noon, Sundays, 8 a.m. to 6 p.m. weekdays and 10:30 p.m. to 11:15 p.m. daily. Increase of 20 per cent stems from the fact that these time periods after Feb. 1 will be calculated at 60 per cent of the Class A rate instead of the current figure of 50 per cent.

ABC's owned and operated stations will continue to sell 15-second station breaks, although the separate rate will be eliminated.

Effective with the new rate card, advertisers on the five ABC stations will be given only six months' protection instead of 12 months as granted before. This conforms to the policy set recently for web sponsors.

Another major change in the new rate card is the increase of maximum frequency discount for WJZ advertisers from the present 25 per cent to 30 per cent. This brings WJZ in line with the other four ABC owned and operated stations.

The  
first  
in  
its  
field



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Everett C. Parker, Elinor Inman  
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"A comprehensive text on religious broadcasting has long been needed, and here it is. It is authoritative, complete, challenging, and sometimes inspiring." — ERIK BARNOUW, Author of Handbook of Radio Writing.

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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 10

NEW YORK, THURSDAY, JANUARY 15, 1948

TEN CENTS

## RMA, FMA SPOKESMEN TESTIFY AT HEARING

### Gillette's Toni Co. Putting 4 Million In Radio

#### Fund For Air Adv. Averages 66% Of Budget

Approximately two-thirds of the Toni Company's \$6,000,000 advertising budget for 1948 will go into radio, it was learned yesterday from Harold Bloomquist, advertising manager for the company in Chicago. Toni has been a consistent user of radio, Bloomquist said, and the medium has proved very suc-

(Continued on Page 4)

#### Ohio Conflicts Settled; Other FCC Activities

Washington Bureau, RADIO DAILY

Washington — The FCC yesterday announced decisions affecting eight applicants in five Ohio cities. The rulings involved both AM and FM applications.

In one decision, the Commission proposed to deny the applications for Class B FM stations of Great Trails

(Continued on Page 6)

#### NAB Sales Manager Unit Names 6 Sub-Committees

Appointments to six sub-committees of the NAB sales managers executive committee have been made by Chairman Eugene C. Thomas, of WOR, New York, at the group's meeting in Washington. The sub-committees and their members are:

Advertising Agency Recognition  
(Continued on Page 2)

#### Host To AWB

Mrs. Narciso Ramos, wife of the Philippine Minister to the United States, will be hostess at a tea on Thursday, January 29, at the Embassy, Washington, honoring delegates to the annual national convention of the Association of Women Broadcasters. Mrs. Ramos will receive her guests in the reception hall with Mrs. Melquiades Gamboa, wife of the First Secretary.

#### Resume Negotiations Today

Network negotiators and James C. Petrillo meet today at 3 p.m., at AFM headquarters in New York to resume discussions for a new contract. It's possible that AFM's executive board, which yesterday began a two-day meeting, may sit in on the discussion this afternoon. Although network officials would make no direct comment on the Chicago decision which rendered Petrillo not guilty of charges of violating the Lea Act, it was implied they felt the decision would have little effect on network negotiations.

#### 'Voice Of America' Hearing Tomorrow

Senate debate on the 'Voice of America' authorization will get under way tomorrow—with Senator H. Alexander Smith, Rep., N. J., predicting early passage of the bill to authorize this service as a regular permanent government function. It was thought possible that it might be passed tomorrow, but most likely the final vote would be held up until next week.

GOP policymakers have already signified their willingness to go along

(Continued on Page 2)

#### Two CBS Web Programs Renewed For 52 Weeks

B. T. Babbitt, Inc., has renewed "David Harum" on CBS for another 52 weeks while Charles E. Hires Co. has signed to continue the quarter-hour Sunday "Here's to You" and will increase time to a half-hour period starting April 25, it was announced yesterday by William C. Gittinger, CBS sales veepee. "David Harum" is

(Continued on Page 4)

#### Stores' Radio Interest Told At NRDGA Meet

Increasing interest in radio advertising by the nation's leading retailers was evidenced yesterday by the overflow crowd of more than 500 which attended the session on broadcasting at the National Retail Dry Goods Association convention at the Hotel Pennsylvania.

Representatives of the stores that received NRDGA program awards outlined to the retailers the meth-

(Continued on Page 6)

#### Como Heads Youth Group In March Of Dimes Drive

Perry Como has been named chairman of the American Youth Division of the 1948 National March of Dimes Committee, it has just been announced by Basil O'Connor, president of the National Foundation for Infantile Paralysis. Other names from the entertainment world who will head individual committees include Bob Hope, Margaret O'Brien and Eddie Cantor.

### Petrillo Is Found Not Guilty On Lea Act Charge In Chi.

Chicago—James C. Petrillo, president of the AFM and Local No. 10, Chicago, was found not guilty of violation of the Lea Act as applied to a strike against WAAF in May, 1946, in a decision handed down by Judge Walter LaBuy in United States district court here yesterday morning. The Government had charged that Petrillo had tried to force the station to hire three musicians it did not need.

In his decision, Judge LaBuy con-

tended that the management of WAAF failed to inform Petrillo during negotiations preceding the strike it had no need for any more musicians.

"The court is of the opinion that three additional musicians were not needed by the station under its program of using records and transcriptions during 90 per cent of the time," Judge LaBuy said.

"But is there any evidence in the

(Continued on Page 6)

#### Warn Of Problems Resulting From AFM Edicts

Washington Bureau, RADIO DAILY  
Washington—Declaring that if the recording ban remained in effect indefinitely it would work a hardship on the radio manufacturing industry and would lead to drastic employment cuts, Bond Geddes, executive manager of the Radio Manufacturers Association, was the first witness called yester-

(Continued on Page 6)

#### Radio Set Production Increases In Canada

Montreal—Output of radios in Canada is up sharply and usage of new techniques widens, declares F. R. Deakins, president, RCA Victor Company, Limited, in a year's end review. The radio industry in 1947, states Mr. Deakins, will have made and sold to the trade approximately 750,000 radio sets for domestic use, with an additional 100,000 sets for the export

(Continued on Page 2)

#### Several WQXR Renewals; New Accounts Also Added

A number of renewals plus two new accounts were announced yesterday by WQXR, including continuation of three contracts by General Foods, through Benton & Bowles and Y & R. Maxwell House Coffee signed for

(Continued on Page 4)

#### Will Address Confab

Hugh M. Beville, Jr., director of research for NBC will speak on "The Challenge of the New Media of Communication" at the first conference on communications to be held in Champaign-Urbana, Ill., Jan. 19, by the recently established Institute of Communications Research. The institute was established by Dr. George D. Stoddard, University of Illinois president.



★ COMING AND GOING ★

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

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6425 Hollywood Blvd., Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Claggett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7827
CHICAGO BUREAU
Nat. Grant
1417 Ashland Blvd., 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 (Jan. 14)
NEW YORK STOCK EXCHANGE
Table with columns: High, Low, Close, Net Chg.
Rows include: Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, Philco pfd., RCA Common, RCA First pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB EXCHANGE, Nat. Union Radio, OVER THE COUNTER, DuMont Lab., Stromberg-Carlson, U. S. Television, WJR (Detroit)

KLAS Joining CBS
KLAS, Las Vegas, Nevada, becomes a CBS affiliate and begins broadcasting for the first time on March 1, it was announced by Herbert V. Akerberg, CBS vice-president.

10 YEARS AGO TODAY
(From the files of Radio Daily)
International Radio Sales, newly-formed Hearst subsidiary, signed its first stations, WLS and KOY, both owned and operated by Burdige D. Butler. . . Connie Desmond, WSPD staffer, was kudoed by General Mills for "outstanding baseball broadcasting." . . New York press agents accused of working phoney "censorship" gag at expense of NBC. . . "Bob White" (Remick Music Corp.) continued high among top web airers.

PAUL MOWREY, director of television for the American network, yesterday was in Philadelphia to confer on plans for the coverage of the forthcoming political conventions. He'll be in the Quaker City again next Saturday to attend the annual dinner at the Poor Richard Club.

WILLIAM FINESHRIBER, general manager of the program department at CBS, has returned from Darien, Conn., where he addressed the students of the local high school.

J. P. BEACON, president of WCVW, Fairmount, West Va., a Mutual affiliate, is in town on station business.

JACK CANAAN, American network publicity chief in Detroit, to New York for confabs with web officials.

NAB Sales Manager Unit Names 6 Sub-Committees

(Continued from Page 1)

Bureau: Ray Baker, KOMO, Seattle, chairman; Harold Soderlund, KFAB, Omaha; and Joseph B. Matthews, WIRK, West Palm Beach.

Sales Practices: John W. Kennedy, Jr., WHAM, Rochester, N. Y., chairman; John M. Outler, Jr., WSB, Atlanta, Ga.; Craig Lawrence, WCOP, Boston, Mass.; John Toothill, Burn-Smith Co., Chicago; and J. Robert Gulick, WGAL, Lancaster, Pa.

Sales Promotion: Odin S. Ramsland, KDAL, Duluth, Minn., chairman; Sam Levitan, WMIN, Minneapolis, Minn.; Edward P. J. Shurick, Free and Peters, New York, N. Y.; Joseph Creamer, WOR, New York; Louis Hausman, CBS, New York; and Hugh M. P. Higgins, NAB.

Retail Advisory: J. Robert Gulick, WGAL, Lancaster, Pa., chairman; Gordon Gray, WIP, Philadelphia, Pa.; Jo DuMond, KXEL, Waterloo, Ia.; Edwin Mullinax, WLAG, LaGrange, Ga.; William R. Alford, WSYR, Syracuse, N. Y.; and Gerald Boyd, WPAY, Portsmouth, Ohio.

Gene Thomas Is Tele Chairman
Television: Gene Thomas, WOR, New York, chairman; John H. McNeil, Du Mont Laboratories, New York; Raynold R. Kraft, WNBC-TV, New York; G. Emerson Markham, WRGB-TV, Schenectady; and George L. Moskovics, WCBS-TV, New York.

Over-All Industry Presentation: Gordon Grav, WIP, Phila., Pa., chairman; Odin S. Ramsland, KDAL, Duluth, Minn.; Arthur Hull Hayes, WCBS, New York; and J. Robert Gulick, WGAL, Lancaster, Pa.

The complete sales managers executive committee of the NAB is composed of Thomas, chairman; Ray Baker, KOMO, Seattle; Gordon R. Gray, WIP, Phila., Pa.; J. Robert Gulick, WGAL, Lancaster, Pa.; John W. Kennedy, Jr., WHAM, Rochester, N. Y.; Joseph B. Matthews, WIRK, West Palm Beach, Fla.; and Odin S. Ramsland, KDAL, Duluth, Minn.

Non voting associate members are: Joseph H. McGillvra, Joseph Hershey McGillvra, Inc., New York; George Brett, Katz Agency, Inc., New York, and Henry Ringgold, Edward Petry & Co., Inc., New York.

Board liaison members are: Clyde W. Rembert, KRLD, Dallas, Texas, and Harry R. Spence, KXRO, Aberdeen, Washington.

WENDELL CAMPBELL, general manager of KMOX, Columbia's O and O station in St. Louis, is in New York this week for conferences at the headquarters of the network.

GEORGE GIESE, vice-president and account executive of McCann-Erickson Corp., has returned to New York following a two-month trip to Latin-America, during which he visited 10 of the agency's branches.

KATHRYN M. HARDIG, radio time buyer for the Ralph H. Jones Company, Cincinnati advertising agency, is spending this week in New York to attend cuttings for the Kroger recorded programs.

WARREN WILLIAMSON is in town. The president of WKBN, Youngstown, Ohio, is conferring at CBS, with which the station is affiliated.

'Voice Of America' Hearing Tomorrow

(Continued from Page 1)

with the bill in its present form. Smith said he is assured that although there may be minor differences between the House and Senate on details of the program, there is little chance for any important disagreements.

The bill carries no stipulation regarding funds, but Smith verified reports that the State Department is thinking in terms of from 30 to 40 million dollars per year.

Recalling that the bill had passed the House last year by almost a three-to-one vote, the Senator said he thinks Congressional sentiment is today even more strongly in favor of the bill because of the first-hand studies of the problem made by many solons during the recess last year.

Radio Set Production Increases In Canada

(Continued from Page 1)

market. This compares with the highest pre-war year of 490,000 sets for domestic use and practically none made for the export market.

A definite scheduled operation of frequency modulation broadcasting stations was inaugurated during the year. Stations in Montreal, Ottawa, Kingston, Toronto and Vancouver are now in regular operation. Licenses have been granted to a total of over 30 broadcasting stations to operate on this new type of service, a number of which are scheduled to be installed and put into operation shortly in cities not now enjoying this service. Also, during the year, several manufacturers introduced frequently modulation receiving sets for home use.

WGTM's Power Increase

WGTM, Wilson, N. C., will increase its power from 250 watts to 5,000 watts fulltime about March 1, Allen E. Wannamaker, general manager, announced in New York yesterday. He also announced that the Joseph Weed office has been signed as station rep.

Marx Leaving State Dept.

Joe L. Marx, former chief of the news section of the International Broadcasting Division of the State Department, will join Kenyon and Eckhardt agency next week.



Spotlight

There's a gang of skaters on that ice . . . but the light is focused on the star. It's always been that way with champs.

Accustomed as we are to spotlights . . . we still feel pretty good every time smart time buyers ask "How about that independent station down there in Baltimore?"

They could only be talking about W-I-T-H, the successful independent in this big five-station town. And the reason could only be that W-I-T-H produces more listeners - per - dollar - spent than any other station in town.

That's a big fact to keep in mind at budget time.



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Reed



NOW YOUR LISTENERS CAN  
*Dial the Duke*

*Presenting America's  
Most Sensational New*  
**DISC JOCKEY**

**5 Hours Weekly of Platter  
Spinning**

By

# Duke Ellington



The Nations Foremost Composer and Band Leader Featuring

TOP TUNES ON RECORDS,

STORIES BEHIND DISC AND MUSIC MAKERS

AND INTERVIEWS WITH FAMOUS STARS

ON TRANSCRIPTIONS.

When the Duke hits your city, you can count on a Personal Appearance.  
This ALL-STAR talent now available at rates low enough to meet station budget.  
The Duke Ellington Transcribed Disc Jockey Show CAN'T MISS — BUT YOU CAN.

**DON'T WAIT — YOU MAY BE LATE!**

Sold exclusively to one station in each city.

A WMCA Artist Bureau Production Distributed Nationally By

*Harry S. Goodman*  
RADIO PRODUCTIONS

19 EAST 53rd STREET

NEW YORK, N. Y.

Write - Wire or Phone Your Reservation NOW!

RADIO DAILY

AGENCIES

LEE B. WAILES, vice-president in charge of operations of the Fort Industry Company, has announced the establishment of a headquarters office for the national sales department at 527 Lexington Avenue, New York City.

TELEVISION DEPARTMENT of Birmingham, Castleman & Pierce, directed by Ray Ovington, formerly of CBS, has been appointed to handle two new accounts: Purofied Down Products Corp., and Jay-Day Dress Co., both of New York.

C. G. McQUAID has been named director of public relations for Wolfe-Jickling-Dow & Conkey, Inc., Detroit agency. McQuaid has worked in the editorial departments of Nashville, Tennessee, Washington, D. C., and Detroit, Michigan newspapers.

BARNEY LAVIN, INC., Fargo, North Dakota, has been appointed to handle the advertising of the following: Beverage Associates of North Dakota, Bismarck; Bardwell-Robinson Co., Fargo, manufacturers and distributors of millwork and building supplies; Ball Lake Lodge, Kenora, Manitoba, vacation resort; Evr-Nu Corporation, Fargo, manufacturers of insecticides, weed killers, floor and polishing waxes; Smith-Dunn Company, Inc., Minneapolis, and Bacheller & Dunn Co., Duluth, distributors of truck and bus equipment.

Dodger Catcher Hasel Guest

Bobby Bragen, Brooklyn Dodgers' catcher, last night not only appeared as guest on Joe Hasel's sportscast over WJZ, but also announced, for the first time, the renewal of his playing contract for next year.



Windy City Wordage. . . !

WBBM's documentary series, "Report Uncensored," which received many plaudits last summer from persons dealing with juvenile delinquency, will return to the air January 20 and will deal with major problems of community life, including the rehabilitation of persons released from penal institutions.

WNMP, new AM radio voice of Evanston, Ill., has a programming policy closely keyed to the standards of the aristocratic and conservative North Shore suburbs of Chicago.

Toni Co. Appropriates \$4,000,000 For Radio

(Continued from Page 1) cessful. Account is handled by the Chicago office of Foote, Cone & Belding.

The Toni Co., a Chicago firm making permanent home wave kits, was recently purchased by the Gillette Safety Razor Co. It moved heavily into network advertising in 1947 and currently has four programs, three of them aired daily, on three major networks.

Present Programs to Continue Bloomquist said that a part of the \$4,000,000 radio budget would be used to continue these shows. In fact, "Give and Take" on CBS was renewed only two weeks ago, a date which marked one year of Toni sponsorship.

With Toni now sponsoring morning and afternoon shows, Bloomquist let it be known the company is in the market for a nighttime network show. He said the sponsor will probably sign for such a program within the next few months if a suitable show and time can be obtained.

Several WQXR Renewals; New Accounts Also Added

(Continued on Page 2) its seventh straight year as sponsor of Dinner Concert, Mondays through Saturdays, 6:30 to 7 p.m., for 52 weeks. Yuban coffee signed a 39-week renewal for one-minute spots, effective April 1, and Birds Eye Frosted Foods continued two-minute weather reports thrice weekly for 13 weeks.

Columbia Recording Corp. signed another 52-week contract for Wednesday sponsorship of Symphony Hall, 8:05-9 p.m., through McCann-Erickson.

New business on WQXR includes participation in Other People's Business by A. S. Harrison Co., for K. T. Wax, 13 weeks through Alfred F. Tokar agency. Eppens Smith Co., makers of Holland House Coffee, signed a 26-week contract through Scheck agency for daily station-break spots.

Two CBS Web Programs Renewed For 52 Weeks

(Continued from Page 1) aired Monday through Friday, 10:45-11 a.m., EST. Agency for Babbitt is Duane Jones.

"Here's to You" is broadcast Sundays from 5:15-5:30 p.m., EST, with baritone Phil Hanna. Agency for Hires is N. W. Ayer & Son.

SOUTHWEST

JOHN PAUL GOODWIN, well known announcer and narrator in the Southwest of Houston has been elected chief barker of the Houston Variety Tent.

Louis Riklin, account executive of WOAI, San Antonio, has been named to head the Radio Branch for Publicity in San Antonio for the March of Dimes.

Bill Kelley, formerly with KFDA, Amarillo and WHOT, South Bend, Indiana, has joined the commercial department of KTSA, San Antonio.

WFAA-FM, Dallas, has now augmented its weekly program schedule to eighty-eight hours per week. The outlet now goes on the air at 9 a.m. and continues until 10 p.m. On Sundays the station goes on the air at noon and continues until 10 p.m.

Bob Lawrence has been transferred from the KTFS, Texarkana, announcing staff to the station's sales staff. Bob Whyte has joined the KTFS announcing staff.

Peggy Wood, well known actress; Lily Cahil, director of Theater, San Antonio, were presented in a special interview over KYFM, San Antonio, on the "Great People and Great Music" program heard each Sunday for a full hour under the sponsorship of Joske's of Texas.

New additions to the staff of KURV, Edinburg, have been announced by Louis Aiken, general manager. Marylouise Graymont, formerly with WINX, Washington, director of women's activities, and Dorothy Qualls, formerly with KNOW, Austin, and KWBC, Fort Worth, to continuity editor.

Vi Short, continuity head of KTSA, San Antonio, and chairman of the 13 Texas District Association of Women's Broadcasters of the NAB will head the Texas delegation to the National Convention of the AWB to be held in Washington.

Will Broadcast Ceremonies Of Milk Ship's Departure

Stockton, Calif.—Ceremonies incident to the sailing of the California good will milk ship from the port of Stockton today will be broadcast by KWG of the McClatchy Broadcasting Company and fed to the ABC Pacific network. The program is scheduled for 9:45 to 10 p.m. (PST).

The milk ship—the California Maritime Academy ship—Golden Bear—is loading canned milk donated by residents of California for underprivileged children of France, Italy and Greece. The vessel will make stops in the European countries while on a training cruise.

Stork News

Charles F. Smith, radio accountant at Lennen & Mitchell, and his wife are the parents of a boy, weight seven pounds, 10 ounces, born at Lexington Hospital, New York, Jan. 3. Son is named Wallace Fowler.

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

**SAMMY KAYE'S**  
**"SUNDAY SERENADE"**  
**HITS**  
**7.2**  
**ON ABC NETWORK**

**NEW TIME:**  
**SUNDAY**  
**3:30 - 4:00 P.M. (EST)**  
**STARTING FEBRUARY 1**



MANAGEMENT: MICHAEL NIDORF

## Ohio Conflicts Settled; Other FCC Activity

(Continued from Page 1)

Broadcasting Corp. in Dayton, and Radio Voice in Springfield, in Springfield. The Commission pointed out that officers of both companies are similar. Charles Sawyer, prominent in Democratic circles, is majority stockholder in both companies. The Commission indicated that one of the applications must be disposed of, with a subsequent grant to the other possible. The Commission ruled, however, that a subsequent grant to Radio Voice of Springfield would depend on certain changes in the application.

The Commission granted an order severing three applications from the hearing and granting the applications for Class B FM stations in Dayton. These include Miami Valley Broadcasting Corp., Moraine Broadcasters, and Skyland Broadcasting Corp.

Denied AM applications in a proposed decision were the following: Fostoria Broadcasting Co., Fostoria; Mansfield Journal Co., Mansfield, and the Lorain Journal Co., Lorain. The Mansfield Journal also was denied an application for a Class B FM station.

Continued in hearing status was the application of Unity Corp., Inc., for a Class B FM station in Mansfield.

In near-record speed the FCC yesterday announced its final decision granting the application of Cur-Nan Co. for a new AM station in Brockton, Mass. Denied were the applications of Bay State Beacon, Inc., and Plymouth County Broadcasting Co. Decision of the Commission to reopen the case hinged on the complaint that only three of the Commissioners participating in the final decision heard oral argument. New oral argument was heard on Monday.

In the proposed decision, Plymouth was awarded the grant. In the first "final" decision, however, the Commission switched to Cur-Nan—a decision which the Commission reiterated yesterday. Commissioners Robert Jones and George Sterling, however, favored a grant to the Bay State Beacon.

## Mitchell Heads WTOP

Appointment of Maurice B. Mitchell as general manager of Station WTOP, Columbia-owned outlet in Washington, D. C., was announced yesterday by J. L. Van Volkenburg, CBS director of station administration. Appointment is effective Jan. 19. Mitchell was sales promotion manager of WTOP and earlier was director of press information for the Washington station.

## Stamp Collectors Program

"All About Stamps," new show with a stamp collecting format, will be sponsored over WOR every Saturday, 10:15-10:30 a.m., starting Jan. 24 by the Washington Press of Newark, manufacturers of stamp albums. Contract was placed through Louis F. Herman Advertising Agency of Newark. Sylvan Levin and Phil Tonken will conduct the program.

## ET Ban To Hurt Employment, Geddes Tells House Group

(Continued from Page 1)

day in the resumption of the House Labor Committee hearing on the AFM problem. Geddes was followed by Bill Bailey, of FMA, who testified as to the plight FM stations found themselves in through the Petrillo ban of duplication of live AM music on FM stations.

Geddes told the committee that if the recording ban were to last indefinitely the effect upon the market for record-players might mean that radio manufacturing employment which today totals about 300,000 might be cut in half. Correspondingly, he said, the effect would be disastrous

### Guesting Delayed

Washington — Appearance of James C. Petrillo before the House Labor Committee, originally scheduled for Monday of next week, will be delayed until Wednesday, committee officials said yesterday.

among the 200,000 other employees dependent upon radio receiver sales.

Restrictions on the use of music for FM and television have also proved extremely harmful to RMA members, Geddes said, and will continue to hold down production of FM and video sets until they are removed.

The Petrillo ban on FM airing of AM network shows "slowed down appreciably" FM development and "substantially reduced production and sale of FM receivers, also of transmitters," he said.

An independent survey made last March to estimate 1947 production of FM receivers indicated a production of 2,266,000, Geddes said. "Largely as the result of the inability of the new FM broadcasters to secure network music on their programs, the industry's 1947 FM production totalled about 1,150,000 FM receivers, less than half the anticipated 1947 production. FM will continue hobbled and retarded until music is available as freely for FM broadcasting as for standard programs and service."

### Sees Tele in Same Boat

The story is similar as regards television, he said. Geddes' offering of industry-wide collective bargaining as the "crux of the Petrillo situation" came in response to questioning by committee members.

Ralph Gwinn, R., N. Y., stressed the feeling of a number of committee members when he spoke of AFM head James C. Petrillo as "head of an absolute monopoly . . . dictator . . . a monopolist. He needs a little competition. Why doesn't the industry begin to build up free orchestras?"

Representative Carroll D. Kearns, R., Pa., said he had personally pleaded with Petrillo to permit FM to duplicate AM programs and to carry its own network music. Had Petrillo agreed, said Kearns, there would today be more jobs for musicians. The Pennsylvanian also cleared the networks of responsibility for the FM difficulties. He had originally suspect-

ed that they were conspiring to retard the development of FM, he said, but today "I am satisfied that the networks are in no way trying to curtail FM. They see that they can use this new service to their own advantage."

### Calls Petrillo "Unreasonable"

Petrillo, said Kearns, has been "unreasonable in the greatest degree" in his dealing with FMA, while Bailey, president Everett Dillard and counsel Leonard Marks have been "highly ethical in all their dealings with Petrillo."

Here Representative Thomas Owens, R., Ill., asked why FM operators could not make deals for music in spite of Petrillo. He wanted to know why if independent live music were too expensive FM operators could not duplicate AM programming wherever available to them. When Bailey explained Petrillo's position blocking such a practice, Owens replied, "well, we'll have an answer to that very easily."

Owens asked also about the relationship between AM operators and FM—the extent to which established AM licenses are blocking FM. Bailey minimized the current importance of this factor, although he explained that some licensees of the more powerful AM stations will "shudder to think of FM coming in." With FM in the picture, said Bailey, "competition will be placed where I think it belongs—in programming rather than in power."

Bailey referred the committee to testimony given by Petrillo last July, when he said no station "which cannot afford a band," shall be called upon to hire a band. A station making only \$20,000 or \$25,000 a year will not have to hire a band, Petrillo said.

### Gets Specific Re Profits

"I can tell this committee now unequivocally and under oath that no FM station in the country is making anywhere near \$20,000 a year, much less \$25,000," said Bailey. "In fact, there is not an FM broadcaster who would not be tickled pink to make \$10,000 a year. Therefore, under Mr. Petrillo's yardstick not a single FM station can afford to hire an orchestra."

Rep. Arthur Klein, New York Democrat, put Bailey and subsequent FMA witnesses through an exhaustive grilling as he strove to establish the importance of music as a commodity upon which broadcasters make a profit.

Leonard Asch of WBCA, Schenectady, N. Y., first witness at the afternoon session, ran into a barrage of questions, friendly, and unfriendly from both sides of the committee bench.

E. Z. Jones of WBBB-FM, Burlington, N. C., was heard after Asch. Jones stressed the refusal of the AFM to permit MBS shows to be heard over his FM station in the evening, even though his daytime AM outlet, a Mutual affiliate, is off the air in the eve-

## Petrillo Is Acquitted On Lea Act Charge

(Continued from Page 1)

record that shows the defendant had knowledge of information of, or was advised of the lack of need for additional employees?"

The court held that "the demand for employment of additional employees was unaccompanied by threats of the use of force, violence, intimidation or duress." He added that "neither the operation of the station or its employees were interfered with and that they were not even inconvenienced by reason of the dispute."

The decision of Judge LaBuy yesterday marked the close of a second trial of Petrillo on the same charge. An earlier government complaint was dismissed on the grounds that the Lea Act was unconstitutional. Later the Lea Act was held constitutional by the U. S. Supreme Court and the case was ordered for trial the second time.

## Stores' Radio Interest Told At NRDGA Meet

(Continued from Page 1)

used in presenting shows, choice of air time, commercial copy and similar problems. Transcriptions of the winning shows were played to illustrate the talks. Speakers included Alan A. Wells, Kaufmann Department Stores, Pittsburgh; William White, Wieboldt Stores, Chicago, and Walter L. Dennis, Allied Stores, N. Y.

One of the outstanding radio enthusiasts at the confab was Phyllis Webb Soehl, radio director of the Maas Brothers stores in Tampa and St. Petersburg, Fla. Because of the "wonderful results" achieved through radio, Mrs. Soehl said, Maas Brothers last month increased the number of their shows on the air from 18 to 24 a week, and upped their spots from 27 to 41. These are divided among four stations, WFLA, WDAE, WSUI and WTSP. All but one of their programs were built by the stores.

Only broadcaster represented at the meet is ABC, which has a display of behalf of its co-op shows, as well as two adjoining rooms on the 17th floor of the hotel where retailers are invited to meet web and WJZ personalities. A bar and two tele receivers make ABC's "Open House" one of the most popular spots for NRDGA members. On display are lists of co-op sponsors, testimonials from bank rollers and a large illuminated coverage map. The promotion apparently is paying off, with several "nibbles" from prospective sponsors reported thus far.

ning and Mutual is without adequate service.

Everett Dillard, FMA president, complained that the Continental FM net, of which he is head, still does not know whether it will be "taken care of" in the new network contracts under negotiations.

Maj. Edwin H. Armstrong, FM inventor, will be heard today, along with J. R. Poppele of the Television Broadcasters Association.

# TELEVISION DAILY

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## TELE BROADCASTERS TO URGE RMA CO-OP

### TELE TOPICS

By JIM OWENS

TWO manufacturers of large-screen sets may soon get \$ transfusions from the Wall Street blood bank, chiefly for expansion reasons. The large-screen set market is expected to become a more highly competitive one, now that a viewer has his choice of several restaurants and taverns in metropolitan areas. . . . Vick Chemical expanding its schedule on WNBT next week with a series of weather announcements. . . . The Pantages Theater in Hollywood, enthused over last week's video demonstration with the Santa Anita races, (via KTLA) will make it a regular weekly feature. Box office took in \$200 extra the day of the first demo.

FOOTE, Cone & Belding's Roger Pryor one of the busiest execs in the biz, both on and off the ether. His chores on the Theater Guild and Percy Faith Show occupy 12 straight hours of his Sunday—the day of "rest." . . . Ditto Jim Caddigan, Du Mont's program boss, who only sees the light of day while rushing from 515 Madison to the Wanamaker studios downtown. . . . Owen Davis, Jr., who heads up NBC scripting and casting and is liaison exec between the web and the Theater Guild's tele productions, finally got to see "Allegro" after four months of waiting. Latter is only a Guild Production! . . . Les Tremayne will handle the narrations on a new video travelogue series skedded for WCBS-TV. What, incidentally, is all that buzzing about these days at the CBS outlet?

AN investment broker's survey is currently plugging a radio-set manufacturer as a good bet for tele stock,—although the mfr. hasn't turned out a single model to date. Which might prove something or other of importance, no doubt. . . . ABC making use of tele to sell AM at the NRDGA Convention at the Hotel Pennsylvania this week. Web has a couple sets in a suite of rooms and entertains the merchants during the off-hours. . . . Jim McNaughton, WATV's production manager, returns to his chores as a regular lecturer at the Television Workshop tomorrow nite.

### "Touchdown" Tele

Washington—Annual banquet of The Touchdown Club in the Capital this Saturday will be televised for the first time, in history via cameras of WNBW, video outlet here. Program, which features awards to Johnny Lujack, Notre Dame grid star, and other sports toppers, will originate in the grand ballroom of the Hotel Statler, starting at 9 p.m., EST.

### Tele And The "Penny Parade"

"Penny Parade," 20,000 kiddies' version of the "March of Dimes," will be held on Saturday, January 24th, at New York's Kingsbridge Armory, with radio and television performers aiding an all-out demonstration. "Parade," which is the brain-child of Bob Wilson, MBS' exploitation director, will be aired over WOR and televised by WABD, with Bob Emory handling the narration for video fans. Du Mont station will plug the show next week via spot announcements. Price of admission to the show, which is expected to draw 20,000 youngsters,—is a single copper.

### WBZ Sets Schedule To Train TV Staff

Boston—Three-step training program for technicians of Boston's first television station, WBZ-TV, which is expected to inaugurate television service early this Spring, got underway this week, according to an announcement yesterday by W. H. Hauser, chief engineer of the local Westinghouse station. Three-phase training program under the direction of the recently named technical supervisor, Sidney V. Stadig, will involve familiarity with equipment, training in the field with remote TV gear and the simulation of actual televising.

Members of the nucleus television technical crew named include a trio of WBZ studio technicians, three men from the Hull (Mass.) transmitter operation, and one new appointee. From WBZ's studio engineering staff come Robert Henderson, Truman Craine and Fred Moriarty, who represent a combined total of 23 years service with the station. Transmitter technicians assigned to duty with WBZ-TV include Donald Wise, Irving Grant and Roderick Perry.

### D. C. Audience Grows, Sta. TV Survey Shows

Washington Bureau, RADIO DAILY  
Washington—Total of 6,600 television sets now are privately owned and in use in the Washington area, according to a study made by a committee representing the capital's three operating video stations.

The committee is made up of James Seiler of WNBW, Sam Cooke Digges, WMAL-TV, and Gordon Williamson, WTTG. Seiler said the group will meet each month to prepare estimates of the tele sets in Washington. For the last three months, retail television dealers in Washington sold sets at a rate of slightly under 1,000 per month, the survey showed.

### New RCA '48 Tele Set

Camden—RCA Victor announced last week a new video receiver said to be "the most powerful table model television instrument commercially available today." Set is said to have new styling and improved picture "selectivity and sensitivity," and will sell at list price for \$375, not including tax or installation fee.

## New United Nations H'qtrs To Have \$250,000 TV Setup

Despite the curtailment of proposed budget appropriations for construction of the new United Nations headquarters in mid-town New York announced last spring, approximately \$250,000 will be allocated for the installation of television equipment. Original over-all appropriation for the site was cut approximately a half-million due to high costs of labor and material, plus other contingencies, it was said, and the amount allotted for television and radio was necessarily affected thereby. Construction of the UN site is expected to be completed by the summer of 1950.

Present plans, however, call for the installation of video equipment for use by outside stations as well as

for intra-building and inter-room service. Sets and other types of equipment will be installed in several of the offices and rooms of the buildings, including two of the large meeting chambers.

Scheduled plans for the new site also include provision for the erection of a transmitter for the UN's own television station, although this is in the nebulous stage at the moment. Because of the uncertainty of conditions, it was explained, this phase of operation may be deferred until after the new headquarters has been completed.

Also another factor in this latter planning is the problem of acquisition of a television channel for the inter-national outlet.

### Want TV Industry Figures Issued thru BMB

A formal request that the Radio Manufacturers Association devise a plan whereby authoritative figures on television set production and distribution in areas in which stations are operating will be made by broadcasters through Broadcast Measurement Bureau, it was disclosed yesterday. Industry execs will meet at BMB tomorrow to discuss the matter and will then submit it at the RMA convention in Chicago on January 21.

Industry drive will be spearheaded by Hugh Beville, NBC's research director, who has recently outlined the problem of video circulation in a letter to 20 major manufacturers, and Frank Mansfield, Sylvania products exec, who is a member of the RMA statistical committee. Beville's letter emphasizes the fact that authoritative statistics on number of sets in a station's area is sadly lacking when this is precisely the information a broadcaster needs when selling a prospective client. He urges, therefore, that a system for disseminating such info be arranged by RMA, which represents all major set manufacturers, and is, therefore, best equipped to set up the machinery needed. Plan would aid both factions, since one would promote the sale of sets, thereby attracting advertisers for the medium.

At its board meeting in New York last fall RMA was reportedly considering just such a plan as the result of queries by individual broadcasters but nothing concrete ever developed.

Mansfield is said to be ready to support such a contention by the video broadcasters, and his attendance at the BMB meet is to "bone up" on what type of plan will benefit both segments of the industry.

### Guy Lebow Honored

Guy Lebow, WABD sportscaster who aired the Yankee games last season, has been named one of the 10 best sports announcers in the annual poll conducted by Billy Stevens, veteran midwest sportscaster.

### Kings of the Ring

Group of prominent figures in the boxing world, including N. Y. State Boxing Commissioner Eddie Eagan and champs Gus Lesnevich and Sugar Ray Robinson, will visit the Museum of the City of New York as guests of WNBW's "Eye Witness" tonight (8 p.m., EST.) Group will be interviewed at the "ring museum" on boxing lore by Ben Grauer, veteran tele announcer and special events man.

**A GREAT NETWORK PROGRAM  
NOW AVAILABLE FOR LOCAL SPONSORSHIP**



MUTUAL'S NEW "CO-OP" SHOW—15 minutes—5 times weekly—Starts FEB. 2, 1948



# John Nesbitt's

# Passing Parade

**JOHN NESBITT**  
master story-teller of radio  
and screen

He spellbinds listeners with his marvelous narratives on the PASSING PARADE. Grips them with unusual stories about people great and small; thrilling stories of romance, adventure, mystery, science. Each an absorbing true tale packed with drama, suspense, human interest.

**PASSING PARADE Pictures**  
in 9,000 Theatres

Millions of movie fans see Nesbitt's pictures regularly in theatres coast-to-coast. His PASSING PARADE shorts have won four Oscars! A potent movie tie-up that means more publicity, more listeners, more selling sock for Nesbitt programs on the air!



**AVAILABLE** now for local and regional sponsorship . . . JOHN NESBITT in his PASSING PARADE, a show with an unusual record of ratings and sales results!

America's leading advertisers, tremendously impressed by the way he clicked for CHESTERFIELD CIGARETTES, JOHNSON'S WAX, WESTINGHOUSE and other sponsors, have long been angling to sign him for a daily network program. **NOW**, as a Mutual "co-op"

15-minute, 5-a-week show, NESBITT'S PASSING PARADE presents a big opportunity for an exclusive sponsor in each of Mutual's 485 markets. ● Here's your big-time show with sure-fire appeal to all age and income levels—a mass-audience show that also sells. On transcription at a fraction of the overall talent cost. For Nesbitt booklet, rates, and audition platter, consult your local M.B.S. station.

#### TIP TO ADVERTISING AGENCIES AND REGIONAL ADVERTISERS

Local advertisers will be quick to sponsor Nesbitt. Better act pronto—or you may find some of the choicest spots in your regional setup already gone.

Phone or wire your nearest Mutual Co-op office.



**Mutual Broadcasting System**

Co-operative Program Department





# BMB SUBSCRIBERS WEAK IN KEY CITIES

## Armstrong Heard At Committee Hearing

Washington Bureau, RADIO DAILY  
 Washington—A thorough airing of dealings between the AFM and the networks in which FM has been involved directly or indirectly was indicated for next week as members of the House Labor Committee grilled Major Edwin H. Armstrong for two hours yesterday on all the difficulties with which FM has been faced in its 10-year history.

Representative Thomas Owens, (R., N.Y.) through his questioning led Armstrong through a lengthy history of the old high-band-low-band FM controversy during which Armstrong headed his low-band position in great

(Continued on Page 3)

## Dr. I. Q., Jr., Set On NBC For 40 Station Network

Chicago—"Dr. I. Q., Jr.," special edition of the Mars candy show with only children participating, returns to a station hookup over NBC, starting March 6, and will be heard every Saturday from 5:5:30 p.m., EST. The NBC outlets include 30 basic stations, three mountain and seven West Coast stations. Stanley Vainrib, present Dr. I. Q., Jr., takes the role of Dr. I. Q., Jr., with Allan C. Anthony announcing. Agency for Mars, Inc., is Grant Advertising.

## Twelve Stations Signed For Duke Ellington ET's

The transcribed Duke Ellington disc key series has been placed with stations to date, and will be heard on 150 outlets before the end of the year, it was reported yesterday by Harry S. Goodman, head of the firm  
 (Continued on Page 3)

## Appreciation

In a letter of thanks to Moray Amsterdam, WHN comic, for his gift of a tele receiver to the St. Albans Naval Hospital, Capt. W. D. Small wrote that the set will be placed "where it will give the most pleasure to the greatest number" and that it "will provide entertainment and recreation to many hundreds of sick and disabled and will be of inestimable value."

## Aids Salvation Army

Appeals by radio's top-flight artists, asking support for The 1948 Salvation Army Annual Maintenance Drive—\$1,000,000 to maintain and support its 60 institutions and services in Greater New York—have been recorded on one platter by Amos and Andy, Mary Margaret McBride, Ed Gardner, John Gielgud and Lillian Gish, Wendy Hiller, Bob Hope, Robert Montgomery and Kate Smith. All New York stations will carry the ET starting Monday.

## Heavy Promotion For Air Force Show

"The Air Force Hour," new weekly public service series featuring the 65-piece U. S. Air Force Concert Orchestra plus a 35-voice male choir, will be inaugurated over Mutual Sunday, Jan. 18, 2-2:30 p.m., EST.

The all-GI show, which was built by the radio section of the Air Force Office of Public Relations on two weeks' notice, is the '48 version of last year's "Flight Into the Past"  
 (Continued on Page 5)

## Two Network Presidents Slated For Air Addresses

When a network president makes a speech over his own web, with an advertiser paying for the time, that ought to be news. It's happening in the case of Frank Stanton of CBS who'll be heard on Prudential's "Family Hour" Jan. 25, 6-6:30 p.m.,  
 (Continued on Page 3)

## Webs-AFM Deal Possibility, Says Petrillo, As Meet Opens

Possibility that the networks and AFM can make a deal before their present pact expires two weeks hence was voiced yesterday by James Petrillo as both sides resumed negotiations at the union's New York headquarters. The union president, speaking for both sides after the meeting ended, told newsmen "we feel we can reach an agreement before the contract expires." Session resumes today at 3 p.m.  
 Despite Petrillo's optimistic state-

## Analysis of Subscriptions for New Survey Indicate Need For More Stations In The Major Markets

By VAL ADAMS  
 Staff Writer, RADIO DAILY

### Clear-Channel Briefs Filed At FCC By Webs

Washington Bureau, RADIO DAILY  
 Washington—The FCC on Monday will hear oral argument—the "last phase"—on the lengthy clear channel squabble. With the last phase drawing close, scores of briefs from broadcasters and organizations have poured into the Commission offices.

In its brief, NBC asserted that Class A clear channel stations as now allocated, are "providing service in areas

(Continued on Page 5)

## Owen Uridge To WQAM As General Manager

Owen F. Uridge, formerly general manager of WJR, Detroit, has been named general manager of WQAM, Miami, succeeding Fred Borton, John Knight, head of the Knight radio and newspaper enterprises, announced  
 (Continued on Page 2)

## CBS Affiliates Group Meeting In New York

The Columbia Affiliates' Advisory Board held its first meeting of the year yesterday at the net's New York City headquarters.

Mutual problems of the network  
 (Continued on Page 2)

Broadcast Measurement Bureau is a long way from filling the big need for which it was originally conceived, according to a factual study made by RADIO DAILY in an attempt to learn clearly where BMB stands today. There are certain barometers, based on BMB's subscription list, showing the organiza-

(Continued on Page 5)

## Ziv Sales Soar 27% Following AFM Ban

Reaction of some of the nation's stations and sponsors to the Petrillo-AFM ban on transcribed shows was sharply reflected on the books of the Frederic W. Ziv Company, with a sharp increase in the sale of the firm's package shows compared to the corresponding period in January

(Continued on Page 3)

## Shell Oil Co. Purchases WNBC's Late Newscast

Shell Oil Co. assumes sponsorship of WNBC's 11 p.m. newscasts, seven nights a week, for 52 weeks beginning Feb. 1, it was revealed yesterday. Deal was set through J. Walter Thompson agency, with Charles Philips representing the station.

## For 'Dimes Drive'

Mrs. Harry S. Truman will be hostess and introduce on the air a group of noted women participating in a special Columbia network March of Dimes program originating in the Diplomatic Reception Room of the White House, Wednesday, Jan. 21, 2:30-2:45 p.m., EST. The program is in connection with the 10th birthday of National Foundation for Infantile Paralysis.



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FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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WEST COAST OFFICES

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6425 Hollywood Blvd. Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief Manning Clagett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3711 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 No. Clark St.
Phone: State 2332
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FINANCIAL

(Jan. 15)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

10 YEARS AGO TODAY

(From the files of Radio Daily)

Receiver sales for 1937 totaled 7,700,000, a drop of seven per cent from the all-time high set the previous year. . . . Accounts placed on foreign stations by U. S. advertisers increased 225 per cent in 1937 over 1936, with 1938 slated to go up another 100 per cent. . . . Joe Penner was named favorite radio artist by nation's moppets with Eddie Cantor second.

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 ★

DON WILSON, EDDIE "Rochester" ANDERSON, ARTIE AUERBACH and the Sportsmen's Quartet arrive in Denver today for Sunday's celebration of Jack Benny Day.

MARTIN AGRONSKY, American network commentator, is in town. He'll broadcast his co-op commentaries from Radio City today and tomorrow.

AL W. GODWIN, general manager of WNDR, Mutual's outlet in Syracuse, N. Y., is in Gotham on station and network business.

RICHARD A. CLARK, commercial manager of WRUN, Utical-Rome, N. Y., affiliate of ABC, is in New York on station and network business, also to meet with his national station representatives.

BOB KELLER, radio sales promotion specialist, will leave Sunday on a trip to Marion, Ohio, where he'll confer with Robert T. Mason, president of WMRN, newest of the Keller clients.

RICHARD S. TESTUT, vice-president and general manager of Associated Program Service, is in Washington for the House committee hearings on the music situation. He is accompanied by JERRY KING, president of Standard Radio Transcription Services.

WILLIAM D. PYLE, president of KVOD, Denver outlet of ABC, is spending a few days in New York.

NORMAN BROKENSHIRE leaves today for Chicago, where ABC's "Theater Guild on the Air" will originate Sunday. He'll return immediately following the show.

STEFAN FOX-SCHNABEL, who has the role of Renee, in Fox's forthcoming "The Iron Curtain," will return to New York over the week-end from Hollywood. He'll fill a number of radio commitments.

A. C. KIBLER, chief engineer of WNEC, Macon outlet of Mutual, is in Gotham on a short business trip.

DWIGHT COOKE, moderator for the "People's Platform," heard on CBS, has returned from Boston, originating point of the most recent broadcast.

LEMOINE WHEELER, commercial manager of WHCC, Rochester, N. Y., a caller at the station relations department of CBS.

HENRY MORGAN, one of the American network's greats, early this week was trying his skill—and luck—in Florida fishing waters as guest of Richard Porter, vice-president of Roche, Williams & Cleary. Morgan returns today and will appear on the network's "Candid Michophone" show at 8 p.m.

ALAN HOLMES and the members of his orchestra have arrived in Gotham to broadcast from Pelham Heath Inn.

GEORGE DORSEY, film editor of WNBW, Washington television station, is visiting film distributors in New York.

SOULARD JOHNSON, assistant to the manager of KMOX, Columbia's O and O station in St. Louis, is in New York for conferences with web affiliates.

DON DUNPHY tomorrow will go up to New Haven to broadcast play-by-play of the Ivy League basketball game between Cornell and Yale.

IGOR GORIN, baritone now on concert tour, will be heard next Monday on "Voice of Firestone" over NBC.

HENRY UNTERMYER, director of special events and public service at CBS, is back from a business trip to Trenton.

PENN THOMAS WATSON, owner of WGTM, Wilson, N. C., and ALLEN E. WANNAMAKER, general manager of the station, were visitors yesterday at the offices of the Mutual network, with which WGTM is affiliated.

MILTON BACON, assistant to the general manager of WCBS, has returned from Ridgewood, N. J., where he delivered an address at a meeting of the Lions Club.

FRANCES McGUIRE, distributor of women's activities at WPEN, Philadelphia, was in town yesterday for special recording sessions with Lilly Dache and John Fredericks—hat designers—and other style leaders.

RAY BAKER, commercial manager of KOMO, Seattle outlet of NBC, in New York this week for consultation at the network, NAB and his national reps.

CHARLES W. PITTMAN, manager of WBML, Macon, Ga., is in Gotham. Sat in for a while yesterday with executives of the American network.

GENE HAMILTON, announcer on ABC, was in New London, Conn., Tuesday for the network broadcast of the Boston Symphony Orchestra. Next Tuesday he'll perform the same duties in Hartford.

PETER DONALD, comedian, went down to Atlantic City Tuesday to do a benefit. Before leaving, however, he transcribed with Charles Stack his daily Stanback stint.

FRANCES SCOTT and CHARLIE BASCH, together with their tireless entertainment troupe, yesterday did their 303rd servicemen's show at the Staten Island Area Station Hospital.

ALLEN T. SIMMONS, owner of WADC, Columbia affiliate in Akron, Ohio, is back at the station following a trip to New York.

LARRY PUCK, Columbia network talent scout and director of the web's popular music division, has returned from Washington, D. C., where he attended the radio correspondents' dinner for President Truman at the Hotel Statler.

HARRY CARROLL, program director of WRNO, Orangeburg, N. C., is in town. He was welcomed yesterday at the headquarters of the Mutual network, with which WRNO is affiliated.

Owen Uridge To WQAM As General Manager

(Continued from Page 1)

yesterday. Uridge, who has been identified with Detroit radio for many years, will report to Miami on January-20. In his new position he will supervise operations of WQAM's AM station, FM and facsimile outlets.

Mullen Sisters On WNEW

Mullen Sisters, who recently recorded an album for Victor titled, "The Voca-lovelies," will be interviewed tonight on the Milkman's Matinee on WNEW.

Joseph S. Kasper

Joseph S. Kasper, father of Eddie Kasper of Kasper & Gordon, died early this week in Boston. Funeral services were held Wednesday.

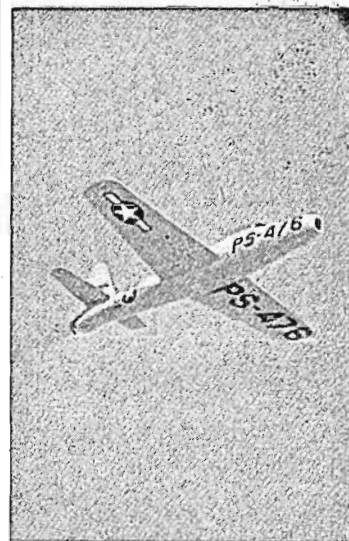
CBS Affiliates Group Meeting In New York

(Continued from Page 1)

and affiliates were discussed by the CBS executives attending the session and by the Board members who represent the 157 independently-owned stations affiliated with the Columbia Broadcasting System. The two-day meeting will close with today's session.

Elmo Wilson Talk Scheduled

Elmo C. Wilson, CBS research director, leaves tomorrow for Champaign, Ill., to attend the first conference on communications sponsored by the Institute of Communications Research. He'll address the meet Tuesday on the subject, "The Listening Audience." The confab will be held at the Illini Union Hotel and will last for three days.



Supersonic

Both the Army and the Navy have been fooling around with jet propulsion. And they're getting places, too, with a couple of designs said to be going a little faster than sound.

That's a Republic Thunder-Jet snapped at 1-1000th of a second as it flashed across the three-kilometer course at Muroc Army Air Field in California.

We wouldn't know for sure about speed above sound . . . the only sound we're positive about is the W-I-T-H radio signal.

Down here in Baltimore, you get more listeners - per - dollar - spent . . . than with any other station in town.

W-I-T-H, the successful independent, is the fast-moving station in this big five-station town.

W-I-T-H belongs on any smart list . . . yours included!



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President Represented Nationally By Headley-Reed

## Armstrong Heard at Committee Hearing

(Continued from Page 1)

Armstrong said engineer K. A. Norton, author of the propagation study which formed the basis for the band change had since admitted that his studies were in error, and charged that the FCC had put out an untrue version of the closed-door propagation hearing during the war period which, said Armstrong, he and other engineers had proved Norton to be wrong.

Armstrong also scored former FCC chairman Paul Porter as an enemy of FM, recalling Porter's representation of CBS at the 1940 allocation hearings and pointing out that Porter as Commission Chairman when the band shift was decided upon. He said at another former FCC Chairman, James Lawrence Fly, had "saved the FM situation in March, 1940." He referred to the Commission's granting of 40, rather than five, channels to FM and the setting up of commercial standards. He also complimented Fly for his foresight in calling upon the industry to set up the Radio Technical Planning Board and suggesting that recommendations be drawn up for the handling of a vastly expanded FM service.

Armstrong said hearings will be held this year on the bill by Representative Lemke (Rep., N. D.) to relocate the lower frequencies to FM. It was during his discussion with Armstrong that Owens called upon acting Chairman Gerald Landis to demand that Petrillo bring in to the committee next week all his correspondence with the networks which has been touched upon FM. Landis and representative Lesinski, Michigan Democrat, suggested that the matter should more properly be taken up at an executive session.

Here committee counsel, Irving McCann, said he is sure Petrillo will bring such material with him next week if he is asked to. He has found Petrillo to be completely co-operative in such matters, said McCann.

### Broadcasting For Treasury Dept.

Russ Morgan and his "Music in the Morgan Manner," who is currently appearing in the Bowman Room of the Biltmore, New York, is scheduled for Treasury Shows on ABC, January 19, 21, 23 and 27, and on CBS Jan. 17 and 24.

### POSITION WANTED

Young man available immediately. Experienced in Publicity, Advertising, Public Relations and Journalism; Motion Picture industry. No restrictions on out-of-town travel. Radio or Motion picture field desired. Write

RADIO DAILY

Box 105

1501 Broadway, New York 18, N. Y.

### Operations Snafu

"Operation Snafu—The Story of the Long Island R. R." is the documentary series title of three programs to be aired by WHLI, Hempstead, L. I., on three successive Sundays, 12 noon, starting Jan. 18. Series will compare snafu conditions on the Long Island in 1934, when a breakdown occurred, and 1947, year of the Big Snow.

### Twelve Stations Signed For Duke Ellington ET's

(Continued from Page 1)

bearing his name which is distributed by the show nationally for the WMCA Artists Bureau, producer of the package.

Interest in the show has been high, Goodman said, and it has already been sold by most stations carrying it. Outstanding single sponsor is Paradise Wines, which picks up the tab for eight hours a week on WMCA, New York, and three half-hours weekly on WHKC, Columbus, Ohio. Harold Kaye, of the Olian agency, which handles the account, said Paradise plans to use the show extensively throughout Ohio and upstate New York and in St. Louis plus "a number of other areas."

### Two Guest Stars a Week

When Ellington is on tour, the program, which is written by Bob Bach and Joe Bigelow, is recorded on tape by Joe Gottlieb, WMCA producer, and dubbed onto ET in New York. Guests stars are heard on the average of two a week.

Show sells for one-fifth of station's usual time rate; in no instance is the tab less than \$50 a week. The Duke's contract, which runs for five years, guarantees him at least \$75,000 a year.

Promotion for the series includes a set of transcribed spots announcing the show, and featuring Jay Jostyn, Frank Sinatra, Perry Como, Ray McKinley, Mel Torme and Doris Day.

Because of the apparent success of the Ellington show, WMCA execs have decided to syndicate the Bea Wain-Andre Baruch "Mr. and Mrs. Music" stanza. The Goodman office is readying the series for distribution, it was learned, with the first sales pitch to be made momentarily.

### Stations Listed

Stations carrying Ellington, in addition to WMCA, are WFIL, Philadelphia; WSID, Baltimore; WWDC, Washington; WLOW, Norfolk; WMIE, Miami; WSBC, Chicago; WBNY, Buffalo; KLX, San Francisco; WXGI, Richmond; WHKC, Columbus, Ohio; WKYW, Louisville, and WXOK, St. Louis.

### Vets Housing Brochure Issued

Veterans organizations, labor unions and civic groups are among the recipients of a salmon-colored, 5½ by 8½-inch single-fold distributed by WMCA on behalf of "A Home to Live In," across-the-board series stumping for self-supporting housing for vets. A Robert Day cartoon from the New Yorker is on the front, with the five basic shows in the six-week series outlined inside.

### Two Network Presidents Slated For Air Appearances

(Continued from Page 1)

EST. As guest speaker that day, he'll talk on "The Future Belongs to Those Who Prepare For It."

Incidentally, Mark Woods has been penciled in by his ABC program department for Saturday, Jan. 17, at 10:30 p.m., EST. His recorded voice will be heard giving testimony about American Federation of Musicians to a House Labor Committee in Washington.

### School-Quiz For WMCA

The New York Herald-Tribune, in co-operation with the New York City Board of Education, will present a school children's quiz show on WMCA, Sundays, 1:03-1:30 p.m., beginning Jan. 18. Program, titled "Quiz-Down," will be transcribed Friday afternoons for Sabbath airings. Joe O'Brien is emcee.

### Grange Rejoins S-W

C. W. "Ted" Grange has joined Stewart-Warner Corp., Chicago, as director of public relations. Until recently he was vice-president and editorial director of Harry Coleman Company, public relations and publicity counselors. For five and a half years previously until January 1945 Grange was associated with Stewart-Warner as advertising manager of the Alemite division and advertising director of the corporation.

### Ziv Sales Soar 27% Following AFM Ban

(Continued from Page 1)

of last year, according to John L. Sinn, executive vice-president. Sales soared 27 per cent for the first 10 days of this month, he pointed out.

High on the list of clients' contribution to the sales boom was a single client, WMIE, Miami, new outlet operated by the Sun Broadcasting Company, which bought 12 shows, about half of the entire amount available in the Ziv repertoire. Another sponsor, the Tivoli Brewing Company, adds four Michigan markets to its Guy Lombardo string in Detroit, Grand Rapids, Kalamazoo and Sault Ste. Marie. Agency for the latter is McCann-Erickson and starting date is this month. Other new Ziv clients are: Utah Oil Company, over KSL, Salt Lake City, through Gillham Agency; WNAO, Raleigh, N. C.; San Francisco Brewing Co., over KNBC, San Francisco; KTMK, McAlester, Okla.; Premier Oil Company, over KFRO, Longview, Tex.; WKNE, Keene, N. H., and Kortz-Lee Jewelry Company, all starting this month.

### Stork News

Mr. and Mrs. Oscar Katz yesterday became the parents of a six-pound, three-ounce girl, their second, at the Lutheran Hospital. Father is associate research director of CBS.

## Janet Ross

and the Shopping Circle is a participation program, broadcast for more than 13 years, Monday through Saturday, 9-9:15 AM. An offer of a free calendar, mentioned twice, has brought 3,375 requests from 86 counties in 7 states—and the mail is still coming in. If you want to tell your story to the women of the nation's sixth market, Janet Ross and the Shopping Circle is your best bet.

# KDKA

50,000 watts



WESTINGHOUSE RADIO STATIONS Inc

KEX • WBZ • WBZA • WOWO • KYW • KDKA

National Representatives, NBC Spot Sales—except for KEX • For KEX, Free & Peters

## SOUTHWEST

**A** PPLICATION for consent to transfer of control of KSSST, Sulphur Springs, has been filed with the FCC. Price is said to be \$40,000. KSSST is licensed to Hopkins County Broadcasting Co. of which Howard S. Smith is president. Truett Kimzey, owner of KGVV, Greenville, heads the new company seeking KSSST. Outlet operates on 1230 kcs. with a power of 250 watts.

A baby daughter, named Lauren Alyson was born to Mr. and Mrs. Bob Clark in San Antonio on Dec. 31. Father is a member of the station's sales staff. Mr. and Mrs. Coleman Barber are parents of a baby daughter, their third, to be named Joyce Lynn who was born on Jan. 6. Father is a member of the engineering staff of KTSA.

Bill Shomette, farm and ranch editor of WOAI, San Antonio, has been named to the board of directors of the San Antonio Stock Show which is now being organized.

Jane Trimmer, formerly with WARL, Arlington, Va., has been named manager of station operations of KURV, Edinburg.

## Senate Committee To Act On Nominations

Washington Bureau, RADIO DAILY

Washington—The Senate Interstate Commerce Committee will meet in executive session next Tuesday to take up the nominations of Wayne Coy and George Sterling to be members of the FCC—Coy as chairman. It may be that the committee will pass the two names to the full Senate without hearing, since no request for public hearing has yet been received.

## McNeill To Vacation

Chicago—Toastmaster Don McNeill of the "Breakfast Club" and his wife Kay will go to California for a two-week vacation beginning February 20. While in Hollywood Don will confer with major motion picture studios and independent producers who have made frequent offers of movie contracts.

This will be the first trip the couple has made to California since Don became a master of ceremonies of the "Breakfast Club" in 1933. While on the West Coast they intend to visit the Little Spanish Church on Twin Peaks in San Francisco where they were married in 1931.

## Using Miniature Blimps

To call attention to its scrambled word contest promotion via the Douglas Leigh "flying spectacular," WINS this week distributed to agencies inflated rubber blimps about 24 inches long. Silver colored airships, which are complete with pasteboard gondola, bear the legend "Tune to WINS" in red on one side, and the scrambled word "Reyloc" (Crosley) on the other.



## Mainly About Manhattan. . . !

● ● ● Right script is being sought for Margaret Truman's debut on the air as a dramatic actress. . . His pals very excited about Carl Brown's promotion to partnership with Sherman & Marquette. Few men as popular in the advertising field. . . Most annoying and most prevalent of sponsors and spot commercials in Southern Calif. radio are those of morticians and "memorial parks" aimed at the high percentage of oldsters who have migrated there to spend their last years. . . Alun Williams returning to WMCA as chief announcer as of Jan. 25th. . . Lew Parker, who got married last week in H'wood to filmactress Cheryl Starr, in town sans his bride to do a play here. (Lew drew rave notices for his film work in "Are You With It"). . . The commercial eliminated from "Family Hour" last week has become a collector's item. . . PM article, with pics and divulgence of props to hide microphone, should make it a little tougher for Allen Fun's fabulous "Candid Mike" operators to fool the dupes. . . Arch Oboler's blast at radio's crime dramas points up the need for a big swing back to experimental, light comedy and serious drama if radio is to survive the coming television boom. . . Oh, moans Don Pallini, if the radio were only like the telephone—when you mis-dial, you get your money back.



● ● ● Talk about your one-man radio shows, Sidney Paul, with 20 or so dialects, is a show all by himself. Featured on "Voice of the Army," Paramount News and now narrating Fashion Film Council, Paul is as versatile a radiactor as we've run into for a long while. When "Five Star Final" was around, it was nothing for him to do 3 or 4 different dialects on the same stanza.



● ● ● AROUND TOWN: "The Spice of Life," Kasper-Gordon's half-hour musical variety series done in rhyme, has been placed in the Canadian market. (First U. S. station to start the show is KTAR, Phoenix, Ariz.) . . . Keystone Broadcasting System (110 stations) now carrying Larry Hammond's prize-winning transcribed series, "Keeping Up With The Wiggles-worths" on a twice-weekly schedule. . . Trade talking about the solid, clean press buildup given Vic Damone by publicist Sid Ascher. . . Oetjen's in B'klyn negotiating for a disc jockey show from that spot. (Restaurant owners are wondering about the crowd-drawing appeal of these shows emanating from eating places). . . Joe McCaffery, CBS Washington news reporter, in huddle with NBC officials. (He's quitting CBS Jan. 31st). . . Sudden Thawt: When it comes to running a breakfast show, you couldn't find a Breneman than Tom. . . Bill Berns (a youthful combo of Arthur Godfrey and Galen Drake) scouting the market for an outlet for his "While Berns Roams" series. Berns, an idea-a-minute type of guy, would be a happy addition to any station.



● ● ● THE HAL YOU SAY: Hal Block, who can smell a party further away than Winchell can spot a Communist, showed up the other midnite at Lorraine Miller's birthday shindig. Seeing Bernie Kamber there (who is merely Lorraine's fiance), he shouted across the room: "Well, well, what are YOU doin' here!"



● ● ● LUFF 'n Kixxxx: Alan Courtney's return to the local radio scene as emcee of daily variety show on WNEW. . . Ted Dale's conducting and arranging chores on the Carnation show, which moves to H'wood in early March. . . Louis Prima's Victor disc of "You're Too Fat For Me." . . . Phil Ingalls' expert stick waving in the pit at "Angel in the Wings." . . . Jan August's piano wizardry via WOR Thurz. eve. (Plays with Augusto). . . Korn Kobblers' MGM platter of "Dum Dot." . . . The new send-illlating revue at the Club Ebony. . . Gracie Fields' London Record of "Now Is The Hour." (400,000 copies sold in the first 3 weeks).

## CHICAGO

By NAT GREEN

**T**HE "Lum 'n' Abner" program will be broadcast from WBBM, Chicago, during two visits to the city this month. The boys will first be heard from Chicago January 17 through 22, and will return for two broadcasts of January 26 through 29. They will broadcast from Kansas City today, January 16; St. Louis January 23, and Atlanta, Ga., January 24.

Among visitors to the WGN Mutual offices recently were Harv Bell, owner and manager of KGL, Fergus Falls, Minn.; H. G. Alexander, manager of KWAD, Wadena, Minn.; and Phillips Carlin, MBS vice-president in charge of programs.

Don McNeill, toastmaster of ABC's "Breakfast Club," will be emcee at luncheon at the Morrison Hotel, January 21 which will launch the local Boy Scout Fund drive.

Miguelito Valdes, "rumba king" Margaret Whiting, young singing star and Red Ingle, novelty band leader will make guest appearances on Tommy Dorsey's WCFL sessions during the forthcoming week.

Bob Cline, sound effects man for Mutual's "Captain Midnight," is recovering from the effects of a fall on the ice on New Year's Eve which he broke several bones in his shoulder.

Robert B. Whitnah has been appointed assistant station engineer WENR-FM, with offices in the Civic Opera building.

NBC's "National Farm and Home Hour" will broadcast a series of special programs reporting the work of the U. S. Department of Agriculture in four regional research laboratories starting January 17 with a salute to the northern regional lab at Peoria, Ill., and following with Philadelphia on February 7, New Orleans February 28, and Albany, Calif., March 2.

## Pope To Aid Drive

Generoso Pope, president of WHOI has been named chairman of the foreign language radio division of the March of Dimes, Greater New York Chapter of the National Foundation for Infantile Paralysis. Lee Thomson Smith, chapter general chairman, appointed Pope for the second successive year.

## Harding Joining WVET

Larry Harding, director of "Strike It Rich" over CBS, has resigned from the network to become program director of WVET, Rochester, N. Y. Harding has been a member of the CBS production staff for 13 years.

## Norris Goff Ill

Illness of Norris Goff, of "Lum 'n' Abner," has caused cancellation of two-week tour of the show for the March of Dimes but Chet Lauck, assisted by Clarence Hartzell, is still maintaining the daily series over CBS. Goff is headed east for medical diagnosis and a possible operation.

## Deal By Webs, AFM Likely, Says Petrillo

(Continued from Page 1)

that no stipulation was made as to just how much more money or how many more men. Union has also asked that NABET (AFL affiliate) "pancake turners" become AFM members.

When Petrillo was asked if any of the discussion centered on transcribed musical repeats, he answered in the affirmative but said it was a matter the webs would have to take up with AFM's international executive board. A meeting between network negotiators and the board is scheduled for Washington next Tuesday, Jan. 20, where some of them, including Petrillo, will be testifying in House Labor Committee hearings on AFM.

Petrillo also had an optimistic note for live music on FM when he said "we are satisfied that a deal can be made on FM and television." He stated that the networks are still very insistent on this.

Charles Denny, new general counsel for NBC, received his baptismal fire in network-AFM negotiations yesterday. On the way out, Denny responded with a hearty chuckle when Jack Gould of the New York Times said to him, "You don't know when you're well off." Another new network face at the session was that of Joe Ream, executive vicepresident of CBS, taking the old negotiating spot held by Frank White who became president of Columbia Records a few weeks ago.

Other network representatives in attendance were Mark Woods and Joe McDonald, ABC; Frank Mullen, NBC; Bob Swezey, MBS; Ted Streibert, WOR, and Howard Hausman, CBS.

## Heavy Promotion Set For Air Force Programs

(Continued from Page 1)

which started on 68 MBS stations and finished with 268.

Show is not part of the Air Force recruiting program and will not carry any recruiting messages. Built for family entertainment, show will be "un-military" in style with "high brass" noticeably absent.

Maximum acceptance by web affiliates, except flagship WOR, is expected because of intensive promotion campaign conceived and executed by the Section. First presentation, sent to all MBS outlets, contains introductory letter, description of series, brochure on Air Force band and reply form requesting follow-up kit. Second package will be made up of posters, photos and mats, display materials and transcribed spots.

Schools and music classes throughout the country are informed of the show via 20,000 cards sent out for the Air Force by Mills Music. In addition, educators and aviation editors are recipients of a presentation similar to the first sent to stations. Other promotional tie-ins include cut lines in national ads of aviation industry, plugs by aviation comic strips and features by wire services, first of which goes out on AP today.

Capt. Robert Keim, formerly with

## BMB Subscribers Weak In Major Radio Markets

(Continued from Page 1)

tion, in some cases, has gone backward since the first national study in 1946 and that industry-wide support of BMB is lagging in no small way.

One of the examples of BMB weakness, from the standpoint of providing information for advertisers, is that Study No. 2 in 1949 will not provide coverage maps on the 11th, 13th and 16th top metropolitan districts in the country (based on Radio Families—U. S. A. 1946)—namely, Baltimore, Buffalo-Niagara Falls and Milwaukee, respectively. There were subscribers in these cities to BMB's initial study but none has renewed and no additional stations have been added in these markets.

### More Support Needed

For BMB to be of outstanding service to the advertiser, it must in the very beginning have support of possibly 90 per cent of the stations in the 150 top markets. As to trends along this line, Chicago is the only city in the top 50 markets in which the total number of subscribers (for that city) has increased—for Study No. 2—this by only one. There are 30 markets among the top 50 where BMB has been dropped by one to five stations per city, the average decrease being 1.9 stations per market. In the other 19 markets in the top 50, total number of BMB subscribers has not changed, although some stations have been replaced by others on the subscription list.

Comparison of BMB's subscription list of July, 1946, with that of Jan. 1, 1948, shows that 396 AM stations renewed. There were 299 AM outlets which did not continue but they were replaced by only 165 new AM subscribers.

### Key Cities Are Weak

Identifying larger markets where BMB is weak, only two stations in Los Angeles, the third largest market, are currently BMB members and both are owned by CBS and ABC. Seven stations in Los Angeles took BMB's first study. BMB has never had much support from New York, biggest metropolitan district, where only the four web key stations are in the fold, one

Compton agency and now production chief of the Radio Section, produces and directs the show, with Capt. Mark D. Merenda scripting. Promotion was handled by Lt. Cass Bielski, formerly with WOSU, who also narrates the show. Dramatic spot on Air Force activities will be handled by Capt. Maxwell Marvin, with aviation news reported by well-known editor each week.

### Bolling Field Origination

Program will originate from a studio at Bolling Field and will be piped to Mutual's Washington affiliate, WOL. Ork is conducted by Maj. George S. Howard, with Warrant Officer Samuel Kurtz directing the chorus. Music is arranged by Sergeants Fred Kepner and Bill Pursell. Sergeants Abrasha Robofsky and Ivan Genuchi are soloists.

independent dropping out. No. 10 city, Cleveland, in the way of radio families, has one BMB subscriber, WTAM, owned by NBC. Other cities in the top 15 markets in which the bureau can only give a spotty coverage for the next study are Detroit, Pittsburgh, San Francisco, St. Louis and Cincinnati.

### Two Reasons Cited

Question now arises as to why the make-up of BMB's subscription list has undergone considerable change since 1946. Possibly the two foremost reasons, and this is agreed upon by high industry officials, are that some stations believe they can ride along indefinitely with maps from Study No. 1, knowing their audience has been cut by new stations, and that other outlets feel they just don't get their money's worth out of BMB.

Complaints were numerable after the bureau's 1946 study that it was not sufficiently revealing, a matter which BMB immediately took under consideration in planning the next survey. However, it has not yet clearly defined how far Study No. 2 in 1949 will go and it could be that many important stations are not willing to buy until they can be sure of what they'll get.

### Special Committee Was Proposed

What could have been an important cog in BMB machinery never got out of the mold, unfortunately, when plans for a special liaison committee was suggested by Edgar Kobak. This committee was to be somewhat of a high powered brain trust, not made up strictly of network chiefs as some thought, and was to concentrate on selling the idea of BMB in the most important markets. To date, the committee apparently has gotten no further than the volunteered services of Kobak and Frank Stanton.

Six months ago the prime concern in BMB was finances. That no longer holds true and the organization is conceded to be over the financial hump. But BMB needs some very positive and promising long range plans that will automatically win support of the entire industry and it needs to be explained to certain top people in both broadcasting and advertising agencies, some of whom yet do not fathom just what BMB is all about. All this is necessary before the bureau, as one close to the organization phrased it, can "get out of the woods." BMB's executive board meets Jan. 26 for what could be a very important meeting.

### Gillies' New Philco Post

Joseph H. Gillies, who has been vice-president in charge of radio production since 1942, has been appointed vice-president in charge of radio division operations of Philco Corporation. In his new capacity he will coordinate engineering, purchasing, planning, material control and production of all Philco radio, television and other electronic products.

## Clear-Channel Briefs Filed At FCC By Webs

(Continued from Page 1)

where they are most needed. There should be no change in the Commission's present policies with respect to allocation of clear channel facilities in a manner which would diminish the service now provided by these stations. There should be no change which would weaken the position of this country in the use of standard broadcast facilities as against the use by other nations."

### ABC and CBS File

ABC, on the other hand, asked the Commission for certain changes in the present clear channel setup. "ABC believes," the net said, "that clear channel stations have a paramount and essential function to perform, and that clear channel stations which contemplate the maximum of service should be granted higher power. On the other hand, the sanctity of a clear channel station should not be preserved if it is not rendering a real clear channel service. The breaking down on the one hand or the increase in power on the other, of any specific channel should depend entirely on the service which the station on the channel is rendering, and the programs that a station carries as a major part of its schedule must be considered a dominant factor in determining the value of its service in the public interest."

CBS said the Commission should not make any changes, except concerning daytime skywave interference, in present clear channel setup.

The network asserted that the hearing "established that the present system of clear channel broadcasting not only does not involve a waste of frequencies through undue or objectionable duplication of program service but benefits large segments of the population."

### Regionals' Viewpoint Given

In its brief, the Regional Broadcasters Committee asked that the operating power of stations be kept under the present lid of 50 kc. The regional groups also called for sharing of Class A frequencies by two or more unlimited-time stations. "Class A clear channels," the group said, "have done nothing so outstandingly different in programming their stations, as compared with well-operated regional stations, to deserve being put upon such high pedestals as they demand."

Crosley Broadcasting Corp., told the Commission in its brief that "there is, and has been demonstrated to be, no economic threat to the continued operation of other stations in the maintenance of clear channel stations with power adequate to justify their retention as such."

The National Association of Educational Broadcasters urged that "the quality of program service should be the determining factor, rather than the technical and arbitrary yardstick of protecting the coverage of clear channel stations to unreasonable limits. Upon this basis, there would be an improved broadcast service to rural audiences, with programs designed for their special local needs."

## AGENCIES

**POIVROCHINOIS**, tea and spice importers, Paris, have appointed McCann-Erickson's office in that city to handle their advertising.

**VERMONT DEVELOPMENT COMMISSION**, which directs recreational and industrial advertising for the state, has named Badger and Brown, Inc., Boston, as its advertising agency. Allan C. Gotschaldt will be account executive.

ON RECORDS and TRANSCRIPTIONS

### "I'M A LONELY LITTLE PETUNIA"

(IN AN ONION PATCH)

Rytvoc, Inc.

1585 Broadway New York 19, N. Y.

## BALLERINA

Jefferson Music Co., Inc.

The World Wants PEACE

You'll Want for your Programs

### "PEACE OF MIND"

DUBONNET MUSIC PUBLISHING

1619 Broadway, New York 19, N. Y.

The Top Ballad Of The Day!

## TWO LOVES HAVE I

MILLER MUSIC CORPORATION  
1619 BROADWAY - NEW YORK 19

1948's First Novelty Smash!

## THE SECRETARY SONG

(Bidibi Bot Bot)

LEO FEIST, INC.  
1619 Broadway New York 19, N. Y.

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS**:—When one would purchase bread, one goes to the bakery—or if it's a suit the one visits is his tailor—(could have said John David but free plugs are scarce these days) . . . thus we say, if one were to seek confirmed optimists, the surest place to find same are where songwriters congregate; in New York, the Brill or RKO Building in Radio City; in Chicago, the Woods Theater Bldg, and in Hollywood, Sunset & Vine. When tunesters, closeted in a stuffy piano room, with the windows shut tight to keep out the snow and chill winds blasting and/or West Randolph Street, can write about the sunshine in their hearts and dreams in their pockets, what else could they be but optimists? Which is a round-about way of telling you that music publishers and songwriters, especially the latter, don't seem too worried about the current cessation of recording activities due to the Petrillo ban. . . . we've been conducting a one-man poll of their feelings, reactions and ideas and the consensus of opinion is definitely the optimistic view that the 'ban might last four or five months'.

☆☆☆

● ● ● Leeds Music has revived an oldie, "Now Is The Hour," originally published back in 1913 by Boston Music Co. . . . ditty, recorded by several top-flight artists, was written by Maewa Kaihau, Clement Scott and Dorothy Stewart. . . . ● Robbins' new plug song is "The Dickey Bird Song," written by Howard Dietz and Sammy Fain for the forthcoming MGM Musical "Three Daring Daughters." . . . ● Radiolite Murray Forbes' hit tome, "Hollow Triumph," which was published by Ziff-Davis, has been sold to Eagle Lion Films. . . . flicker goes into production Feb. 1 and will star Paul Henreid. . . . ● Eddie Wolpin has been re-packed for two more years as general manager for Paramount and Famous Music Companies. . . . ● Duke Ellington and Don George have a hit parader in "It's Kind of Lonesome Out Tonight," published by Jewel Music. . . . ● Morton Downey, the Coca-Cola tenor, says, "Give tenors a chance; after all, they've only been singing for 200 years."

☆☆☆

● ● ● And still another revival. . . . Movietone Music, Sam Fox subsidiary, going full blast after "You Turned The Tables On Me," written by Sidney Mitchell and Louis Alter. . . . ● Joe Given, who in less than a year at WBT has earned a rep as one of that region's finest announcers, will be heard Monday as 'Albert Kummer' in the Little Theater's stage production of "Dear Ruth." . . . Joe will be in New York in a year. . . . wanna bet? . . . ● WABDuMont will launch a new series of "Rainbow House," telecasts starting Sunday. . . . the full hour (6-7 p.m.) program, produced and directed by Bob Emery, will feature 150 talented products of local High School youths. . . . ● Two of the alley's most prolific tunesters, Pete Wendling and Sam M. Lewis have another hit in "Who Told You?" published by Mills Music. . . . ● Herb Leventhal, professional manager at Lewis Music, doing a swell job on "The Things You Left In My Heart," written by Buddy Kaye, Hugo Talami and Herb Leighton. . . . ● Despite a heavy schedule of announcing and emceeing NBChores and narration for newsreels, Ed Herlihy will deliver a lecture Monday night to the Town Hall Drama Class. . . . ● Bob Lee is the new professional manager for Marchant Music Publishers. . . . working on a commercial ballad titled, "Congratulations," written by Jimmy Marchant and Johnny Tucker. . . . ● Emmet Carls, former tenor saxophonist with Stan Kenton Band, has formed his own orchestra, managed by Dick Abels. . . . ● New radio series which will be on the nets within two days called, "Barrymore Theater of the Air," will have original music and orchestra conducted by John Gart.

☆☆☆

● ● ● **ON AND OFF THE RECORD**:—Arthur Godfrey's Columbia disk of "Too Fat Polka," has already passed the million mark. . . . ● Helen Carroll and Satisfyers have a plenty satisfying disk in "Love Is So Terrific" backed with "A Little Consideration," on Victor. . . . Russ Case Orchestra smooth in the background. . . . ● Vitacoustic has uncovered a singer, Jack Carroll, who shows plenty of song savvy in his initial platter, coupling "My Cousin Louella" and "On Green Dolphin Street."

W N B T

scope



ON THE AIR AT CHANNEL 4 . . .

FRIDAY, JANUARY 16

1:00 Swift Home Service Club — Tex and Jinx (Swift)  
1:30 NBC Television Newsreel  
7:45 Musical Merry-Go-Round—Records  
8:00 Sports Film (U. S. Rubber)  
8:16 Travel Film of Nations  
8:30 Ski News  
8:35 Cavalcade of Sports — Madison Square Garden  
10:00 Feature Bout—Tony Janiro vs. Lavern Roche (Gillette)

WEEKEND HIGHLIGHTS

SATURDAY

12:30 Poor Richard Award — General Eisenhower—from Philadelphia  
5:00 Puppet Playhouse  
8:45 Basketball — South Carolina vs. Georgetown—from Washington.

SUNDAY

8:00 Author Meets the Critics—Marcia Davenport's "East Side, West Side"  
9:00 Atom Smashing—from Philadelphia  
9:30 "It Happened Tomorrow" — feature film starring Linda Darnell and Dick Powell

TODAY'S STORY . . .

You probably know about General Foods' recent television survey. The results indicated that people liked television and that television is a good advertising medium. The answers to one question—among many—which pleased NBC concerned popular commercials. Of the four favorite commercials on television, three were those televised over WNBC.

SECOND SCANNING . . .

The w.k. radio master of ceremonies and newsreel commentator, who is also host of the Kraft Television Theatre, Ed Herlihy, is quoted as saying, "Television is tomorrow's entertainment today." Very neat phrasing, Ed.



A Service of Radio Corporation of America

# TELEVISION DAILY

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## TELE GROWS DESPITE AFM BAN—POPPELE

### TELE TOPICS

By JIM OWENS

**A**MERICAN Safety Razor Co., which is scanning tele with an optimistic eye following a spot series during the holiday season, mulling an audience participation series on WABD. . . . William Morris Agency now handling "Seven Arts Quiz" the Jo Ranson-Dick Pack show, with at least one major agency seriously studying it. . . . "Radio Best," Ed Bobley's fan mag, becomes "Radio-Television Best" with the April issue.

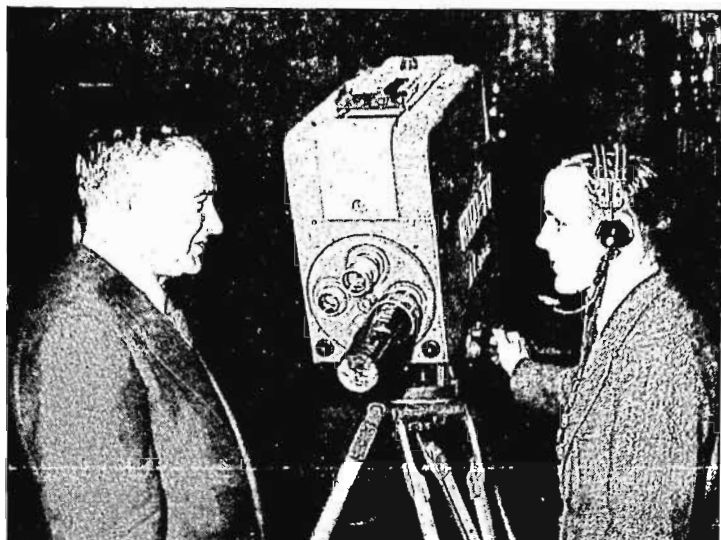
**J**OHN McNEIL, Du Mont sales chief, accepted a committee post of the National Cancer Foundation to help sufferers of the disease in Harlem. . . . Prockter Radio Productions, outfit currently handling network AM shows "Big Story" and "Quick as a Flash," forming a television department. Everett Rosenthal will head the new operation. . . . Betty-Jo Jones, an unknown, acted rings around two B'way lassies in an audition the other A. M., copping the role of the maid in Theater Guild's upcoming "Angel Street" on WNBT. You can see her any luncheon at the Red Coach Inn—where she's a waitress.

**M**OST catered-to video audience these days seems to be the moppets, and they love it. WCBS-TV's "Scrapbook, Junior Edition" has 5,000 "Jets"—short for junior editors—in its membership: WFIL-TV (Phila.) feeds a weekly two-hour kid show to Baltimore and Washington under the apt title "Parents Excused." And of course, there's WABD's daily "Small Fry Club" which is currently the rage of the lollypop brigade. Now comes another series by Dan Tuthill titled "Milo and His Kiddie Club." Imagine getting bubble gum all over that nice new receiver?

**Resigns Farnsworth Post**  
Fort Wayne, Ind.—J. L. Babul has resigned as comptroller of the Farnsworth Television and Radio Corp. here to resume public accounting work in Chicago, it was announced this week. W. F. Hoepfner, formerly assistant to Babul, has been appointed auditor of the company.

**Royall's TV Debut**  
Washington — Army Secretary Kenneth E. Royall will make his initial appearance on television over WTTG and the DuMont web next week, Jan. 21. (8:15-8:45 p.m., EST) in which he will discuss the Army's activities during the past year. The Secretary, who is a member of the Cabinet, will be interviewed by Walter Compton, news commentator for the Washington video station.

### Tele View of the Week



Justin Miller, president of the National Association of Broadcasters, and Edmund Bailey, WMAL-TV (Washington) video cameraman, discuss the problems of televising opening proceedings of the labor hearings which got under way in the Caucus Room of the House of Representatives this week. Judge Miller's entire testimony was aired by the ABC outlet in Washington and by WCBS-TV in New York.

### N. Y. State Using Tele To Speed Vets' Bonus

Television was added yesterday to media currently being used by the State of New York to help World War II vets collect State bonuses.

An animated one-minute trailer, showing how a bonus may be claimed, was produced for video by the motion picture unit and radio bureau of the Dept. of Commerce, in co-op with the State Bonus Bureau. Trailers will be aired on WNBT, WCBS-TV, WABD in New York and WRGB, Schenectady.

### Baral Joins Philco Corp. To Aid Tele Ad Planning

Philadelphia—J. T. Baral, Jr., formerly of Gray & Rogers, advertising agency here, has joined the advertising department of Philco Corporation, it was announced Friday by John F. Gilligan, ad manager. Baral will specialize in television advertising and merchandising, Gilligan said, and will aid in Philco's plans to increase its video set advertising and promotion activities.

### Kaiser-Frazer Buys DuMont 'Amateur Hr.'

Kaiser-Frazer Corp. will sponsor "Amateur Hour" over WABD and the DuMont tele network starting Sunday (7-8 p.m., EST), it was announced yesterday. Program, which is a video version of the Major Bowes Amateur Hour, and handled by the original production staff, will be sponsored on WFIL-TV, Philadelphia; WTTG, Washington, and WMAR-TV, Baltimore.

### Foster Elected Vice-Pres. Of Kans. City TV School

Kansas City, Mo.—C. L. Foster, director of training for the Central Radio and Television School here, has been elected executive vice-president and general manager of the school, it was announced this week following a meeting of the board of directors. Move was made to enable G. L. Taylor, president of the school, to devote more time to industry relations and to his affiliation with the Midland Broadcasting Company as television consultant.

### TBA Prexy Asserts Public, Union Hurt Most

Washington Bureau, RADIO DAILY

Washington — Despite the ban on "live" music in television imposed by the AFM, the industry has made "great strides during the past few years," Jack Poppele, president of the Television Broadcasters Association, told the House Committee on Labor and Education here yesterday. He declared that the restriction was actually more harmful to the musicians themselves and the viewing public rather than to the new medium.

"The result, while imposing understandable hardships on television broadcasters, has not, in itself, deterred the growth of the industry," Poppele declared. On the other hand, the TBA prexy said that viewers "have been deprived of the operettas, the musical comedies, symphony concerts and first-rate film entertainment . . . which should normally be expected by the public from this new means of mass communication."

Poppele pointed out that tele broadcasters have evolved means of providing musical programs without musicians through recordings, and that the public has become "educated and acclimated" to video without live music and "without types of entertainment which are naturally integrated with music." He expressed the belief, however, that there are "undoubtedly" thousands of AFM members who are "willing and anxious" to work in television, and that there are many entertainers whose work depends upon "the coordination of many facets including music."

TBA prexy also told the committee that the video industry may later find it "desirable" to make films of dramatic productions intended for telecasting, screening and editing them before use as a safeguard against possible transgressions of "taste." He made the statement in answer to a question by Rep. Samuel McConnell (R., Pa.).

**To Honor Ike**  
Philadelphia—Ceremonies of the presentation of the Poor Richard Medal of Achievement to Gen. Dwight D. Eisenhower, chief of staff of the Army, will be televised direct from the Franklin Institute tomorrow (12:15 p.m.) by WPTZ and WFIL-TV, via mobile pickup. Program, which will be on the NBC web, will be fed to New York, Washington and Schenectady.

**COAST-TO-COAST**

—ALABAMA—

**BIRMINGHAM**—Thad Holt, WAPI and WAFM president and treasurer, has been elected chairman of the board of directors of the Birmingham branch, Federal Reserve Bank of Atlanta. . . . New weekly series on WBRC is "Report From Congress," featuring Rep. Laurie Battle in a review of highlights of local interest. . . . **TROY**—Roy Crow, WTBF prexy, was recently presented a Certificate of Merit by the Air University at Maxwell Field for broadcasting the Air Forces program, "Flight Into The Past." Presentation was made by Deputy Commander, Col. W. B. Wright, Jr. . . . **MOBILE**—Anthony Leighton former radio director of the Mobile Register has been appointed program director of WABB which is scheduled to begin operation soon.

—FLORIDA—

**DAYTONA BEACH**—New feature of the special events department is WMFJ's Community Sing which made its debut last evening. The programs are presented in co-operation with the various tourist clubs and organizations in this city, and each week feature a different group of people headed by the club members. . . . **MIAMI**—The First National Bank of Miami is now sponsoring the internationally known author, foreign correspondent and radio news analyst, Harrison Wood, in a Monday-thru-Friday, 15-minute series over WIOD. Program is entitled, "This Changing World."

—INDIANA—

**COLUMBUS**—Plans have been completed for the second meeting of a disc-jockey roundtable, to be staged January 24th in the studios of WCSI-FM. Graeme Zimmer, station promotion director, will once again preside over the meeting, with disc jockeys from all over the middle-west participating. Among those who have already accepted invitations to attend are Paul Roberts, WFBM; Bob Truitt, WIRE; Paul Buchanan, WSUA; Bill Nimmo, WLW; and Jim Lounsbury, WHAS. . . . **WEST LAFAYETTE**—The longest radio remote broadcasts in the history of Purdue University's radio station, WBAA, occurred on the nights of January 1st and 2nd when, for three and one-half hours each evening, John DeCamp, WBAA sports editor, gave a play-by-play account of basketball games between Purdue, Notre Dame, Indiana University and Butler University, each of which played two games at the Butler Field House.

—LOUISIANA—

**NEW ORLEANS**—Johnny Diebold has become the featured male vocalist on WWL's "Dawnbusters," early-morning, across-the-board variety show. He succeeds Kelly Rand who left to join the Vincent Lopez band, now playing at the Taft Hotel in New York. . . . **SHREVEPORT**—KENT program director, Todd Branson, is emceeing a twice-weekly luncheon show from the Zephyr Room of the Washington-Youree Hotel. . . . In response to listener requests, KENT's morning disc program, The Bill Rutledge Show, has been extended 15 minutes and is now heard from 7:15-8:00 a.m.

**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.

TITLE

PUBLISHER

Survey Week of January 2-8, 1948

A Fellow Needs A Girl.....	Williamson
—And Mimì .....	Shapiro-Bernstein
Ballerina .....	Jefferson
Best Things In Life Are Free.....	Crawford
Civilization .....	E. H. Morris
Don't You Love Me Anymore.....	Oxford
Gentleman Is A Dope.....	Williamson
Golden Earrings.....	Paramount
How Lucky You Are.....	Peter Maurice
How Soon.....	Supreme
I Still Get Jealous.....	E. H. Morris
I Wish I Didn't Love You So.....	Paramount
I'll Dance At Your Wedding.....	George Simon
I'm A Comin' A Courtin' Corabelle.....	Dreyer
Mickey .....	T. B. Harms
Near You .....	Supreme
Now Is The Hour.....	Leeds
Papa Won't You Dance With Me.....	E. H. Morris
Pass The Peace Pipe.....	Crawford
Serenade of the Bells.....	Melrose
So Far .....	Williamson
They're Mine, They're Mine, They're Mine.....	Sinatra Songs
Too Fat Polka.....	Shapiro-Bernstein
The Treasure of Sierra Madre.....	Remick
Two Loves Have I.....	Miller
Whiffenpoof Song .....	Miller
Winter Wonderland .....	Bregman-Vocco-Conn
With A Hey And A Hi And A Ho Ho Ho.....	Bourne
You Do .....	Bregman-Vocco-Conn
What'll I Do.....	Berlin

**Second Group**

A Girl That I Remember.....	Broadcast Music
At The Candlelight Cafe.....	Witmark
Beg Your Pardon.....	Robbins
But Beautiful .....	Burke and Van Heusen
Gonna Get A Girl.....	Miller
Kate .....	Berlin
Let's Be Sweethearts Again.....	Campbell-Porgle
The Little Old Mill.....	Shapiro-Bernstein
Lone Star Moon.....	Advanced
Love Is So Terrific.....	Mellin
Made For Each Other.....	Southern
My How Time Goes By.....	Chappell
Planissimo .....	Santly-Joy
Say Something Nice About Me.....	Chappell
The Stars Will Remember.....	Harms
Teresa .....	Duchess
There'll Be Some Changes Made.....	E. B. Marks
Too Marvelous For Words.....	Harms
True .....	Santly-Joy
Why Does It Have To Rain On Sunday.....	Johnstone
You've Changed .....	Southern

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**PROMOTION**

**Farm Calendar**

Distribution has been completed on 10,000 calendars by Phil Alampi, farm news editor of WJZ, New York. Complete with a table of weights, measures and other pertinent agricultural information, the calendars were mailed to listeners, time buyers and equipment manufacturers in the four-state area around New York.

Sufficient space is provided on the calendar to permit the notation of coming farm events alongside the date they are to take place together with farm news furnished by Alampi in his WJZ broadcasts heard Monday-through-Saturday from 6 to 6:30 a.m., EST.

**March Of Dimes Tie-in**

Station WHWL, Nanticoke, Pa., and Vaughn's Sanitary Bakery, sponsor of "Audition Time" broadcast over WHWL every Saturday morning at 10:30, have worked out a new twist in the current March of Dimes drive. Their contest is non-profit to the listeners, the prizes going to the March of Dimes and to further the education of the blind. Listeners are asked to send in a letter to "Audition Time" listing three tunes. Each letter, to be eligible, must be accompanied by a dime, which is turned over to the March of Dimes Foundation. From the letters selected, the tunes listed are announced on the "Audition Time" broadcast each Saturday.

*Send Birthday Greetings To—*

January 16	
John B. Kennedy	Ethel Merman
Irving Mills	Charles Stark
Babs Ryan	
January 17	
Warren Hull	Halsey Barrett
Frank Foster	Elizabeth R. McKean
Bob Davis	Edward Saxe
January 18	
William A. Schudt, Jr.	Art Kassel
Ruth Lyon	Donna Munson
Lucille Wall	
January 19	
Lanny Ross	Robert E. White
Paul Small	Norman Batry
Dick Granville	Charles Henderson
Lew Preston	Roger Williams
Fair Taylor	Gene Kraemer
Merrill E. Joels	Henry Untermyer
January 20	
George Burns	Ed Fitzgerald
Connie Haines	Al Rice
George V. Kelly	J. Kelly Smith
January 21	
George Putnam	Allen Prescott
Charlotte Manson	Elizabeth Hart
January 22	
James Melton	Ralph H. Minton
Rhoda Cantor	John Lucas
Vivien Ruth	





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 42, NO. 12

NEW YORK, MONDAY, JANUARY 19, 1948

TEN CENTS

## 47 SET PRODUCTION BROKE ALL RECORDS

### Record Company Reps Testify At Hearing

Washington Bureau, *RADIO DAILY*  
Washington—Recording and transcription companies are anxious to settle with the AFM and disinterested in fighting Petrillo in a showdown battle, their spokesmen said Friday in testimony before the House Labor Committee. Representative Carroll D. Fearns, R., Pa., put the question flatly. Richard Testut of Associated Program Service, with Testut declaring himself and others in his business very eager to get together with Petrillo and work things out.

Nonetheless, with Committee Chair-  
(Continued on Page 6)

### RMA Seeks Tax Repeal On Manufacture Of Radios

Washington Bureau, *RADIO DAILY*  
Washington—RMA, in a report submitted to the Treasury Department, called for outright repeal of the 10 per cent excise tax on radios.

The recommendations were contained in a memorandum compiled by RMA's excise tax committee, under the chairmanship of Joseph Gerl, president of the Sonora Radio and Television Corp., of Chicago, and was submitted to the Treasury in response  
(Continued on Page 2)

### Justin Miller To Address NAB National Convention

NAB prexy Justin Miller will address the national convention of the Association of Women Broadcasters at 2:30 Friday, Jan. 30 at the Mayflower Hotel in Washington. Confab will run from Jan. 29 through Feb. 1. Miller will speak informally to NAB members and NAB department  
(Continued on Page 2)

### AFM Talks Continue

Next stage of network-AFM negotiations is scheduled tomorrow afternoon, Tuesday, in Washington when the union's international executive board will be present in addition to James Petrillo. Short session in New York last Friday without any announcement being made as to progress. Washington meeting tomorrow means heavy emphasis on discussion of FM and television since these matters have to be decided by AFM's executive board, not the locals which bargain for wages and number of staff musicians.

### Drop Symphony Show Because Of AFM Rules

Detroit Symphony Orchestra, organization controlled by Henry Reichold whose "Musical Digest" also sponsors the show over ABC, will not continue on the network after Jan. 25 because of radio contract difficulties between Reichold and the AFM. A second influence which may have forced Reichold to cancel out the show is the fact that prior to Pe-  
(Continued on Page 2)

### McCormick To Run WTAM; Will Succeed V. Pribble

John McCormick, account executive of the NBC central division, has been named general manager of WTAM, Cleveland, NBC-owned station. McCormick who will succeed Vernon H. Pribble has been identified with radio for 15 years. At one time he was manager of WKRC, Cincinnati.

## 'Voice Of America' Passed By Senate; Goes To House

Washington Bureau, *RADIO DAILY*  
Washington—The Senate on Friday passed and sent to the House the "Voice of America" bill, designed to provide a sound legislative authority for the international broadcasting operations within the State Department. A similar bill—but not identical—was passed by the House last year, and it is anticipated that the differ-

## Total Of 17,695,677 Receivers Produced During Year Includes AM, FM And Video Instruments

### Evening Show Gains Noted In NRI Report

Six evening shows made notable gains in total audience ranking according to the Nielsen Radio Index for the week Dec. 7-13, 1947. Edgar Bergen gained 3.0 points going from eighth to fourth; Jack Benny added 4.6 jumping from 16th to seventh, and Life of Riley picked up 3.5 in moving from 19th to 10th.

The other three shows are newcomers to the NRI top twenty. Sam  
(Continued on Page 4)

### Westinghouse Sponsoring Hour On Chi. FM Station

Chicago—The largest single commercial contract for time on any Chicago FM station has been signed by Westinghouse Supply Co., Chicago, with WGNB, WGN's FM station. Effective immediately, the contract calls  
(Continued on Page 2)

### WBMS, Boston Indie Sold to 'Friendly Group'

Sale of WBMS, Boston indie, to "The Friendly Group," operators of radio stations in three states, was revealed yesterday. The sale is subject to FCC approval. The escrow agreement provides for a stripped-down  
(Continued on Page 6)

Production of radio and television receivers, including FM sets, broke all industry records last year, RMA reported Friday in a year-end tabulation.

RMA member-companies produced a total of 17,695,677 sets last year. Preliminary estimates indicate that total production by all radio set manu-  
(Continued on Page 4)

### SEC Releases Figures Of Industry Net Sales

Net sales, including operating revenue of 13 radio and television companies in the third quarter of last year amounted to \$217,424,000, the SEC reported over the week-end. This was a considerable jump over the \$173,611,080 recorded in the same period of 1946, but under sales of \$251,851,000 in the second quarter of 1947.

Net sales were listed by the SEC as follows:  
Admiral Corp.—\$11,120,000 for third  
(Continued on Page 4)

### Plan Mutual Program Honoring N. Y. Birthday

First network program in connection with New York City's Golden Anniversary celebration will be aired on Mutual and WOR Monday, Jan.  
(Continued on Page 4)

### Unprogrammed

On his Friday morning show over CBS Arthur Godfrey spotted a washing machine in the corner of the studio and decided to give it away. He picked a woman in the audience, asked her to spell her name, and awarded her the prize. Later Godfrey learned the washing machine belonged to another show, "Winner Take All." CBS had to buy a replacement.

### Claim News Beat

Boston—The Yankee Network News Service on Friday claimed a beat in breaking the story of the five alarm fire on the South Boston waterfront more than a half hour ahead of the wire services. The million dollar water front fire was covered by Lester Smith and staff members. It was one of the city's most damaging conflagrations in years.



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

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WEST COAST OFFICES
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WASHINGTON BUREAU
Andrew H. Older, Chief
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 153 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

(Jan. 16)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

10 YEARS AGO TODAY

(From the files of Radio Daily) Chase & Sanborn Hour with Bergen-McCarthy was voted the best show on the air and Jack Benny was named favorite personality in the first RADIO DAILY poll of radio editors and critics.

FOR SALE

Fearless Dolly—latest model. Brand new . . . \$2000. Also lights and camera equipment. Price to be negotiated. Call CI 6-0951. Miss Hartman.

COMING AND GOING

HUBBELL ROBINSON, JR., Columbia network vice-president and director of programs, is in Boston today to address the regional meeting of the Northeastern affiliates of the web.

SISTER ROSETTA THARPE, spiritualist singer and composer whose works are released through BMI, has left for Hollywood, where she will do a movie.

BERT LOWN, director of public relations for the Associated Program Service, is in Augusta, Ga., for the Winter meeting of the Georgia Assn. of Broadcasters, which will be held today and tomorrow.

ELAYNE HILDGARDE FOX, associated with the Carl Fischer Recording Studios, left over the week-end to make her annual mid-Winter acquaintance with the sun, sand, surf and swains of Daytona Beach, Fla.

LLOYD BROWNFIELD, director of press information at KNX, Hollywood, has arrived from the Coast for conferences with executives of the Columbia network. He'll be here for the rest of this week.

NATHAN HALPERN, assistant to the president of CBS, left Friday for Hollywood, where he'll confer with Donald W. Thornburgh, CBS vice-president in charge of the Western division, and also will discuss with movie executives the sale of network scripts for film-production purposes.

HARRY WISMER, sports director for the American network, arrived from Detroit Friday night, broadcast his "Champion Roll Call" and then left for Washington, D. C., where on Saturday he received for the third consecutive year the Touchdown Club's award as the nation's outstanding sportscaster.

ANDREW JEREMA, general manager of WKOP, Mutual outlet in Binghamton, N. Y., arrived in Gotham late last week on a short business trip.

JACK CARNEY, director of CBS, is spending three weeks in Boca Raton, Fla., as house guest of Richard Porter, of Roche, Williams & Cleary, advertising agency.

LEONARD A. VERSLUIS, president of WLAV, Grand Rapids, Mich., arrived in town late last week for conferences at the headquarters of the American network, with which the station is affiliated.

M. S. NOVIK and MRS. NOVIK are spending two weeks in Havana, combining a vacation and a business trip.

SAM W. BROWNFIELD, manager of WARC, outlet of ABC in Rochester, N. Y., is in Gotham on station and network business.

CLIFFORD M. CHAFEY, general manager of WEEU, Reading, Pa., is in town. Visited for a while last Friday at the headquarters of ABC.

RMA Seeks Tax Repeal On Manufacture Of Radios

(Continued from Page 1)

to an invitation by the tax research division which is preparing an analysis of the manufacturers excise tax imposed on radios.

"The RMA," the report said, "stands firmly behind the principle that the 10 per cent tax on radios should be repealed or reduced. Until the tax is repealed, the RMA recommends that the law be amended to permit its administration in accordance with the original intention of Congress, to wit:—that the tax be levied exclusively on radio sets designed and sold for the reception of standard broadcasts of an entertainment or educational nature."

Justin Miller To Address AWB National Convention

(Continued from Page 1)

heads. Ruth Crane, of WMAL, acting national president of the NAB affiliate, will preside at the meeting.

NAB execs who have been invited to attend are: A. D. Willard, Jr., executive vice-president; C. E. Arney, secretary-treasurer; Don Petty, general counsel; Harold Fair, program department; Art Stringer, FM director; Dick Doherty, employee-employer relations; Ken Baker, research; Royal Howard, engineering; Frank Pellegrin, broadcast advertising, and Bob Richards, public relations.

Westinghouse Sponsoring Hour On Chi. FM Station

(Continued from Page 1)

for a full hour of time nightly, six nights a week, for 52 weeks. Westinghouse and six of its authorized dealers in Chicago will sponsor WGNE's "Symphonic Hour" from 9 to 10 p.m., Mondays through Saturdays. A different dealer will sponsor each evening's program. Contract was placed direct.

Drop Symphony Show Because Of AFM Rules

(Continued from Page 1)

Petrillo's recording ban Detroit Symphony numbers were recorded during the hour-long Sunday night broadcast for Vox Records, also owned by Reichold. By this method, Reichold would be able to get back part of the expenses incurred in sponsoring the show. Thus the Detroit Symphony may be the first network show to have been knocked off the air in part by Petrillo's recording ban.

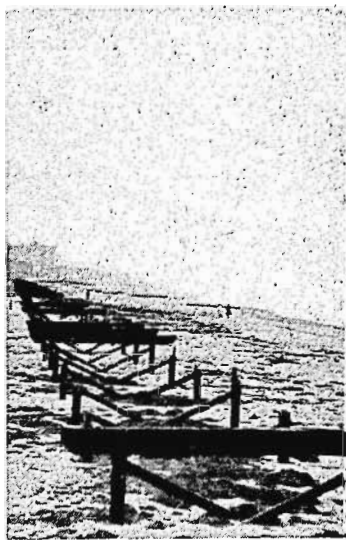
Since the Detroit Symphony began on ABC in January, 1947, musicians of AFM's Detroit local were paid sustaining rates although the program was sponsored by Musical Digest. Reichold, who some years ago pulled the orchestra off the rocks, maintained that since the organization is non-profit and run for civic benefit, and since the Symphony is given year 'round employment, the musicians should accept sustaining fees for the network show.

Current dispute between Reichold and Detroit musicians is that they now want commercial fees (there are two different scales in Detroit) for the broadcast but the increase is not acceptable to the Symphony's president. It is not impossible that some deal can be worked out, particularly since Petrillo is known to be favorable toward Reichold for his support of Detroit musicians, but ABC has received official notice of intention to cancel.

Meantime, ABC is working on a replacement for the 8-9 p.m., EST, Sunday slot but no final decisions have been made.

Gray Named WIP V.-P.

Philadelphia—The WIP board of directors Friday elected Gordon Gray as vice-president of the company. He will continue his dual duties as assistant general manager and director of sales.



Boardwalk

Boys whistled at girls on this boardwalk just before September 14th, 1947, at Ventnor, New Jersey, just outside of Atlantic City. Wheelchairs whirled along. And the waves pounded out the Hucksters' "downbeat of love."

Then wham!

The wham was a hurricane and high waves. Now look!

There are those who say that the smooth road of business will look like that boardwalk before the year is out. We don't profess to know. But we're sure if the going is rocky in Baltimore and you're using radio, your safe insurance is 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.

It's as easy as that. As so many alert advertisers have learned: Are you next?



W-I-T-H

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

**EFFECTIVE**  
**TODAY**

**MR. TOM HARKER**  
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**THE FORT INDUSTRY  
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<b>WSPD</b>	5,000 Watts	NBC	Toledo, Ohio
<b>WGBS</b>	10,000 Watts	CBS	Miami, Florida
<b>WMMN</b>	5,000 Watts	CBS	Fairmont, W. Va.
<b>WAGA</b>	5,000 Watts		Atlanta, Georgia
	"Atlanta's Most Progressive Station"		
<b>WLOK</b>	250 Watts	NBC	Lima, Ohio
<b>WWVA</b>	50,000 Watts	CBS	Wheeling, W. Va.
<i>The New</i> <b>WJBK</b>	250 Watts		Detroit, Mich.
	All in English . . . 24 Hours a Day		

Represented by  
**KATZ AGENCY, INC.**

Represented by  
**AVERY-KNODEL, INC.**

Represented by  
**EDWARD PETRY and Company**

Represented by  
**FORJOE and Company**

## 1947 Set-Production Broke Every Mark

(Continued from Page 1)

facturers will top 18,500,000, compared with 15,000,000 in 1946—the previous all-time high.

Television sets produced in 1947 numbered 178,571, compared with 6,476 manufactured in 1946 by RMA companies.

A total of 1,175,104 FM-AM sets were produced last year, compared with only 181,485 in 1946.

Production of both automobile and portable radios in 1947 was more than double that of 1946 and helped swell the total set output for last year. Auto radios numbered 3,029,637 in 1947 as compared with 1,153,458 in 1946, while portables last year totaled 2,153,095 and 1,022,689 the year previously.

Approximately 72 per cent of all home receivers produced by RMA member-companies in 1947 were table models, while radio consoles amounted to about 13 per cent of the output of home type receivers. Portables accounted for the other 15 per cent.

The 1947 monthly average output of FM-AM receivers equaled 97,925 sets and television sets were manufactured at an average rate of 14,881 receivers a month during the year.

Radio production during the month of December totaled 1,700,918 receivers of all types compared to 1,615,541 sets produced in November.

### New High in December

The Decemboer tabulation showed a total of 191,974 FM-AM receivers and 29,345 television sets, representing new monthly records and increases over the monthly averages of the year of 96 and 97 per cent, respectively.

A further breakdown of the year's total FM-AM receivers shows 289,497 table models; 11,112 table model radio-phonograph combinations; 22,239 consoles, and 852,296 radio-phonograph consoles. Television production included 116,315 table models, including converters; 37,039 straight consoles, and 25,217 radio-phonograph consoles.

In addition to radio and television receivers, RMA members produced 291,410 phonographs and 224,945 record players with radio attachments.

## AGENCIES

MRS. ANNA M. ROSENBERG, public, labor and personnel consultant, recipient of the Medal of Freedom, first award by General Eisenhower, to a civilian, will be guest speaker at a meeting of Advertising Women of New York, Tuesday, January 20. She will speak on "Human Relations, the Key to Public Relations," at a luncheon at the Hotel Astor.

GOLD-TEX FABRICS CORPORATION, Philadelphia, manufacturers of Denim-Duds, have appointed J. M. Korn & Company, Philadelphia, to handle their advertising.



### California Commentary . . .

• • • During the period of its "Radios And Records For Hospitalized Veterans" campaign, KMPC received 5,200 contributions. Contributions, for the most part, were bedside radios, with the balance including several hundred record players and 75,000 records. Major record companies in the Los Angeles area were very co-operative in donating as many records as were available from their stocks and the remainder of the records were received from independent record companies and from personal contributions of KMPC listeners. KMPC was also given several video sets for installation in the hospitals, and the Wurlitzer Company, Chicago, donated four juke boxes with a year's supply of records. . . . Franklin Hauser, who is opening The School of Radio Technique in Hollywood this month, addressed the South California Advertising Agency Association on "The Impact Of Television On Advertising." . . . In a departure from the no-guest-stars policy on her show, Judy Canova rolled out the welcome mat for Eddie Cantor on Jan. 17. . . . Catherine Clare McDonald, formerly with Compton and Young & Rubicam, New York, has joined Young & Rubicam's Hollywood art department.

### Hollywood

• • • More than 20 stations have already contracted for "Rip Lawson," 15-minute strip show produced by Soundscrip Radio Productions of Hollywood. It is an adventure program, with appeal to the entire family, but beamed to youngsters. . . . Marilyn Maxwell, the radio and screen singer, re-shuffled dates on her current personal appearance tour to allow her to accept a lucrative offer from the Colony Club in Hollywood, Florida. . . . Jerry Devine, who has been writing and directing factual detective radio stories for a long time ("This Is Your FBI") got the tables turned on him when he appeared as a guest on "Ellery Queen" Jan. 15 and had to try to guess the correct culprit. . . . Ozzie Nelson has been cutting recorded promotion programs to be aired in Canada to plug "Adventures Of Ozzie And Harriet." . . . Young & Rubicam's Hollywood promotion manager, Bob McAndrews, was at Coronada Jan. 12 for the Midwinter convention of the Advertising Association of the West, of which he's vice-president. . . . Ed "Archie" Gardner has cut a series of transcribed announcements for the March of Dimes and Salvation Army campaigns.

### Evening-Show Gains Noted In NRI Report

(Continued from Page 1)

Spade moved up from 37th to 13th; This Is Your FBI jumped from 40th to 17th, and Blondie went from 27th to 19th.

Among the daytimers, Right to Happiness and Backstage Wife continued on top. Jack Armstrong showed a sharp upswing, 39th to 14th, and landed in the top group for the first time. On the weekend list, True Detective and The Shadow were the leaders, with One Man's Family moving up from 14th to fifth.

Top twenty total audience list for evening shows, in order, follows: Lux Theater; Fibber McGee; Amos 'n' Andy; Bergen-McCarthy; Red Skelton; Bob Hope; Jack Benny; Fred Allen; Truth or Consequences; Life of Riley; Fitch Bandwagon; Big Town; Sam Spade; Date with Judy; Mr. D. A.; Godfrey's Talent Scouts; This Is Your FBI; Your Hit Parade; Blondie, and Mr. and Mrs. North.

### SEC Releases Figures Of Industry Net Sales

(Continued from Page 1)

quarter of 1947, compared with \$0,280,088 for the same period in 1946 and \$11,007,080 for the second quarter of 1947.

Emerson—\$0,867,000 for the third quarter of 1947, compared with \$0,003,000 for the same period in 1946 and \$0,100,080 for the second quarter of 1947.

All Major Manufacturers Listed  
Other figures in the same order are as follows:

Farnsworth—\$3,093,000;	\$1,954,008 and
\$5,195,000.	
Magnavox—\$5,730,000;	\$5,000,000 and
\$7,007,000.	
Motorola—\$10,930,000;	\$6,378,008 and
\$12,201,000.	
Philco—\$49,207,000;	\$35,380,000 and
\$57,754,000.	
RCA—\$70,230,000;	\$61,988,000 and \$77,229,000.
Raytheon—\$11,866,000;	\$13,790,000 and
\$19,596,000.	
Scintinel—\$2,033,080;	\$1,303,000 and \$2,208,000.
Sonotone—\$2,205,000;	\$1,020,000 and \$2,061,000.
Sparks-Withington—\$4,820,000;	\$3,983,000 and \$4,203,000.
Sylvania—\$21,038,000;	\$10,774,000 and
\$24,220,000.	
Zenith—\$16,047,080;	\$0,800,000 and \$18,624,000.

## 'Voice Of America' Bill Passed By The Senate

(Continued from Page 1)

but said far greater support and expenditure for this work is needed. Britain today, he said, is spending more than three times as much as the United States on its short wave broadcasting—and he estimated that the Russians are spending "at least two or three times as much as the British, which would mean that she (the USSR) is spending 10 to 15 times as much as the United States." Current U. S. budget for the service is about 12 million dollars.

Smith stressed the committee's feeling that it is important for the State Department to use "private American agencies to the maximum extent possible." He also told the Senate that we are today "losing the war of words because our present 'Voice of America' program, with its limited budget is 'wholly inadequate.'"

### Plan Mutual Program Honoring N. Y. Birthday

(Continued from Page 1)

26, 9:30-10 p.m., EST. Programs will feature show biz figures who were born in New York and Mayor William O'Dwyer.

Show will be a three-city hookup. William Bendix, Frank Morgan, Robert Montgomery, Barbara Stanwyck and Groucho Marx will be heard from Hollywood; Lena Horne from Boston, and Henry Morgan, Arnold Stang, O'Dwyer and Grover Whalen from New York. Music will be under the direction of Harry Zimmerman in the film capital and Sylvan Levin in Gotham.

Program is produced by Bob Forward with script the work of Tom Adair.

## PROMOTION

### Heavy BMI Campaign

BMI has begun a heavy campaign on behalf of a new tune "Passing Fancy," written by Bob Hilliard and Dave Mann. Included is a 16 by 19-inch slick paper blowup of a trade ad which is being sent to all disc jockeys, program directors, agency and indie producers, band leaders and other targets. In addition, BMI field representatives are distributing copies at stations and other locations.

### CBS' "Talks" Mailed

Latest edition of "Talks" magazine, quarterly digest of addresses presented over CBS in the public interest, has been mailed to 30,000 schools, individuals, civic groups, stations, libraries and teachers. Magazine is edited by Helen J. Sioussat, CBS director of talks, and contains an enclosed folder listing the network's educational and cultural programs.



Calling all Show Business  
to THE BIG SHOW OF 1948!

SUITE 709

MURRAY HILL 7-9256

Mel Allen  
Rosalie Allen  
Morey Amsterdam  
Fred Barr  
Andre Baruch  
Red Benson  
Paul Brenner  
Stan Burns  
Ray Carroll  
Tommy Dorsey  
Jack Eigen  
Duke Ellington  
Art Ford  
Bob Garrity  
Bill Gordon  
Barry Gray  
Art Green  
Bea Kalmus  
Johnny Kane  
Bucky Kozlow  
Joel Krieger  
Jack Lacy  
Jack Lazare  
Jack Lescoulie  
Dave Miller  
George Monaghan  
Ed Newman  
Eileen O'Connell  
Fred Robbins  
Jerry Roberts  
Bernie Ryan  
Nat Shohalter  
Lou Steele  
Bill Taylor  
Sid Torin  
Hal Tunis  
Bea Wain  
Paul Whiteman  
Bill Williams

## National Association of Disc Jockeys

New York Chapter, Inc.  
545 Fifth Avenue  
New York 17, N. Y.

Show Business  
Everywhere,  
U. S. A.

The National Association of Disc Jockeys cordially invites your participation in the Souvenir Journal of the "Big Show of 1948" taking place at the Metropolitan Opera House on January 25, 1948. We urge you to take this opportunity to greet the entire trade in print by means of your personal ad.

Already, we are extremely gratified at the tremendous response from recording artists, record companies, music publishers, song writers et al. We respectfully request you too, to act now. WRITE, PHONE or WIRE (NADJ 545-5th Avenue, New York) at your earliest convenience. The deadline is January 23rd. Gold page, \$200; white page, \$100; half page, \$60.

With best wishes from,

*National Association of Disc Jockeys*  
New York Chapter, Inc.

P. S.  
IMPORTANT: Proceeds will be used to set up a National system of scholarships for new, deserving talent—vocalists, arrangers and instrumentalists. In addition, a system of annual awards will be inaugurated much in the manner of the Motion Picture Academy awards, to the best recording talent of the year, to be selected by the country's disc jockeys.

Part of the proceeds will be given to: Damon Runyon Cancer fund, March of Dimes, New York Heart Association.

**THE WEEK IN RADIO**

Hearings On AFM Begin

By VAL ADAMS

**J**USTIN MILLER first witness in House Labor Committee hearings on AFM. NAB prexy called Petrillo "economic pirate" and "symbol of bad union leadership." Bond Geddes of RMA told committee that recording ban leads to drastic employment cuts. . . . Petrillo acquitted of alleged violation of Lea Act in Chicago.

AFM and networks resumed negotiations. Petrillo said both sides hopeful for settlement by month's end. . . . FM officials told FCC that AT&T discriminates against FM in providing "free" intercity network service to television. AT&T denied charge. . . . Toni Co. putting \$4,000,000 into radio this year, two-thirds of its budget.

MBS gross in '47 was \$22,372,711, little over three and a half million less than 1946. Biggest spender with Mutual was Ralston Purina Co. . . . Sales of Ziv transcribed shows up 27 per cent in first ten days of January over same period last year. . . . Increasing interest and use of radio shown by retailers at NRDGA convention.

ABC's five owned and operated stations increasing Class C time rates in amount of 20 per cent. Station break time, or anything under a minute, will also cost same as one minute spot after Feb. 1. . . . Zenith planning evening quarter-hour on MBS, five a week, for "Zenith Radio News Reel."

President Truman asked Congress for FCC budget of \$6,555,000 for 1949 fiscal year, increase of \$305,000. Federal budget estimators anticipate drop in radio receiver sales since their estimate on excise tax from this source was lower than last year. . . . Radio reporters banned along with newspapermen from news conferences held by Gov. James Folsom of Alabama.

Time and spot sales in San Francisco for '47 much better than was expected early in the year. Several stations report increases up to 15 per cent. . . . U. S. may lose battle of ideas waging in Europe if it doesn't get more adequate program of broadcasts to the continent, said George Hamilton Combs, WHN commentator back from four months abroad.

March of Dimes radio kit mailed to all stations for 1948 campaign. . . . Heavy industry promotion on FM and television to be discussed at RMA midwinter convention in Chicago. Clarence Mense's new station, WEAT, premiered in Lake Worth, Fla. . . . Radio set production in Canada in 1947 hit new high of 750,000 for domestic use. . . . Over 600,000 station and operator licenses and other radio authorizations in effect at start of year, FCC revealed. Broadcast stations totaled over 3,800.

FCC reopened FM plea of New York Daily News. . . . Carl Burkland of WTOP, Washington, named general sales manager of CBS radio sales.

**Leading Record-Firm Execs. Hit Petrillo At House Hearing**

(Continued from Page 1)

man Fred Hartley and other members on both sides of the committee bench recording themselves favorably, it appeared virtually certain Friday that the committee will move to extend the Sherman and the Clayton Acts to cover unions as well as industry —although the future of such legislation once it leaves the committee for the full House, the Senate and possibly the White House will be very much in doubt.

James Murray, Victor vice-president, told the committee he remains hopeful for an end to the recording ban—but that if it is not ended, rec-

**Web Execs. Today**

*Washington — Representatives of the four major networks are to be heard by the House Labor Committee today, offering their stories on their difficulties with the AFM. Scheduled to appear are Frank Mullen, NBC; Joseph Ream, CBS; Mark Woods, ABC, and Edgar Kobak, MBS.*

ord makers may soon have to try recording non-union musicians.

Representative Clare Hoffman, R, Mich., told Murray that appeared to be the proper step for the industry, but although agreeing, Murray said, "If we have to resort to that we will have to make records of sub-standard quality."

Hoffman held that good musicians would be forced to co-operate eventually, but Murray pointed out that for most musicians their income from recordings is only a minor part of their overall income.

Murray, flanked by Edward Wallerstein of Columbia Records; Milton Rackmil, of Decca, and Jack Pearl of Hub, president of the Record Manufacturers Assn., said flatly that he is not at all certain now there is any need for additional legislation. At the same time he refused to assent to the exhortation of Hoffman that the record makers go out and record non-union music because "the people will buy what they can get."

Hoffman told the witness that they "might just as well accept the proposition that the Congress cannot make a man beat a drum or blow a horn. We cannot make a man work if he doesn't want to."

Rep. Carroll D. Kearns delved into figures, eliciting from Murray and the other record manufacturers an estimate that the record volume—at the retail level—runs to about \$200,000,000 per year. Of this the manufacturer gets about half. Ninety-eight per cent of their records contain instrumental music. Payments to AFM members run between ten and 15 million dollars.

"Pretty cheap payroll for that amount of business, isn't it?" Kearns asked. He then asked that the companies file financial statements for the past two years with the committee. Both Kearns and Representative Richard Nixon of California emphasized the importance of the Taft-Hart-

ley Act's ban on royalties to unions as a basic factor in the recording ban, with Murray agreeing that that is "the real issue."

Testut disagreed with Murray on the question of extension of the anti-trust laws. He sees no difference, he said, "between monopoly in the distribution of services and monopoly in the distribution of goods. If such monopoly is in the public interest," he added, "let it be put under government regulation."

He also objected to the extreme power within the AFM wielded by Petrillo. He played a three-minute musical transcription for the committee, explaining that it was played by 31 musicians who were paid at a rate of \$27 per hour. In order to operate successfully, transcription manufacturers must minimize all lost time and errors by hiring only the very best musicians.

Less than 10,000 "career" musicians actually meet the standards of the broadcasting industry, Testut said, and most of these are in New York, Chicago and Los Angeles.

Testut was followed to the stand by Gerald King of Standard Radio Transcription Services, Inc., Hollywood. King protested that the AFM discriminates against transcription companies as compared with movie producers. Scale for transcribing has been considerably higher than for making six sound tracks—but King admitted that the AFM had originally offered the same rates when the large-disk transcription service got under way.

Final witness of the day was Joseph Maddy of the International Music Camp, Interlochen, Mich., who told of his difficulties with the AFM over a long period and his recent inability to get his juvenile orchestras on national networks. He attributed NBC's refusal to air his school group last year to fear of Petrillo—who has declared Maddy to be on his unfair list.

**WBMS, Boston Indie Sold to 'Friendly Group'**

(Continued from Page 1)

price of \$175,000 for physical assets plus other adjustments and considerations. The station is owned by Templeton Radio Corp., and operates on 1090 kc., with power of 1,000 watts, daytime.

"The Friendly Group" operates WPIT, Pittsburgh; WSTV, Steubenville, Ohio; WFPG, Atlantic City, and WKNY, Kingston, N. Y.

Application for the transfer is being filed in the name of WBMS, Inc., which will have the following officers: John J. Laux, chairman of the board; Jack N. Berkman, president; Louis Berkman, Myer Wisenthal, Charles C. Swaringen, John L. Meridian vice-presidents; Richard Teitlebaum, treasurer; Alex Teitlebaum, secretary; George W. Fellows, secretary-treasurer. Transaction handled by Blackburn-Hamilton, Washington, D. C.

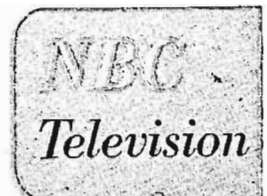
W N B T



**ON THE AIR AT CHANNEL 4 . . .**  
**MONDAY, JANUARY 19**  
 8:27 Film (Vick)  
 8:30 NBC Television News  
 8:40 Weather by Brentwood  
 8:41 Cavalcade of Sports—Boxing —St. Nicholas Arena  
 10:00 Feature Bout—William Beltram vs. Dennis Pat Brady (Gillette)

**TODAY'S STORY . . .**  
 One of the questions in General Foods' recent television survey asked what types of programs not now available set owners would like to see. New movies, radio show and Broadway productions topped the list of desired fare. Item: WNBT televised the new French movie, "African Diary," before the movie houses got it. Radio shows? WNBT televises such programs as Tex and Jinx on the "Swift Home Service Club" and "Author Meets the Critics." Broadway shows are regular fare for scanners of WNBT's Theatre Guild and ANTA stanzas. Next question?

**SECOND SCANNING . . .**  
 "Outside of Time," mentioned here last week, drew the same sort of praise as its predecessors on the ANTA-NBC dramatic series. In context or out, Variety used such words as "excellent drama . . . charming . . . adult dialogue . . . excellent atmospheric background music . . . uniformly fine performances . . . absorbing throughout."



A Service of Radio Corporation of America

# TELEVISION DAILY

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## SEE HEAVY COMPETITION IN TELE NEWS COVER

### TELE TOPICS

By JIM OWENS

**T**HAT \$6,000,000 building planned for 51st and B'way, designed to house a 3,600-seat theater, will have 10 television and radio studios. Architect's plans also call for every possible application of tele to the theater. . . . Reynolds Tobacco (Camels) said to be approaching the dotted line for sponsorship of the N. Y. baseball Giants over WNBT next summer. Pact would round out sponsorship of major league baseball on the three N. Y. stations. . . . General Foods, which renewed Marty Stone's "The Author Meets The Critics" on NBC last week, will plug three products separately during the schedule. . . . Chevrolet dealers in H'wood entering tele for the first time via films of the Olympic games on KTLA, Paramount outlet.

**J**INX FALKENBURG will author a television column for Silver Screen, the fan mag. . . . Jack (TBA) Poppele's daughter, June, working in NBC's tele photography dept. . . . Harvey Marlowe & his staff commissioned to help WKNB (Hartford, Conn.) get started when it gets the nod from the FCC. . . . Dennis James' plea in behalf of the March of Dimes drew a bushel of silver the other eve following a fita telecast.

**D**U MONT mulling a bowling show which would bring such top keglars as Joe Falcaro and Ned Day before the ikes. Gainsborough Associates owns the package. . . . Jean Hersholt, president of the Academy of Motion Pictures Arts and Sciences, has nixed video pickups of the awards presentation this year. Sez there's too many technical problems involved. (Or maybe the film femmes ain't video-genic.) . . . Industrial Television, Inc., (Nutley, N. J.) has expanded operations to a two-story building next door.

### Hillyard Gets BBC Post

London—Pat Hillyard, presentation director of BBC's television service, has been appointed director of light entertainment, it was announced over the week-end by Norman Collins, director of the service.

### On The Spot

Washington—WNBW will move its cameras to National Airport here tomorrow to give televiewers a glimpse of the activities in the control tower, featured by an interview with tower chief Stanley Selzer. Program will also include shots of airliners being loaded with passengers and freight, including routine of takeoffs, etc.

### Labor Hearings On Tele Web

Washington Bureau, RADIO DAILY

Washington—House labor committee hearing will again be televised to audiences in New York, Philadelphia and Baltimore today via a pooled pickup, starting at 10 a.m., EST. Today's session will feature appearance and testimony before the committee of network presidents. In addition Wednesday's session, in which AFM proxy James C. Potrillo will explain his union's position, will be picked up by the eastern network.

### NBC Ups Schedule Of Mid-West TV Web

Chicago—NBC's television station WNBY here will be on the air by Sept. 1, 1948, four months ahead of a previously announced schedule, it was announced over the week-end by I. E. Showerman, vice-president in charge of the web's central division.

Speeding up of NBC's schedule for Chicago is keyed directly to the company's plan to provide television network program service for the mid-west. Three NBC affiliates are already on the air with television WTMJ-TV (Milwaukee), KSD-TV (St. Louis) and WWJ-TV (Detroit). With them, and with the Chicago video outlet WNBY, NBC will establish its central regional network. Other NBC affiliated television stations in the mid-west are expected to be in operation soon and will further extend the NBC television network, according to Showerman.

The Chicago Civic Opera Building will be the location of the NBC transmitter and antenna.

### Industry Execs. Mull RMA Aid At BMB Meet

Discussions of BMB's role in aiding television broadcasters' acquisition of set distribution figures from Radio Manufacturers Association were held at the Bureau's headquarters Friday with representatives of industry, TBA and ATS in attendance. Hugh Beville, Jr., director of research of NBC, outlined to the BMB radio ownership committee plans by which RMA may acquire and make public facts and figures regarding video sets in areas now having television service.

### Theater Television Tried; Found Exceptionally Good

West Coast Bureau, RADIO DAILY

Hollywood—The big Pantages Theater here, which on Saturday picked up via video the feature races at Santa Anita and projected them upon the theater screen, reports overwhelming acceptance and enthusiasm voiced by its patrons.

## The Week in Television

### TV Filing At All-Time High

**T**ELE applications on file with FCC hit an all-time high with 11 new stations on the bandwagon the week ending Jan. 9. . . . NBC narrowed the gap between video and movie industry with a five-year pact with Jerry Fairbanks Productions. . . . John M. Outler named general manager of WSB-TV, Atlanta, Ga. . . . CCNY (N.Y.) including tele courses in its '48 spring sessions. . . . Gulf Oil renewed its weekly series on WCBS-TV. . . . Eastern stations had active business week as the new year got under way.

Emerson Radio & Phonograph introduced a 10-inch table model at \$269.50. . . . C. E. Hooper entered television with diary and 'phone measurements. . . . Chicago sports promoter claimed

tele was a boon to gate receipts, declared it upped attendance "100 per cent" at wrestling matches. . . . Jack Poppele, TBA head, told the House labor committee television has managed to grow despite AFM ban. . . . Kaiser - Frazer bought DuMont's "Amateur Hour," video version of the old Major Bowes show. . . . N. Y. State using tele to aid vets collecting bonuses.

Broadcasters to seek RMA co-operation in acquiring accurate set distribution figures in specific areas. Industry will outline the request at the RMA confab in Chicago Wednesday. . . . WBZ (Boston) started training its video staffers. . . . New United Nations headquarters will have \$250,000 worth of tele equipment.

### Webs Expand Staffs For Wide Cover Of News Events

Increased emphasis on news coverage by tele broadcasters since the start of the year, together with entry of national news services into the medium via film coverage, etc., indicates a pitched battle looms ahead for top honors in on-the-spot daily news coverage. Aware that news syndicates in video present a threat of formidable competition, broadcasters, particularly the tele networks, are expanding video news staffs to bolster outside coverage of "live" events. Evidence of the step-up in this direction is the pickups of labor hearings in Washington which are networked by NBC, CBS and Du Mont to the four major eastern cities. With this type of news event tele is sharpening its technique of airing special live pickups.

Other signs in this direction are use of top AM newsmen on video by major nets against the day when news shows are as heavy in tele as they are in radio. NBC announced last week expansion of its news operations in this department with the addition of 15 network newsmen to the video staff, with Adolph Schneider, acting as liaison between the tele and news departments. Under the new plan, NBC's foreign and domestic staff will be integrated into the video news picture, "providing world-wide coverage" for the video web. Network newsmen Leon Pearson, H. V. Kaltenborn, Morgan Beatty, W. W. Chaplin, Henry Cassidy and several others have been assigned to tele work via "supplemental" contracts, according to NBC. In addition, network is considering a daily TV news program to be picked up directly from the NBC newsroom.

WCBS-TV, CBS outlet which aired the first regularly scheduled "live" news show using top web news names as Doug Edwards, Tom O'Conner, Bill Downes and Larry Lesueur, has provided for some time, via contract clauses, for use of regular newsmen on tele broadcasters.

### No. 1 Guest

Bob Allman, noted blind sportscaster and lawyer, will be the guest on "Sports Scrapbook" on the first telecast sponsored by the Gretz Brewing Company tomorrow night over WPTZ, the Philco Station in Philadelphia. Allman, who made an outstanding record both as a student and wrestler at the Univ. of Pennsylvania, will be interviewed by Bill Campbell.

Clearing a runway at La Guardia Field following the Big Snow of 1947.



# 99,000,000 TONS OF SNOW

## A DISCUSSION OF RADIO RESEARCH . . . by Edgar Kobak

*President, Mutual Broadcasting System*

**T**HE snow began falling before dawn the day after Christmas. At noon it was a driving storm and by sundown it had topped the fabulous "Blizzard of '88." Saturday, the city was digging itself out and talking about nothing else.

On Sunday, Mayor O'Dwyer of New York, who had flown back from sunny California, went on the air to report on the emergency facing the city. With *just one statistic* (Research by the Weather Bureau) the Mayor succeeded in giving a trip-hammer wallop to his picture of the magnitude of the shoveling job. He said, "Just think—99,000,000 tons of snow fell in greater New York in twenty-four hours."

We can think of no more dramatic instance of Research and Statistics being so simple, so authoritative, so final, so completely convincing.

What about Research and Statistics in Radio? Let's take an example.

A network takes full pages and double spreads to say that "99,000,000 people gather every week at (our network)"...and what happens? Right away, questions about method, interpretation, validity and age of the statistics. Right away, an argument.

Why should this be? How has it come about that broadcasting research and radio statistics need only to be published to be suspect... to be fair game for attack? Doesn't the answer lie in this fact: that there have always been so many individual and *different* yardsticks in radio statistics that confusion was bound to arise... and that today we have a flood tide of that same confusion?

All we have to do is look with a business-like eye at the picture today—with a quick glimpse into the past—to realize that something **CONSTRUCTIVE** must be done about the situation. Let's try a review.

Let's take **RATINGS**. First we had CAB, then a little later Hooper entered the picture. Two methods, two different sets of results, *two sets of costs to achieve one purpose*. Then confusion, misapplication of statistics, and a tangle. Finally, CAB bowed out.

But look, Nielsen hove in sight. So again, two methods, two sets of results which don't coincide, double cost. There is but little relationship between Nielsen's top 20 and Hooper's top 15. Of course there are reasons and explanations—but the ultimate customer of all this research (the Advertiser who wants to know what audience he is reaching) finds it very bewildering.

And we have no right to perplex and bewilder and badger our customers. We owe it to them to develop one method which will

be easy to understand and to follow...one rating source which will have the authority of "99,000,000 tons of snow"...one measurement which will help them run their advertising with factual assurance and lowest possible cost for research.

• • •

Now let's look at **COVERAGE**. Ratings are fine as a measurement of programs. But we also need a measurement of facilities. By that I mean physical coverage of a station or a network: how many radio families can listen to a station or a network well enough and clearly enough to encourage regular listening. (How many actually tune in is a function of programming.)

The coverage picture has, if anything, been more confused than the rating picture. Without going into detail, we have had "a ring around the transmitter" and half-millivolt and mail-count and post-card surveys. Each station and each network had its own method and time buyers went nuts trying to make valid comparisons.

After considerable effort, the industry developed BMB. But many in the industry agree that BMB doesn't yet have the answer. We hope for better results from the next survey... results which will be up-to-date. Meantime, we were forced (because BMB only partially measured Mutual) to make public our Listenability method. And what that started!

• • •

Do I have any recommendations? I do and here they are.

1. *We should have only one RATING SERVICE. I think Nielsen and Hooper should be merged.*
2. *We should have one industry-wide COVERAGE AUTHORITY. I think the various methods—including "Listenability"—should be used, each in its proper place, under the direction of a single organization responsible to the industry.*
3. *Research COSTS need to be cut all along the line; WASTE should be eliminated.*

Advertisers and broadcasters should be asked to pay only once for **RATINGS** and broadcasters should have to pay only once for **COVERAGE DATA**.

Let's have less research for promotion—let's have better and more integrated research which business can use—quickly, accurately and with confidence that they are on the right track. We owe it to our advertisers and to ourselves to do this—and so help reduce the cost of advertising and distribution. And let's not lose any more time.

**MUTUAL BROADCASTING SYSTEM • WORLD'S LARGEST NETWORK**





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 13

NEW YORK, TUESDAY, JANUARY 20, 1948

TEN CENTS

## WEB OFFICIALS REVIEW AFM PROBLEMS

### 'Voice Of America' Bill Sent To White House

Washington Bureau, RADIO DAILY  
 Washington—The House yesterday passed and sent to the White House the "Voice of America" bill calling for the establishment of a permanent peacetime United States information service patterned upon the wartime OWI. The measure was taken up on the consent calendar and passed by voice vote without debate. The Senate amendments were concurred in. With White House signature assured, it is anticipated that the "Voice of America" will be reconstituted under its new authority within another two weeks—but it will be a much longer time before funds are provided for the short-wave operation.

### Dunn Will Head Newsroom Of ABC Web In New York

John Dunn, for the past two years a writer in the ABC newsroom, has been named news editor, Thomas Velotta, vice-president in charge of news and special events, announced yesterday. Dunn will supervise New York newsroom activities of the network, reporting to Velotta.

### Quarter-Hour 'Newsreel' Starts Feb. 2 On Mutual

A quarter-hour nightly radio newsreel on MBS, reported last week as being contemplated by Zenith Radio Corp., will go on Mutual as a sustainer Feb. 2, Monday through Friday at 9:15 p.m., EST, and is expected to be picked up by Zenith five weeks later. Arthur Feldman, formerly with BBC and ABC, has just been added to the

(Continued on Page 2)

#### Observers

Among the observers at the House Labor Committee hearing in Washington yesterday who showed up on New York television receivers were Charles R. Denny, NBC general counsel; Earl Gammons, CBS Washington v.p.; Sydney Eiges, NBC director of public relations; Art Donegan of American network's press and a youngster who scribbled industriously all through the session.

### CBC Board To Meet In Ottawa On Jan. 22

Applications for 8 FM stations, two AM outlets and power increases will be considered by the Canadian Broadcasting Corporation's board of governors when they meet in a committee room of the House of Commons at Ottawa on Jan. 22 to 24. First day of the board meeting will be a closed session with the following two days devoted to open hearings. The confab will be the 57th meeting of the board.

### Three Leaders To Speak At Thur. REC Luncheon

Next Thursday's luncheon session of the Radio Executives Club of New York has been labeled, "A Look At 1948" with three industry leaders scheduled to present their views at the Hotel Roosevelt noonday session. The speakers will be Robert Pearce, vice-president of General Electric company, as the advertiser; Sigurd S. Larmon, president of Young & Rubicam, as the agency man, and Elmo Roper as the researcher.

### Mullen, Woods, Ream, Streibert Testify Before House Labor Committee On AM, FM, And Tele Music Edicts

Washington Bureau, RADIO DAILY  
 Washington—Four network spokesmen told the story of their negotiations with James C. Petrillo and the AFM before the House Labor Committee yesterday and emphasized that in seeking a new contract with the musicians' union they are asking for an all-inclusive pact covering AM, FM and television. The prepared statements by network spokesmen read like a carefully written documentary aimed at illuminating the history of negotiations between AFM and broadcasting. Testimony also voiced hope that new contracts can be written before the end of this month.

Network spokesmen heard yesterday were Frank Mullen, NBC; Joseph Ream, CBS; Mark Woods, ABC, and Theodore Streibert, WOR, vice chairman of MBS' board. Mullen was the first giving testimony, summing up what he termed AFM policies affecting network operations in general and NBC in particular. NBC's executive veepee told of AFM requests for new contracts with the networks, including an increase in studio musicians in New York, Chicago and Los Angeles; same number of musicians employed in the same

(Continued on Page 8)

### 235 More Stations Get AP Memberships

The Associated Press announced yesterday the election of 235 additional radio stations to membership in the world's largest co-operative news-gathering organization. These stations and the 456 previously elected bring the total radio membership in the AP to 691. Other applications, pending and forthcoming, will be acted upon in April. Stations recently elected are:

- ALASKA—KINY, Juneau; KTKN, Ketchikan.
- ALABAMA—WAUD, Auburn; WKLF, Clanton; WXAL, Demopolis; WABB, Mobile; WMSL, Decatur.
- ARIZONA—KARV, Mesa; KCNA, Tucson.

(Continued on Page 6)

### D-F-S Tops Agencies In Total Web Billings

Dancer - Fitzgerald - Sample led all other agencies in the amount of billings placed with the combined four major networks in 1947 with a total of \$21,155,292, according to figures released by the webs. This marks the 14th year that D-F-S has headed the networks' agency list in amount of billings handled. Second on the list

(Continued on Page 6)

### VA Time, Talent Donations In 1947 Totaled \$7,500,000

Radio donated \$7,500,000 worth of free time and talent to the Veterans Administration through programs local, regional and national, it was revealed on "The Veteran Wants to Know" program heard on the MBS network on Sunday afternoon. A total of 8,500,000,000 listener impressions were tabulated for VA radio programs during the fiscal year

1947 and today 1,320 AM and FM stations throughout the nation are carrying the "Here's To Veterans" series. The Veterans Administration is assisted in its radio information by a national advisory council composed of representatives of the NAB, Advertising Council, the four networks, FMA and TBA.

#### Operas Wanted

Composers of new operas have been requested by Fortuno Popo, general manager of WHOM, to submit applications to have their works presented on the air. Compositions approved by a 10-man committee of music experts will be aired by WHOM in a new series to be inaugurated in the near future. Production of the operas may be English or foreign tongue.

#### FCC Color Scheme

The FCC will reinstate the use of colored paper for different types and degrees of violation warnings issued against radio stations of all classes. The form color will again indicate required action by the licensee. Revival of the colored forms was prompted by contention of licensees and others that they helped distinguish the warnings from routine mail.

## First Trade Tele Photos Of Washington Hearing [ TURN TO PAGE 7 ]



Vol. 42, No. 13 Tues., Jan. 20, 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

5417 Dahlgren Rd. Phone: 2122 Deatur Pl. NW

Phone: Wisconsin 3271 Phone: Hobart 7627

**CHICAGO BUREAU**

Nat Green

1417 Ashland Bldg., 155 No. Clark St.

Phone: State 2332

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

**FINANCIAL**

(Jan. 19)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Admiral Corp.	8	7 7/8	7 7/8	- 1/2
Am. Tel. & Tel.	151 3/4	150 3/4	151	+ 3/8
CBS A	25	24 3/4	24 3/4	- 1/4
CBS B	24	23 7/8	24	0
Farnsworth T. & R.	7	6 7/8	6 7/8	- 1/8
Gen. Electric	35 5/8	34 3/4	35 1/4	+ 3/4
Philco	30 1/2	29 1/2	29 1/2	- 1/4
Philco pfd.	88	88	88	0
RCA Common	8 7/8	8 1/2	8 5/8	- 1/8
RCA First pfd.	68 1/4	68 1/4	68 1/4	0
Stewart-Warner	14	14	14	0
Westinghouse	28 7/8	27 7/8	28 1/4	+ 3/8
Westinghouse pfd.	97 1/2	97 1/2	97 1/2	0
Zenith Radio	21 1/2	21 1/2	21 1/2	+ 1/8

**NEW YORK CURB EXCHANGE**

Hozeltine Corp.	15 1/2	15 1/2	15 1/2	0
Nat. Union Radio	3	3	3	0

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	9 1/4	10
Stromberg-Carlson	12 1/2	13 3/4

**Lena Horne On WCBS**

Lena Horne, vocalist just back from Europe, will be heard tomorrow on Bill Leonard's "This Is New York" over WCBS, 9:15-10 a.m.

**10 YEARS AGO TODAY**

(From the files of Radio Daily)

CBS prexy Bill Paley revealed that several evening time segs have been withdrawn from sale to provide maximum adult audience for shows proposed by web's Adult Education Board, which is headed by Lyman Bryson. . . Industrial Union Council of CIO voted to boycott all General Foods products if firm sponsors Boake Carter. . . Ironized Yeast took over "Good Will Hour" on WMCA-Inter-City and Mutual webs. . . Among top web tunes was "Sweet Someone" (Leo Feist, Inc.).

★ **COMING AND GOING** ★

LAWRENCE LOWMAN, vice-president of CBS, and EDWARD R. MURROW, network newsmen, have returned from Washington, where they had bestowed upon them the Order of the British Empire.

ARTHUR SCHOFIELD, advertising manager of KYW, Philadelphia, is attending the Pennsylvania Farm Show in Harrisburg.

WENDELL NOBLE, star of the Kaiser-Frazer Newscope program, left Hollywood following his Sunday broadcast over Mutual, and now is in Washington, D. C., where he'll spend 10 days interviewing leading figures on domestic and international problems.

JACK CARTER, who was heard recently on the Fred Allen show, is back in town after having completed an engagement at the Chanticleer in Baltimore. He's now having a package show built around him by Young & Rubicam.

MANNY EISNER, director of press information for WGAR, Cleveland outlet of CBS, is in town for conferences with executives of the network.

JACK CANAAN, publicity manager in the Detroit office of ABC, is back in the automobile city following a short business trip to web headquarters in New York.

HELEN J. SIOUSSAT, director of talks for CBS, is in Washington to attend the luncheon of the Republican National Committee. Tomorrow, she'll be a guest at the March of Dimes broadcast and then will leave for Philadelphia and Thursday's dinner at the Radio Advisory Board of Temple University. Miss Souissat is a board member.

DAVID CARPENTER, manager of WCOP, American network affiliate in Atlanta, Ga., is in town on station and network business.

JOSEPH H. REAM, executive vice-president of the Columbia network, accompanied by HOWARD HAUSMAN, director of personal relations at the web, are in Washington for the Petrillo hearings.

WILLIAM REA, JR., owner and manager of KKNW, New Westminster, B. C., is spending January in California. He is accompanied by MRS. REA.

**Quarter-Hour 'Newsreel' Starts Feb. 2 On Mutual**

(Continued from Page 1)

Mutual staff as production editor of the strip. Over-all job is headed up by A. A. Schechter, MBS vice-president in charge of news and special events.

The radio newsreel, described by MBS as a show with "people who make the news," will consist of live pickups, transcriptions and tape recordings with nine to 12 items making up each broadcast. Series will contain musical bridges and will have a narrator who has not yet been named.

**'Miss Hush' Type ETs Offered**

One aftermath of the "Miss Hush" contest is that Ronald Dawson Associates, a radio script service, is offering a package to local stations which consists of 15-second recordings of voices of famous people. The audience participation show is built around the title "Who's Speaking?" and is aimed at stimulating the same local interest by listeners that "Miss Hush" did for the network.

Voices were recorded off the air and have been legally cleared. Sample script as a guide is provided the local emcee who picks a telephone number at random and asks the listener called to identify the voice just played. Package was originated by Bob Dixon, network announcer.

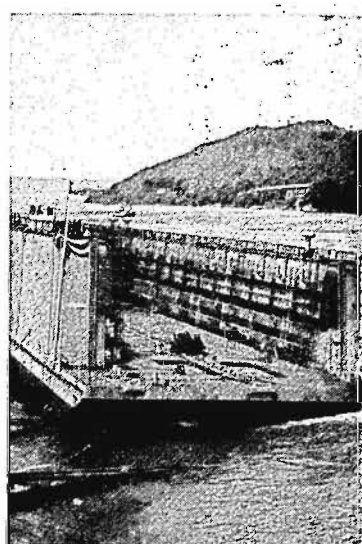
**Radio Bill Of Rights Proposed In Canada**

Montreal—A radio bill of rights designed to safeguard freedom of the air in line with the concept regarding freedom of the press will be presented to Parliament by the private radio stations following the annual meeting of their association this March, Wilfred Dippie, manager of Radio Representatives, told the Optimist Club of Montreal at their meeting here.

He reviewed the fight being waged by the private stations against the Canadian Broadcasting Corporation which plays the dual role of both competitor and government arbiter. It's unfair that the private stations should be restricted by a body that was simultaneously a competitor, he held.

**Stork News**

Irving Hopkins, assistant director at CBS, and his wife are the parents of a son, named Donald Irving, born at Leroy Sanitarium, New York, Jan. 13. The Hopkins' have a daughter 19 months old.



**Sideways!**

That's a drydock. They launched it sideways out in Pittsburgh into the Ohio River. They had to dredge a hole in the river bottom 500 feet by 150 feet to make the launching come off.

It seems you can do almost anything if you make up your mind to it.

Take radio stations. W-I-T-H started down here in Baltimore about six years ago in a 4-station network town. Today W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

Smart time buyers a long time ago learned that in this great market—the way to make sales at low cost was W-I-T-H.

So many learned that. They must have. So many names in the list of smart advertisers sign off their commercials with "This is W-I-T-H"!



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

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

"A new BMI ballad, *Passing Fancy*, recorded for Victor by Vaughn will quickly be headed for top honors"—RADIO BEST MAGAZINE

"Easy to remember...might develop into something hit-wise"—BILLBOARD • "Top notch tones that add up to coin play galore"—CASH BOX

"BMI has another click on its hands in *Passing Fancy*"—RADIO DAILY • "Billboard Picks" (most likely to achieve popularity)—BILLBOARD

**THE MOST ACCLAIMED  
NEW SONG OF THE DAY**

"Vaughn Monroe in top form with *Passing Fancy*"—TEDD LAWRENCE, WJHN New York

"Pick it as one of the outstanding hits of the new year"—ED MURPHY, WSYR Syracuse

"*Passing Fancy* sounds to me like the makings of another Monroe hit"—DICK GILBERT, KRUX Phoenix

"Monroe and Ray Dorey are going to parlay *Fancy* into a winner"—SHERM FELLER, WEEI Boston • "Denver loves it. So do I"—DICK SCHMIDT, KMYR Denver

"It's spin-sational"—WALT KAY, WJW Cleveland • "*Passing Fancy* has caught the fancy of my Varieties audience"—MARVIN ELLIN, WCAO Baltimore

"*Passing Fancy* deserves fancy praise"—CLIFF OLIVER, WHBC Canton, O. • "The listeners love it out here"—DICK CRESWELL, KELO Sioux Falls, S. D.

"A beautiful song"—FREDDIE ROBBINS, WOV New York • "*Passing Fancy* sounds like a possibility for top ratings"—RAY PERKINS, KFEL Denver

"A direct hit"—RICHARD LIVIGNE, WHYN Holyoke, Mass. • "A new hit to please the public fancy. A great ballad"—BOB KENNEDY, WHB Kansas City

"This one should hit the top"—TOBY DAVID, WJR, Detroit • "*Passing Fancy* is on more lips here than a Southern accent"—ERNE HARWELL, WBGE, Atlanta

"A sure-fire hit is *Passing Fancy* by Vaughn Monroe"—HILARY BOGDEN, WJAS Pittsburgh • "It's great. I recommend it"—BOB KEARNS, WIBW Topeka

"An appealing tune. Powerful song material"—DAVID NILES, WEVD New York • "A leading candidate for hit honors"—LARRY CARL, WASH Washington

"A number that gives smooth waxing. Delightfully presented"—ED CONDITT, WCAX Burlington, Vt. • "Wonderful job"—MYRON HOYER, KODI Cody, Wyo.

"*Passing Fancy* a coming hit. Dynamite in the disc department"—BILL HICKOK, WCON Atlanta • "Another great disc"—RANNY WEEKS, WCOP Boston

"Above the top of the heap"—BILL DEAN, KBIX Muskogee, Okla. • "Monroe at his best. Definitely a pleasing platter"—KEN KREIDER, WGAL Lancaster, Pa.

"Look for it to go far"—BUD WENDELL, WHK Cleveland • "Will in my opinion be one of the top ten tunes before February"—RAY MOFFETT, WCAO Baltimore

"More than just a *Passing-Fancy*"—ROSEMARY WAYNE, WJJD Chicago • "Established on my Sunrise Serenade"—CLAUDE TAYLOR, WJHP Jacksonville, Fla.

"*Passing Fancy* is a *must*"—BERNE ENTERLINE, WRIMJ Peoria, Ill. • "Definitely big time"—AL CANTWELL, WDNC Durham, N. C.

"The real thing in Detroit...batting a thousand in my league"—ROSS MULHOLLAND, WJR Detroit

"*Passing Fancy* going strong on my three daily disc shows"—JIM CLEARY, WSGN Birmingham

"Tune a natural to keep Vaughn Monroe red hot"—RAY COLONARY, WNAB Bridgeport, Conn.

"Music that should take well with practically everyone"—WILSON SHELLEY, KRDL Dallas

"*Passing Fancy* should be one of Vaughn Monroe's top hits"—NED TRUDEAU, WABY Albany

"A sure-fire hit"—BILL GRIFFITHS, KOL Seattle • "A must on any show"—TOM LEAHY, KANS Wichita

"Tune that lingers"—ALONZO SQUIRES, WAYS, Charlotte, N. C. • "*Passing Fancy* has what it takes to be a smash hit"—SHERM BOOEN, WDGY Minneapolis

**By BOB HILLIARD and DAVE MANN**  
Recorded by  
VAUGHN MONROE—Victor  
RAY DOREY—Majestic  
JOHNNY JOHNSTON—MGM  
FRANCES LANGFORD—Mercury  
RAY ANTHONY—Tune-Disk

**BROADCAST MUSIC, INC.** • 580 FIFTH AVENUE, NEW YORK 19, N. Y.  
JULIE STERN, Gen. Prof. Mgr. NEW YORK  
JIMMIE CAIRNS CHICAGO  
IRVING WEISS HOLLYWOOD

# The Music Hall of Fame

STARRING the Musical "Who's Who" of the World

NOW AVAILABLE IN FIFTEEN-MINUTE OPEN-END RECORDINGS



WILLIAM KAPPELL  
pianist

*Distinguished Transcribed  
Program For  
Prestige Advertisers*

52 SHOWS AVAILABLE



ROSE BAMPTON  
Met soprano

THE MUSIC HALL OF FAME features the nation's biggest names in the concert and opera field. The quality of their performances and the constant publicity given them throughout the nation give local advertisers the assurance that they are sponsoring the *best* in radio.



REVELERS  
concert male quartet

Such outstanding artists as those pictured here and others of equal stature are interviewed by Walter Preston, regular host on the program. Colorful incidents in their careers are related . . . stories that emphasize the warm human qualities of these great performers. Then, these same artists perform several selections in their own glorious styles which have made them America's favorites.



BARTLETT & ROBERTSON  
duo-pianists

THE MUSIC HALL OF FAME is a 15-minute program designed for one-a-week broadcast. The present series composed of 52 programs will probably be expanded to 156 programs for 2 or 3-a-week scheduling.



MONA PAULEE  
Met mezzo-soprano

This program is not suitable for every advertiser in your town. There might be only a choice few advertisers who would be "eligible". But, for the sponsor who is discriminating in his musical tastes . . . demanding in the type of program that represents his business . . . interested in the "prestige" value of *this* program . . . THE MUSIC HALL OF FAME is his show.



TOSSY SPIVAKOVSKY  
violinist

SEND FOR AUDITION RECORD



DOROTHY KIRSTEN  
Met soprano



SANROMA  
Puerto Rican pianist



NADINE CONNER  
Met soprano



WILLIAM PRIMROSE  
violinist



WALTER CASSEL  
Met baritone

TIME BUYERS! THE

MARKETS	MUSIC HALL OF FAME	FUN AT BREAKFAST	*RADIO HENDRIX
<b>ALABAMA</b>			
Birmingham	\$14.00	\$ 3.00	\$ 5.00
Mobile	10.00	2.00	3.00
<b>ARIZONA</b>			
Phoenix	14.00	3.00	5.00
<b>ARKANSAS</b>			
Little Rock	10.00	2.00	3.00
<b>CALIFORNIA</b>			
Fresno	10.00	2.00	3.00
Los Angeles	75.00	12.00	32.00
Sacramento	14.00	3.00	5.00
San Diego	20.00	3.40	5.00
San Francisco	75.00	12.00	32.00
<b>COLORADO</b>			
Denver	30.00	6.00	12.00
Pueblo	10.00	2.00	3.00
<b>CONNECTICUT</b>			
Bridgeport	14.00	3.00	5.00
Hartford	25.00	4.40	12.00
New Britain	10.00	2.00	3.00
New Haven	14.00	3.00	5.00
Waterbury	10.00	2.00	3.00
<b>DELAWARE</b>			
Wilmington	10.00	2.00	3.00
<b>DISTRICT OF COLUMBIA</b>			
Washington	50.00	8.00	21.00
<b>FLORIDA</b>			
Jacksonville	14.00	3.00	5.00
Miami	14.00	3.00	5.00
St. Petersburg	14.00	3.00	5.00
<b>GEORGIA</b>			
Atlanta	25.00	4.40	12.00
Columbus	10.00	2.00	3.00
Macon	10.00	2.00	3.00
Savannah	10.00	2.00	3.00
<b>HAWAII</b>			
Honolulu	10.00	2.00	3.00
<b>IDAHO</b>			
Boise	10.00	2.00	3.00
<b>ILLINOIS</b>			
Chicago	90.00	14.00	40.00
Peoria	10.00	2.00	3.00
<b>INDIANA</b>			
Evansville	14.00	3.00	5.00
Fort Wayne	14.00	3.00	5.00
Indianapolis	25.00	4.40	12.00
South Bend	10.00	2.00	3.00
Terre Haute	10.00	2.00	3.00
<b>IOWA</b>			
Cedar Rapids	10.00	2.00	3.00
Davenport	10.00	2.00	3.00
Des Moines	10.00	2.00	3.00
Sioux City	10.00	2.00	3.00
<b>KANSAS</b>			
Topeka	10.00	2.00	3.00
Wichita	14.00	3.00	5.00
<b>KENTUCKY</b>			
Louisville	20.00	3.40	10.00
<b>LOUISIANA</b>			
Baton Rouge	10.00	2.00	3.00
New Orleans	25.00	4.40	12.00
Shreveport	14.00	3.00	5.00
<b>MAINE</b>			
Portland	14.00	3.00	5.00
<b>MARYLAND</b>			
Baltimore	35.00	5.40	15.00
<b>MASSACHUSETTS</b>			
Boston	75.00	12.00	35.00
Fall River	10.00	2.00	3.00
Haverhill	10.00	2.00	3.00
Holyoke	10.00	2.00	3.00
Quincy	10.00	2.00	3.00
Springfield	10.00	2.00	3.00
Worcester	14.00	3.00	6.00
<b>MICHIGAN</b>			
Detroit	75.00	12.00	35.00
Flint	10.00	2.00	3.00
Grand Rapids	10.00	2.00	3.00
Lansing	10.00	2.00	3.00
<b>MINNESOTA</b>			
Duluth	10.00	2.00	3.00
Minneapolis	50.00	8.00	25.00
<b>MISSOURI</b>			
Kansas City	25.00	4.40	12.00
St. Joseph	10.00	2.00	3.00
St. Louis	45.00	7.40	22.00
<b>NEBRASKA</b>			
Lincoln	10.00	2.00	3.00
Omaha	20.00	3.40	7.00
<b>NEW HAMPSHIRE</b>			
Manchester	10.00	2.00	3.00
<b>NEW JERSEY</b>			
Atlantic City	10.00	2.00	3.00

**FORD BOND RADIO PR**

810 RCA Building West, New York 20, N. Y.

LOCAL REPRESENTATIVES AND SALES



# 235 More Stations Get AP Memberships

(Continued from Page 1)

ARKANSAS—KLCN, Fayetteville; KWHN, Fort Smith; KPFA, Helena.  
 CALIFORNIA—KPAS, Banning; KVRE, Fort Bragg; KPAC, Los Angeles; KVON, Napa; KSBW, Salinas; KCSB, San Bernardino; KRNO, San Bernardino; KJBS, San Francisco; KRON, San Francisco; KHUB, Watsonville; KUBA, Yuba City; KPSP, Santa Paula.

COLORADO—KCOL, Fort Collins; KRDO, Colorado Springs; KMYR, Denver.  
 CONNECTICUT—WLIZ, Bridgeport.  
 DISTRICT OF COLUMBIA—WQQW, Washington.

FLORIDA—WOOO, Orlando; WIRK, West Palm Beach; WALT, Tampa; WCLE, Clearwater; WNDP-FM, Daytona Beach; WCNN, Quincy.

GEORGIA—WCON, Atlanta; WEAS, Decatur; WKTG, Thomasville; WLAQ, Rome; WGAA, Cedartown.

IDAHO—KIFI, Idaho Falls; KEIO, Pocatello; KGEH, Boise; KLIK, Twin Falls.

ILLINOIS—WBNU, Aurora; WCIL, Carbondale; WLKB, Dekalb; WQUA, Moline; WMIX, Mt. Vernon; WVLN, Olney; WILL, Urbana; WDEM, Quincy; WBYB, Canton; WKAN, Kankakee; WLFO, LaSalle; WTKS, Quincy.

INDIANA—WKY, Evansville; WGL, Fort Wayne; WKJG, Fort Wayne.

IOWA—WMT, Cedar Rapids; KSIB, Creston; KRNT, Des Moines; WHO, Des Moines; KSCJ, Sioux City.

KANSAS—KTOP, Topeka; KAKE, Wichita; KPH, Wichita; KANS, Wichita; KIUL, Garden City.

KENTUCKY—WHIR, Danville; WPKY, Frankfort; WKIC, Hazard; WLEX, Lexington; WPAD, Paducah; WCIF, Madisonville; WSON, Henderson; WHOP, Hopkinsville; WKTM, Mayfield; WSFC, Somerset; WAVE, Louisville; WINN, Louisville; WKYW, Louisville; WOTT, Corbin; WHAS, Louisville.

LOUISIANA—WBRL-FM, Baton Rouge; KTBS, Shreveport; WHIL, Hammond.

MAINE—WFAU, Augusta; WABI, Bangor; WFOR, Portland.

MARYLAND—WBMD, Baltimore; WGAY, Silver Spring; WTBO, Cumberland.

MASSACHUSETTS—WHDH, Boston; WSPR, Springfield; WMNB, North Adams.

MICHIGAN—WBBC, Flint; WSOO, Sault Ste. Marie; WJPD, Ishpeming; WSAM, Saginaw.

MINNESOTA—KLIZ, Brainerd; KGDE, Fergus Falls; WTCN, Minneapolis; WCAL, Northfield.

MISSISSIPPI—WGRM, Greenwood; WJQS, Jackson; WJNX, Jackson; WKOZ, Kosciusko; WMBG, Macon; WMIS, Natchez; WVIM, Vicksburg; WCJU, Columbia.

MISSOURI—KWOS, Jefferson; WDAF, Kansas City; WBB, Kansas City; WLL, St. Louis.

MONTANA—KGEZ, Kalispell; KMFR, Great Falls.

NEBRASKA—KBON, Omaha.

NEW HAMPSHIRE—WMUR, Manchester.

NEW JERSEY—WVXD, Passaic.

NEW MEXICO—KVER, Albuquerque; KSPV, Artesia; KAVE, Carlsbad; KOBE, Las Cruces; KSWB, Roswell; KSL, Silver City.

NEW YORK—WOKO, Albany; WBNY, Buffalo; WBEI, Buffalo; WKNF, Corning; WELM, Elmira; WENE, Endicott; WGVA, Geneva; WGLN, Glens Falls; WDOS, Oneonta; WNYC, New York; WOPI, Oswego; WRUN, Utica; WWRL, Woodside; WALL, Middletown; WBNX, New York; WEVD, New York.

NORTH CAROLINA—WWNC, Asheville; WBT, Charlotte; WCKB, Dunn; WGBR, Co'dsboro; WBUY, Lexington; WILX, North Wilkesboro; WPTF, Raleigh; WRAL, Raleigh; WOHS, Shelby; WEEB, Southern Pines; WUNC, Thomasville; WENC, Whiteville; WDUK, Durham.

NORTH DAKOTA—KFGO, Fargo; KDIX, Dickinson; WDAX, Fargo; KGGU, Mandan.

OHIO—WLE, Cambridge; WTRF, Belleaire; WFPB, Middletown; WWSO, Springfield.

OKLAHOMA—KXCO, Chickasha; KSEO, Durant; KTMK, McAlester; KTOK, Oklahoma City.



## Mainly About Manhattan. . . !

● ● ● It may take a Petrill-o-yeah to do it, but if James Caesar does yank the musicians of the webs next month, look for CBS and NBC to share a pool of previously waxed musical bridges. . . Understand WNBC execs had a hectic day Thur because Foote, Cone & Belding, claiming exclusive rights, tried to stop Jack Benny & Co., from appearing on Hollywood Open House. (Show is sponsored by Schaefer through BBD&O.) Program finally went on okay when the agency was convinced that the Benny part of the show had been transcribed before Lucky Strike and FC&B handled him. . . Big nat'l sponsor interested in picking up the tab on "American Forum of the Air" in Feb., when Pilot Radio withdraws due to retrenchment policy. (Nick Keesely, who is handling the show, was also seen in a huddle with big Coast talent agent the other p.m. What's up, Doc?). . . Roger Bower in New York Hosp. for observation. Ted Brown, WOR staffer, subbing for him on "Stop Me If You've, etc." . . . Station execs being solicited by Wall St. firm on advantages of investing in television stock. . . Charlie Michelson, who started the nostalgic trend with "Nick Carter" and then followed it up with "Frank Merriwell," continues along with a new series called "Horatio Alger, Jr." (Agency researchers found tremendous interest in the name—so Charlie is set to go ahead in a big way). Gil and Ruth Braun will handle the scripting and direction. . . Ken Lyons knows an actor who's in love again. Seems he just bought a new mirror



● ● ● Bill Groody, formerly in charge of radio with the Sam Jaffe agency here, now sales director with Sherman H. Dryer Prod. . . John Bradford set to do a series of video films dealing with the history of music. . . Alun Williams, who returns to WMCA as chief announcer, will retain his network commitments as well. . . Somebody oughta build a show around Monica Lewis and Larry Douglas, who were merely sensash on the Ford Hour's presentation of "Girl Crazy" Sunday. . . Minabess Lewis, who sparks up the weekly "Charade Quiz" series via Du Mont, was paid a neat compliment by co-worker Herb Polesie. Latter turned to her right on the air and cracked: "Minabess, you're a tele-whiz on this tele-quiz." . . Press agent Ade Kahn's word describing the recorded comedy airers of his client, Peter Donald: "Trans-quip-tions."

OREGON—KPFM, Portland; KSLM, Salem; KEX, Portland.

PENNSYLVANIA—WHGB, Harrisburg; WLBR, Lebanon; WCMB, Lemoyne; WGBI, Scranton; WEXX-FM, Easton.

RHODE ISLAND—WFCI, Pawtucket.

SOUTH CAROLINA—WCOS, Columbia; WJMX, Florence; WCRS, Greenwood; WKDK, Newberry; WRHI, Rock Hill.

SOUTH DAKOTA—KUSD, Vermillion; KISD, Sioux Falls.

TENNESSEE—WDSG, Dyersburg; WIBK, Knoxville; WJJM, Lewisburg; WHHM, Memphis; WMPS, Memphis; WSIX, Nashville.

TEXAS—KRDD, El Paso; KVLV, Alpine; KIOX, Bay City; KNAF, Fredericksburg; KOSA, Odessa; KKYZ, Houston; KTRF, Lufkin; KMPH, Marshall; KORC, Mineral Wells; KVOW, Littlefield; KPND, Pampa; KDWT, Stamford; KSTB, Breckenridge; KCTY, Childress; KRCT, Goose Creek; KFYO, Lubbock; KTSB, San Antonio; KRGV, Weslaco; KGNC, Amarillo; KPAC, Port Arthur; KPRC, Houston; KTXL, San Angelo; KVVC, Vernon; KPFM, San Antonio; KPDX, Wichita Falls; KFTN, Wichita Falls.

UTAH—KUTA, Salt Lake City; KOPP, Ogden; KNAK, Salt Lake City.

VIRGINIA—WEAM, Arlington; WCYB, Bristol; WSVS, Crewe; WPUV, Pulaski; WHLF, South Boston.

WASHINGTON—KING, Seattle.

WEST VIRGINIA—WCFC-FM, Beckley; WCAW, Charleston; WKNA, Charleston; WCHS, Charleston; WOAY, Oak Hill; WVVW, Fairmont.

WISCONSIN—WJPG, Green Bay; WTMJ, Milwaukee; WSAU, Wausau.

WYOMING—KWOR, Worland.

# D-F-S Tops Agencies In Total Web Billing

(Continued from Page 1)

was J. Walter Thompson with \$1,707,632.

Remaining agencies in the top 10 finished in the following order 1947:

Foote, Cone & Belding, \$8,832,990; Benton & Bowles, \$8,121,330; Conroy Advertising, \$8,013,823; Young & Rubicam, \$7,951,155; Batten, Barton, Durstine & Osborn, \$6,734,620; Bigelow & Co., \$5,826,277; Kenyon & Eckhardt, \$5,718,878; Ward Wheelock Co., \$5,071,000.

## Higher than Previous Year

Most radio billings from the top 10 agencies in 1947 showed an increase over the previous year. Nearly two-thirds of Dancer-Fitzgerald-Sample total billings went into radio. Agencies placed some \$14,000,000 with newspapers, magazines, outdoor advertising and other media exclusive of radio.

## Name Manager Of WKTU

Ralph L. Atlas, head of WIND, Chicago, announces that Marvin L. Rosene has been appointed general manager of WKTU, LaCrosse, Wisconsin new one-kilowatt full time station on 580 kc., which is expected to begin broadcasting the latter part of March. Atlas represents the owners of the station. Rosene has been in radio since 1937. He was formerly national sales manager of WHFB, Rock Island, Ill., and is leaving his present position as vice-president and commercial manager of WQUA, Moline, Ill., to assume direction of WTKY on February 2.

## Wedding Bells

Kendall Foster, radio producer for William Esty agency, and Miss Jar Culbertson of Washington, D. C., were married in the capital city Jan. 19 and are honeymooning in Nassau. Miss Culbertson's father, William Smith Culbertson, is the former American Ambassador to Chile and Minister to Romania. Thomas I. Luckenbill, radio director for the Esty agency, was best man at the wedding.

## Will Cover Olympics

Robert Wadsworth, ABC correspondent in Geneva, Switzerland, has been assigned by news chief Thomas Veotta to cover the Winter Olympic Games to be held in St. Moritz beginning Jan. 30. His reports will be included on Joe Hasel's ABC sport show, 11:15 p.m., EST, across-the-board.

## Schacht Is Contest Subject

Four weeks contest for listeners was started on the Al Schacht sports show on WOR, 8:30 p.m., Saturdays, with the 10 winners receiving various prizes, including two season passes to Dodger baseball games. Object of the contest is to pick the one word which aptly describes baseball clown Schacht.

## Name IRE-RMA Group For Syracuse Meeting

Committee which will handle details of the joint IRE-RMA spring meeting on transmitters to be held in Syracuse, N. Y., April 26-28, was named over the weekend.

Members of the group are Dr. W. R. G. Baker, of General Electric; E. A. LaPort, RCA International; M. R. Briggs, Westinghouse; J. J. Farrell, General Electric, and Mrs. M. E. Kinzie, of GE, who will be in charge of the ladies program.

L. C. F. Horle, chief engineer of RMA, and L. G. Cumming, technical secretary of IRE, will arrange technical committee sessions for both groups to be held during the confab.

## Will Air Speech

Speech by David Lilienthal, chairman of the Atomic Energy Commission, at the Radio Executives Club luncheon on Feb. 5 will be carried by WNBC from 1:30-2 p.m. Speaker will be introduced by Ed Murrow.

THE ONLY ONE  
*Lord Tarleton*  
 MIAMI BEACH  
 OCEAN FRONT - 40th to 41st Sts.  
 Reservations Invited - Walter Jacobs

# TELEVISION DAILY

TELEVISION DAILY is a daily section of RADIO DAILY. TELEVISION DAILY is fully protected by register and copyright.

## TELE TOPICS

By JIM OWENS  
Associate Editor

TRADE mag publisher Irwin Shane won the first round of a court battle with his landlord, who dumped his tele antenna. Later was found liable for prosecution and the case was turned over to the D. A.'s office yesterday. . . . Two manufacturers are getting set to hit the market with seven-inch tube receivers retailing at prices in the \$100 range. . . . WCBS-TV will air five track meets from Madison Square Garden on successive Saturdays. . . . That tele tax idea raises its hideous head again. Fred J. Schwartz, vice proxy of Century Theaters, is asking the Dept. of Licenses to license bars with video sets. He contends there are more bars with tele than movie houses in NYC. . . . Kaiser-Frazer will take its "Amar Hour" on tour a la the Major Bowes radio show. . . . Fred Feeland, former VOWO (Fort Wayne, Ind.) staffer, will head production for WBZ-TV in Boston. He owns several television and film patents. . . . Hiram Sherman, the gent who exceeded the recent ANTA benefit, is smitten with the video virus. He's readying a tele satire on women's clubs and the like for showcasing to agency and web execs this month.

THE four web VIP's, strutting their stuff before the tele cameras yesterday (and the House Labor hearings), gave a socko performance in their first combined video appearance—which looked more like (and just as informal as) an REC confab at the loosevelt. . . . NBC's Mullen, sturdy of voice and figure, and respectfully confident, gave the boys on the Hill a lesson in oratory, rising with the tempo of verbal battle as he caught a hot question and tossed it right back in their laps. . . . Woods, nimble of wit, ran the gamut of exposure with nary a ruffle of his well-groomed head or manner. . . . Joe Ream, calm, articulate, carried the CBS banner with spirit and derring-do, and a kind of homespun charm as he turned, laughingly, to face the video cameras. . . . WOR-Mutual's Ted Streibert, henceforth video's "man-of-distinction," the only web topper with the videogenic piece of accoutrement—a striped cravat that rivaled the sparkle of his testimony. . . . No matter what happens in the caustic Caucus Room from now on, the men who run the tele biz are a tough act to follow.

### "Not" Point

Rep. Ellsworth Buck, (R. N. Y.) had no questions to put to the four network representatives yesterday as he sat with the House Labor Committee, but he ordered the microphone passed to him in order that he could register a complaint. "After sitting here under these television lights, I can understand why the musicians want extra money for playing. . . ." A sympathetic giggle ensued.

## First Trade Television Photos



MULLEN



REAM



WOODS



STREIBERT

NBC, in co-operation with RADIO DAILY, made photographic news history yesterday when Sy Friedman, network press photographer, shot televised images of top industry spokesmen as they testified before the Labor Committee hearings in the Caucus Room of the House of Representatives. Photos were taken directly off the face of a video receiver at NBC headquarters, in the RCA Building, developed by mid-day, engraved and delivered for reproduction in today's RADIO DAILY.

### Judy Dupuy Appt'd Prexy Of Radio-Tele Service

Judy Dupuy, editor of Televiser, has submitted her resignation to become president of Radio Events, Inc., syndicated script organization. She will be temporarily replaced by Irwin A. Shane, mag's former editor and present publisher. Miss Dupuy will act in an advisory capacity until a new editor is named in the near future.

### Fort Pushing TV Plans

Toledo—Fort Industry Co., which operates WSPD, Toledo, is progressing with the construction of its new television studios, having obtained a city building permit for a 500-foot steel television tower to cost an estimated \$60,500. This is the site where a new building is going up to house television and FM transmitters.

### Philco's Dealer Confab Opens In Fla. Today

Philadelphia — Philco Corporation will hold its first postwar mid-winter distributor convention at Palm Beach, Florida, this week (January 20-22) according to an announcement by James H. Carmine, vice-president in charge of distribution of the Philco Corporation.

### Arries Web Sports Dir.

Leslie G. Arries, manager of WTTG, DuMont Washington outlet, has been named national director of sports for the network, it was announced yesterday by Lawrence Phillips, director of web activities. Appointment of Arries, who will continue to represent the network in the Capital, reflects prospective change of sports from local to national importance in video, according to Phillips.

## FCC OK's Three CP's; Holders Now Total 71

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday granted construction permits to three more applicants for commercial television stations. CP holders now total 71, 17 of which are on the air, seven video stations are licensed and 83 tele applications are still pending.

New CP's were given to the following: Jack Gross Broadcasting Co., San Diego, Calif.; Stephens Broadcasting Co., Inc., New Orleans, La., and Cincinnati Times-Star Co., Cincinnati, Ohio.

Commission also listed two new applications for commercial television stations. They are: New England Television Co., Inc., Kansas City, Mo., and Eastern Radio Corp., Reading, Pa.

### Goggin Named Prog. Dir. Of WFIL-TV, Philadelphia

Philadelphia—Richard J. Goggin, former producer-director with ABC's television staff, has been appointed program director of WFIL-TV, it was announced yesterday by Kenneth W. Stowman, tele director for the station. He'll assume his new duties immediately.

Goggin, who recently returned to the U. S. following an extended tour of Europe, was in charge of all video writing for ABC and produced and directed several tele shows for the network in New York, Chicago, Philadelphia and Schenectady.

### Taylor Appointed Head Of KMBC Tele Operation

Kansas City—G. L. Taylor has been re-elected vice-president of KMBC, 5,000-watt station here, in charge of television operations, it was announced this week by Arthur B. Church, president of Midland Broadcasting Company, and Midland Television, Inc., a subsidiary. Announcement keynotes KMBC's revitalized plans for bringing video service to this city, probably some time next summer.

### No Competition

Cincinnati — W8XCT, Crosley Broadcasting Corp.'s experimental tele outlet of WLW, will cover the Cincinnati Golden Gloves matches this month in a unique co-operative deal with WKRC, rival AM station here. Gloves tourney is sponsored by WKRC, which is the Times-Star's AM station, and a strong competitor of the Crosley AM outlet.

# WEB SPOKESMEN REVIEW AFM PROBLEMS

## Say All Musicians Will Be Injured By ET Ban

(Continued from Page 1)

number of stations as were employed prior to passage of the Lea Bill and the Taft-Hartley Act; jurisdiction over pancake turners in stations owned and controlled by the networks; and a substantial increase in wages.

Mullen said that Petrillo, upon presenting this list to the networks in Chicago last December, made it clear that it contained requests, not demands of the union. Webs told Petrillo, Mullen said, that "we can not become involved in such a matter" as local employment of musicians by affiliated stations because such a demand of the union, if it forced a penalty, would constitute an illegal secondary boycott. The NBC official said that in the opinion of the networks it was not more reasonable to force local stations to hire musicians, who are not needed, than it would be to compel motion picture houses to do so.

### Discusses Pancake Turners

As for giving AFM jurisdiction over pancake turners, Mullen said it was not possible to do so under a present ruling by NLRB which, in the case of NBC, has ruled that NABET is bargaining unit for all platter turners except Chicago.

The fact that Petrillo has decided that co-op shows do afford and not hinder employment for musicians was also revealed by Mullen. He said that in negotiations Petrillo has said the union would negotiate for such programs since it was convinced, after a review of the problem, that "programs of this type afforded an opportunity for additional employment of union musicians."

Emphasizing the importance of musicians to NBC, Mullen disclosed that 37 per cent of the network's programs in 1947 consisted "entirely of music," plus another 33.7 per cent of the programs in which music played an important part. Payment to staff and non-staff musicians by NBC last year was over \$2,300,000, it was said, with much more being paid by clients for agency produced shows. As of the first of this year, NBC had a total of 182 staff musicians in the seven cities in which it has studios.

Speaking of Petrillo's recording ban, Mullen said, "If the ban on re-

cordings is not removed, we will not be able to use the services of the musicians employed in our Radio Recording Division and their employment as recording musicians will cease." This group of 380 musicians was paid \$268,056 in 1947 by NBC for part time engagement.

Mullen also devoted much of his testimony to the desire of the networks to duplicate AM music on both FM and television, two new fields, it was declared, which are heavily hampered by AFM restrictions. Mullen continued, however, that "Petrillo expressed the view that FM and television 'are here,' and that satisfactory agreements should be made for the operation of those services."

### CBS Spokesman Heard

Devoting the major portion of his prepared statement to the problem of FM, Joseph H. Ream, CBS executive vice-president, said that to date, Petrillo has not "advanced any concrete proposals as to the basis on which he would agree to simultaneous AM-FM broadcasting." He continued, "It is impossible at this point to tell whether an agreement can actually be reached upon a basis which will permit a sound, economic expansion of FM broadcasting or not."

Ream outlined in detail the in-and-out history of music in FM duplication since 1942 when AFM Local 802 first informed the networks that such duplication would be banned unless a stand-by band was engaged for the FM outlet in question. The ruling, he added, was not "accepted in practice by broadcasters, and was not followed up with any effort at enforcement on the part of the union."

### Reads Telegrams Into Record

Reading into the record exchanges of telegrams between the AFM proxy and the four networks, Ream brought his account up to Oct. 22, 1945, when Petrillo informed the webs that effective one week hence, "a double crew must be employed" for simultaneous AM-FM broadcasts. During 1946, Ream continued, Petrillo "adhered to his position," and in 1947, when discussions were begun on extension of AFM local contracts Petrillo "stated that such negotiations would be confined to changes in wages and vacations only."

"The AFM International and the local unions," Ream said, "steadfastly refused to discuss the problems of FM broadcasting in these 1947 negotiations. The only way we were finally able to renew our standard broadcast agreements was to negotiate within the framework laid down by the union."

### Cites CBS Music Figures

Before his discussion of FM, the CBS exec said his web employed "directly" at its seven owned stations about 210 staff musicians and "approximately 210 'casual' musicians for an overall musicians expenditure of \$2,069,808, including scale payments, doubling fees and overtime." Ream pointed out that this figure does not include musicians employed by agencies and sponsors for CBS shows. Additional payments to musicians by

CBS advertisers "has been estimated to exceed \$4,000,000 per year," he added.

### Woods Gives Testimony

Mark Woods, president of ABC who declared that he had spent a great deal of time during the past 15 years negotiating labor contracts, at one point in his statement said: "It is clear that the restrictions that Mr. Petrillo has placed upon the network business have retarded its service to the public. To this I must also add that I believe that Mr. Petrillo recognizes this deficiency and, before our negotiations are ended, will permit the network broadcasters to expand into fields that are technologically ready and that will serve the public interest."

In stating his position, Mr. Woods continued: "I believe that the American Federation of Musicians should permit the duplication of musical programs on Frequency Modulation. I believe that the American Federation of Musicians should permit the use of its membership on television. I believe that the present system, compelling the four networks to hire a certain number of musicians, should be abolished and that the number hired should be in direct relation to their need in giving service to the listeners. I believe that single use transcriptions should be permitted as a means of more perfect programming. I believe that the American Federation of Musicians should continue to permit all delayed and recorded repeat broadcasts, because, under this system, the greatest number of people in the country can hear programs at the times most convenient to them. I believe that the American Federation of Musicians should continue to permit its members to be used in cooperative programs, that is, network programs that are not nationally sponsored by one advertiser but are sponsored in local communities by local advertisers. These are the main points upon which the present negotiations with the American Federation of Musicians rests. These

## Point To Millions Paid For Music Every Year

artificial restrictions must be eliminated in order that we may receive a constantly improved service to the public."

Pointing to the action of Petrillo which lifted the ban on live music co-operative network shows, a beneficial step to the employment of musicians, Woods said it is estimated that more than 300 additional musicians will be given additional employment as a result of this agreement.

"I hope that this agreement is a forecast of other agreements with the American Federation of Musicians which will remove the arbitrary and unjustified restraints on radio," Woods continued. "If this can be done, the public interest will be served by improved programming over radio and television stations and a greater number of musicians will be employed."

### Bannister: Last Witness

Harry Bannister, general manager of WWJ, Detroit, was the final broadcasting witness before the committee, pointing out that AFM requirements concerning the scale and hours of staff musicians have actually resulted in less expenditure on music by stations.

Bannister remarked that "just because a group of our citizenry has special skills or talents, such a group has no right to penalize the rest of our population, in seeking to impose unilateral conditions."

### Petrillo Testimony Tomorrow

It was freely predicted here that an agreement between the networks and the AFM will be reached in today's negotiation meeting. This will leave the record manufacturers and transcription makers alone when AFM President James C. Petrillo goes before the committee Wednesday.

### Different Hearing

Washington — The American network's president, Mark Woods, was the witness. "No, Mr. Commissioner, I wouldn't say . . ." He was cut off.

"Mr. Woods, you're not before the FCC now." The interrupter was Chairman Fred Hartley of the House Labor Committee. Laughingly, Woods began again, "Let me say, Mr. Chairman . . ."

### 1948 Release

**Program:** Rip Lawson, Adventurer on land—sea—air!!  
**Type:** Five time a week—transcribed action serial. Top acting—writing—musical scoring.  
**Appeal:** Entire family—but beamed to the Juvenile.  
**Construction:** Open end—15 minute episodes.  
**Cost:** Based on population and station coverage.  
**Availability:** 130 immediately—more in production.  
**Sales proof:** Any episode will be shipped to you for audition purposes.

### Just Completed

**WRITE WIRE TELEPHONE**  
 for Audition Platter Now  
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**SOUNDSCRIPT RADIO PRODUCTIONS**  
 6600 ST. FRANCIS TERRACE HOLLYWOOD 28, CALIF.  
 TELEPHONE—HOLLYWOOD 8644





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 14

NEW YORK, WEDNESDAY, JANUARY 21, 1948

TEN CENTS

## HOUSE GROUP HEARS FM AND AFM REPS

### Morency Re-Elected NBC-SPAC Chairman

Paul W. Morency, vice-president and general manager of WTIC, Hartford, was re-elected chairman of NBC's Station Planning and Advisory Committee at the opening session of the two-day meeting in New York yesterday. Niles Trammell, president of NBC, welcomed the committee.

Other new committee officers are John J. Gillin, Jr., president and general manager, WOW, Omaha, Neb., vice chairman, and Milton L. Greengbaum, president and general manager, (Continued on Page 2)

### Foreign Language Stations Aid March Of Dimes Drive

Two New York indies were commended yesterday by the National Foundation for Infantile Paralysis for producing three foreign-language programs on behalf of the current March of Dimes campaign. Shows were transcribed and distributed to stations for use during the drive.

Two 15-minute shows were recorded by WHOM, one in Italian and the other in Polish, which were distributed to over a hundred stations. Featured on the Italian program, which (Continued on Page 8)

### K & E Exec. Re-Alignment To Serve Ford Accounts

New Ford and Lincoln-Mercury accounts taken on by Kenyon & Eckhardt has resulted in top level expansion, with William B. Lewis, vice president and radio director for the last three years, being named a general executive of the agency, with added responsibilities. Leonard Erickson, now (Continued on Page 8)

### RMA Board To Meet

Abuses among radio repairmen will be among the subjects discussed by the board of directors of the Radio Manufacturers Association which meets today at the Hotel Stevens in Chicago. The RMA board will discuss plans for regulation of repairmen in key center cities and the results attained at the recent clinic for radio servicemen held in Philadelphia.

### ABC Network Goal May Be 265 Outlets

Declaring that ABC "has just about reached its goal in the expansion into new markets," John H. Norton, Jr., vice-president in charge of stations, revealed yesterday that at the close of 1947 ABC had a total of 265 stations, 257 of them in operation. He forecast that in the coming years the number of ABC affiliates will stabilize at about the 265 figure. ABC added 46 new affiliates during the year 1947, Norton said. He added that 13 are located in the top markets (Continued on Page 2)

### CBS Reported Dropping Sweeney & March Show

After carrying Sweeney and March as a sustainer for about two years, CBS apparently gives up on the comedy team beginning Feb. 4 when the Wednesday 9:30-10 p.m. seg is filled by Romance, directed by Al Ward, with Charles Monroe as editor. Other changes in the web's sked (Continued on Page 3)

## Sees Vast Evolution Imminent For Tele, FM And Facsimile

Champaign, Ill.—Field of mass communications faces a period of evolution which will be "comparable to the combined effect of introducing the rotary press and the motion picture camera to the world simultaneously," the first conference of the Institute of Communications Research was told yesterday by Hugh M. Beville, Jr., research director for NBC. He identified the new media of communica-

### Testimony Concerned With Duplication Of AM Networks' Programs; Predict Petrillo 'Surprise Package' Today

### Coy, Sterling Queried By Senate Committee

Washington—Fraud entered into the removal of the FM service from the "low" to the "high" band, Sen. Charles W. Tobey, New Hampshire Republican, acting as chairman of the Senate Interstate Commerce Committee, charged yesterday as he questioned FCC Chairman Wayne Coy and Com- (Continued on Page 3)

### CBC Pressed For Quarters After Montreal Explosion

Montreal—Officials of CBC are "looking around" for a location for their new headquarters building in Montreal—the plans for which have been drawn for a considerable time. At present their offices are scattered all over the city—following the explo- (Continued on Page 8)

### NBC Buys Radio Rights For Coast Serial Strips

NBC has purchased "Aunt Mary" and "Dr. Paul" daytime serial strips currently heard on the company's Western stations, from C and F Radio Productions, Inc., Hollywood, according to Sidney N. Strotz, vice-president (Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington—James C. Petrillo may produce a "surprise package" in testimony today before the House Labor Committee, it was indicated yesterday following an extraordinary meeting between the AFM board and major network officials—a confab devoted almost exclusively to FM duplication; (Continued on Page 8)

### 68% Net Increase Reported By Emerson

Emerson Radio and Phonograph Corp. last year reached a new all-time high in earnings, with net income 68 per cent above largest earnings in any previous year, according to the annual report to stockholders by president Benjamin Abrams for the fiscal year ended Oct. 31, 1947. Net sales for the firm and its wholly-owned subsidiaries totaled \$32,658,- (Continued on Page 2)

### Radio Tele Critics Circle Formed By N. Y. Newsmen

Formation of the Radio Television Critics' Circle of New York was announced this week as an organization designed "to encourage more serious consideration, criticism and evaluation" of radio and tele. The group has planned a series of (Continued on Page 3)

### Voice Contact

Montreal—McGill University students have gained "voice contact" with the students of the University of British Columbia with the aid of ham radio stations. The contact was made by the Dawson College Amateur Radio Club and a similar organization at the University of British Columbia. There is a ham web connecting McGill, Toronto, Alberta and Calgary.

### 100% For Drive

Allentown, Pa.—WFMZ, Allentown FM station, is dedicating the entire week's broadcasting of the week of Jan. 24 to the March of Dimes drive. Regular users of commercial time on the station have relinquished their periods for the drive and all station publicity and promotion that week will be devoted to furthering the polio relief cause.



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JOSW. 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. Otter, Chief Manning Clagett
6417 Dahlonega Rd. 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

1417 Ashland Bldg. 155 N. Clark St.
Phone: State 2332

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

FINANCIAL

(Jan. 20)

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, Philco pfd., RCA Common, RCA First pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio.

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include DuMont Lab., Stromberg-Carlson.

10 YEARS AGO TODAY

(From the files of Radio Daily)

NBC survey revealed average expenditure per advertiser on the web for 1937 was \$288,442, an increase of 24.4 per cent over previous year. Drug and toilet goods items led the list of 134 accounts with food and food beverages second. . . . Cornerstone of new CBS-KNX building million-dollar building in Los Angeles was set by web veepee Don Thornburgh.

FOR SALE

Fearless Dolly—latest model. Brand new . . . \$2000. Also lights and camera equipment. Price to be negotiated. Call CI 6-0951. Miss Hartman.

★ COMING AND GOING ★

SIDNEY N. STROTZ, vice-president of NBC in charge of the Western division, is conferring at the New York offices of the web.

HENRY STRAKER, assistant program manager of BBC in New York, is back at his desk following a business trip to New England which kept him away for about a week.

BILL HENRY, Washington newsman for CBS, to Philadelphia to attend the meeting of the Radio Correspondents Assn., also for confabs with the national committees of the Republican and Democratic parties on plans for covering the coming presidential conventions.

EARL FLETCHER, manager of KGBL, Mutual affiliate in Greenville, Texas, is in town on station and network business.

CHARLES BRITT is here from WLOS, Asheville, N. C., for talks with the local reps.

EDGAR KOBAK, president of the Mutual network, yesterday returned from a business trip to Georgia and the Carolinas, and found waiting for him the certificate of appointment as co-chairman of the radio division, National Foundation for Infantile Paralysis.

J. C. KELLAM, general manager of KTBZ, Austin, Texas, is in Gotham for confabs with the national representatives of the station.

ED DeGRAY, assistant general manager of WBT, Charlotte, N. C., paid a call yesterday at the New York headquarters of CBS.

CHARLES CLOUGH is in town from KFDX, Wichita Falls, Texas. Sat in for a while yesterday at the offices of his national reps.

GORDON GRAY, newly-elected vice-president of WIP, Philadelphia, today completes a three-day stay in Gotham on business.

68 Per Cent Net Jump Reported By Emerson

(Continued from Page 1)

122 as compared with \$23,088,882 for the previous fiscal year. Net income after all taxes amounted to \$2,263,024 or \$5.54 per share on 400,000 shares of capital stock. Previous high was recorded for the fiscal year 1946 when net income after taxes was \$1,340,356 or \$3.35 per share.

Statement by Abrams

In his report Abrams said the firm's 1947 table model tele receiver will be supplanted by a lower priced set in a smaller cabinet, but with the same size screen as in last year's table model. This will retail for \$269.50, he said. He said Emerson is producing also video units "for use in coin-operated instruments which are being sold to restaurants and other public places at a rapidly increasing rate."

The report stated also that two new wholly-owned Emerson subsidiaries were formed last year. These are Emerson Television Service Corp. and Emerson Radio Export Co. Firm's other subsidiaries include Radio Speakers, Inc.; Plastimold Corporation and Jefferson-Travis, Inc.

Juvenile Delinquency Series Ends On KGO-ABC Jan. 22

San Francisco—The ABC dramatic series "Are These Our Children?" written and produced in the KGO studios for the past sixteen months by Gil Thomas, will be discontinued after the January 22 broadcast. The series has given a dramatic production of case histories of seventy juvenile delinquency cases with an analysis of causes by experts familiar with these problems.

BMI Adds Italian Publishers

Arrangements have been completed between BMI and seven leading Italian publishers whereby more than 5,000 additional compositions will become available to music users in this country.

The seven firms, all of Milan, are: Casa Musicale Sonzogno; Edizioni Suivini Zerbini; Edizioni Melodi; Edizioni Kramer; Edizioni Redi; Edizioni Mascheroni, and Di Lazzaro & Edizione Musicale Italiana.

American Network Goal May Be 265 Affiliates

(Continued from Page 1)

of the United States and 32 of them are in the 200 leading market areas.

During the past year 17 affiliates began operating with improved facilities either through a power increase or a betterment of facilities or both. Norton said 10 of these are in the leading 100 markets and 12 are in the top 200 markets.

Facility improvements are now under construction by 18 affiliates. Among them are the 50,000-watt installations of KEX, Portland, Ore.; KFBK of Sacramento, and KGA in Spokane.

Morency Is Re-Elected NBC-SPAC Chairman

(Continued from Page 1)

WSAM, Saginaw, Mich., as secretary. Greenebaum succeeds as secretary Richard H. Mason, manager of WPTF, Raleigh, N. C.

The SPAC joined with NBC executives in discussions of the labor situation, daylight saving time, programming, the proposed NAB code and other network and industry matters. The meetings will continue throughout today.

Also on the committee are H. Quentin Cox, manager of KGW, Portland, Ore.; Wiley P. Harris, director of WJDX, Jackson, Miss.; Martin B. Campbell, general manager, WFAA, Dallas, and S. S. Fox, president and general manager, KDYL, Salt Lake.

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO
Get Your Share By Using...



WEED & CO. National Representatives



On Guard

Have you ever watched a sheep dog work? It's an amazing sight of intelligence, quickness, patience and skill. One of those dogs can keep a whole flock moving just where, when and how fast you want them to go.

He's always on guard . . . and don't you think he's a beauty up there in that picture?

Sometimes we wished there were more people riding herd on time buying in radio.

It takes intelligence, quickness, patience and skill. And above all knowledge of what it's all about.

If you're the kind of advertising man who likes to give your radio clients sales at low cost . . . may we suggest that in Baltimore you use W-I-T-H.

W-I-T-H is the successful independent that delivers more-sales per-dollar-spent than any other station in this big 5-station town. W-I-T-H is on the smart lists. On Yours?



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Road

### Three Air-Media Hearing Vast Evolution

(Continued from Page 1)  
Taft-Hartley Law. Three charges must be met, NBC's research director continued, before these meetings are fully established; namely, development of technical and artistic history of each media, development of advertising support, and governmental control and the effect of the TV media on all other types of communications.

Another network research director, John Wilson, of CBS, told the conference that documentary radio is one of the most effective communicators. Ideas and information today in mass communications. CBS research studies, he said, are proof of the ability of documentaries to inform broad segments of the population. Wilson named two CBS documentary programs which he said had been strong influences in shaping the thinking of listeners. One was "The Eagle's Nest," a report on juvenile delinquency, and the other was titled "Rebellion on Hunger."

### CBS Reported Dropping Sweeney & March Show

(Continued from Page 1)  
The Escape moving to Sundays, 10:30 p.m. from Wednesdays at 10:30. The Sunday time slot is being vacated by Christopher Wells which moves to Tuesdays, 9:30-10, preceding the four-long Studio One. Open Hearings will be shifted from the 10:30-11 period on Tuesdays to the same time on Wednesdays.

### New Regional Web Formed By Texas Outlet

Dallas—The formation of a new regional network has been announced by Mineral Wells. The web will be known as the Texas Independent Network. Robert W. Chapman of Breckinridge was elected president. Other members are Robert Bruce, Achilles Franges, Mineral Wells, and Doyle Collup of Stephenville.

### WKOW On Air

WKOW, new 10,000-watt station in Madison, Wis., is now on the air broadcasting on 1070 kcs. Outlet is affiliated with MBS and represented nationally by Headley-Reed Co.

1906 *Henri* 1948  
CONFISEUR  
**FRENCH RESTAURANT**  
LUNCHEON DINNER  
COCKTAIL BAR  
*Famous French Candies*  
15 East 52nd St.  
AIR CONDITIONED

## Interstate Commerce Group Questions Coy and Sterling

(Continued from Page 1)  
Commissioner George Sterling in a brief appearance of the two men before the committee.

A committee vote on confirmation of the pair as members of the Commission is due shortly, with approval expected.

Tobey repeated in detail the charges made last week by Maj. Edwin Armstrong before the House Labor Committee—that the decision to move FM to the higher frequencies was made on the basis of insufficient information and that K. A. Norton, author of the controversial propagation study which was a major factor in the FCC decision, had so admitted. Norton admitted his error, Tobey said, but the FCC incorrectly reported the details of his testimony in a secret session in March of 1945.

Coy pointed out that his connection with the FCC is of less than one month's duration, but said that his policy will be to open to the public any matters of this nature in the future.

Both Coy and Sterling were called upon by Tobey to keep public interest paramount in their conduct even "with the long arm of powerful radio interests reaching out, as it has so

very many times in the Commission."

Sterling said he had not been a party to the secret session of March, 1945, and avoided getting into an argument with Tobey on the merits of the FM controversy; at the same time he said flatly that he does not think the Commission's decision to move FM to the high band was, as Tobey had said, "tragic."

"In the long run," Sterling said, "I am convinced that the present band will bring to the people of the United States the least interference and the highest fidelity of any broadcasting system."

Both men enthusiastically affirmed their intention to "give FM a square deal in the future."

### Chairmanship Discussed

Coy and Sterling differed on proposals for rotation of the FCC chairmanship. Again with Tobey questioning, Coy said he opposed the rotation procedure because he feels it would mean that each year one commissioner—the chairman—would be at less than top efficiency for the greater part of the year as he worked his way into the chairman's duties. Sen. Clyde Reed of Kansas endorsed Coy's statement.

Sterling, on the other hand, said he is generally in support of the rotation principle, but to meet Coy's argument he proposed that instead of serving a term of one year as chairman, each member coming into that post should serve two years. The question of how to avoid discrimination among commissioners was not raised.

Coy refused to answer directly when asked by Tobey how he feels about superpower. He pointed out that that question is before him now in the clear-channel hearings. Pressed for an answer, however, he later reminded Tobey that as an independent broadcaster he had been in the forefront in the fight for more FM channels, which he thought should provide better rural coverage.

The new chairman also proposed closer collaboration between the FCC and the Congressional committees concerned with the functioning of the Communications Act.

### Radio Tele Critics Circle Formed By N. Y. Newsmen

(Continued from Page 1)  
six awards to be presented annually each May. Awards will go "to the person or organization contributing most toward maintenance of the highest program standards in network radio" and television; to network and tele program or series "realizing the respective media's fullest possibilities during the past year"; to the N. Y. outlet "creating the outstanding live program of the year"; and for the greatest contribution "to the advancement of FM programming. . ."

The announcement marks the third attempt to form such a group in New York and the first in recent years. To be eligible for membership, prospects must review programs for "any publication edited or published in New York City." There are 13 charter members, with additions to be made by invitation only.

Paul Denis, of the Post, is chairman of the Circle, with Saul Carson, New Republic, vice-chairman; Jean Sulzberger, Time, secretary, and Jerry Francken, Billboard, treasurer.

Gene Cook, of Life, is chairman of the awards committee which includes John T. McManus, of PM; George Rosen, Variety, and Franken.

Charter members, in addition to those named above, are Jonne Melnick, Look; Betty Forsling, Newsweek; Jack Cluett, Women's Day; John Garrison, Radio Best; Ben Gross, Daily News, and Harriet Van Horne, World-Telegram.

Conspicuously absent are Jack Gould, radio editor of the New York Times, and John Crosby, critic for the Herald-Tribune.

**WIN WORCESTER WITH TAG**

**YOUR ADVERTISING DOLLARS are wisely spent on**

**W K B O**

**HARRISBURG PA.**  
Established In 1922

**RADIO ADVERTISING COMPANY**  
SALES REPRESENTATIVE

New York • Chicago  
San Francisco • Los Angeles

**A STEINMAN STATION**

# LET'S GIVE IT

What kind of radio is Spot Radio? Seven out of ten advertising people don't know. Moreover, they believe it to be something that it isn't.

Here is one of the greatest advertising mediums ever known — one of the greatest sources of income to radio stations — and 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. "National non-network" — a clumsy, awkward and negative phrase known only to insiders — is just as useless for all practical purposes.

*Paul H. Raymer Comp*

NEW YORK • BOSTON • DETROIT • ATLANTA

# NAME . . .

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 farther and faster might this business grow! We are grateful for announcement business, but 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*

CHICAGO • LOS ANGELES • SAN FRANCISCO

*Coming Soon!*  
A NEW  
**TELEVISION STATION**

**CHANNEL 13**

ASK YOUR  
W A A T M A N  
ABOUT  
W A T V

SERVING NEW  
JERSEY AND  
METROPOLITAN  
NEW YORK!

New Jersey's 1<sup>st</sup> Station  
**W A T V**  
CHANNEL 13  
NEWARK-NEW JERSEY



**Notes From An Aisle Seat. . . .!**

• • • If Petrillo successfully negotiates a radio and television contract this month, watch for changes in the FCC setup. . . . New cabinet post being considered to handle all government matter dealing with radio, television and the press. . . . Agency execs tell us that the toughest thing in the world to sell a new client is a radio show. First question they all ask is what's with television. . . . Look magazine reported reading a weekly radio col'm. . . . Plymouth auto outfit on the qui vive for a prestige airer. . . . Looks like Ed Wynn will be sponsored by Lucky Strikes in a video show with a new character for the comic. . . . Harry Salter flew to H'wood for audition record of revived "What's My Name?" which will have a new format but will star Arlene Francis, as formerly, Salter, incidentally, will be music conductor when Edwin C. Hill becomes commentator of new 13-week Coast Guard series starting Jan. 26th. . . . Zenith, which is promoting pay-as-you-see television, is in the signing stage for 52-week series of 15-minute news programs on Mutual starting around March 1st. . . . One of the newer radio mags skedded to fold soon, we hear. . . . FM radio stations trying to get the FCC to issue 3-year licenses similar to AM stations. . . . Television has really put a definite crimp in the sale of radio-phonographs, with the public waiting for combos that include all three. . . . If rationing is restored in this country, it should be applied first to radio political oratory, thinks Tim Marks.

• • • Bill (Country Fair) Gernannt in town from H'wood to wrap up deals on his two latest ideas—one a kiddie adventure series and the other "Further Adventures of My Man Godfrey," starring Reginald Gardner. . . . Irving (Managua Nicaragua) Fields assigned to write a Freedom song for Palestine. It'll be tagged "Arise, Palestine, Arise" and will be introduced by either Jan Peerce or Rob't Merrill. . . . Frankie Laine steps up to the Jo Stafford ciggie show tomorrow nite to receive the Peter Potter award as "1947's leading singer on records." . . . Les Tremayne guests on "Big Story" tomorrow nite—on "Famous Jury Trials" Sat.—and on "Quick as a Flash" Sunday. . . . Large fashion mag to profile Bret Morrison's clothes-designing talents. . . . Morton Downey will be host on the "Family Theater" airer which will be broadcast on Mutual Thurz. nite. . . . Aside to Bill Berns: Contact Tom Tinsley, of WITH, Baltimore, right away. . . . Ethel Colby has picked up her husband's vacated spot on the RKO Mr. Hollywood series via WMCA.

**NBC Buys Radio Rights For Coast Serial Strips**

(Continued from Page 1)  
in charge of the NBC western network. NBC paid an undisclosed amount for complete rights to the two programs. Included in the deal are recordings of all past broadcasts of the two strips. The NBC Radio Recording Division will offer these for sale to stations east of Denver, where the programs have not been heard previously.

**ANIMATED COMMERCIALS FOR TELEVISION**  
FLETCHER SMITH STUDIOS, INC.  
1585 Broadway, New York City  
Circle 6-5280-1

**TELEVISION MOTION PICTURES HAVE COME OF AGE**

"MALAGUENITA"  
"COME BACK TO ME"  
"DARK EYES"  
"BY THE SEA"  
"AVE MARIA"  
"BRAHMS' LULLABY"  
"RIFF"  
"DRINK TO ME ONLY"  
"EXOTIC"  
"GIT ALONG LITTLE DOGGIES"  
were produced for television release

by **UNITEL**  
**INCORPORATED**  
1730 N. Las Palmas  
Hollywood 28, Calif.



ON THE AIR AT CHANNEL 4 . . .

**WEDNESDAY, JANUARY 21**

- 10:00 & 2:00 Labor Hearing—Petrillo—*from Washington*
- 5:00 Playtime—*from Washington*
- 7:45 News
- 7:54 Television Press Release (Holt-Deland)
- 8:00 Americana Quiz—Deems Taylor, moderator
- 8:30 In the Kelvinator Kitchen with Alma Kitchell (Kelvinator)
- 8:45 Story of the Week — Richard Harkness—*from Washington*
- 9:00 Kraft Television Theatre—Horton Foote's "Only the Heart" (Kraft)
- 10:00 March of Dimes—Variety Show

**THURSDAY, JANUARY 22**

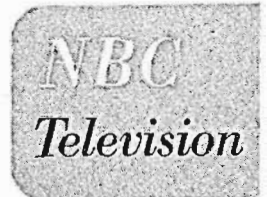
- 2:00 Boston, U. S. A.—*from Boston*
- 7:50 News
- 8:00 Eye Witness—Quiz
- 8:30 NBC Television News
- 8:40 Telescreen Magazine
- 8:56 Ski News
- 9:00 You Are An Artist—Jon Gnagy (Gulf)
- 9:15 NBC Newsroom
- 9:30 Steam Power—*from Philadelphia*

**TODAY'S STORY . . .**

As might be expected, respondents to *Television Magazine's* continuing audience survey continue to provide fairly juicy sales promotional statistics. One such: 68% of New York viewers sampled prefer television whenever it's on the air. Add other items: two of the three most frequently remembered sponsors are WNB T clients, while the most popular specific program is one viewers see on WNB T. Tonight at 9:00, by the way.

**FORWARD SCANNING . . .**

Another NBC first debuts tomorrow: Boston, U. S. A. The first television show to come out of the land of the Cabots.



A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY, Wednesday, January 21, 1948

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## FCC PROPOSES TELEVISION CHANNEL CHANGES

### TELE TOPICS

By JIM OWENS  
Associate Editor

BBC telecasts of fights in London now banned as the result of an edict issued last week by the British Boxing Control Board (not a government agency). Attendance dropped off, it's claimed, but the video audience is expected to scream, 'cause they love the "boxfights." . . . And that tussle between Mike Jacobs' 20th Century Sporting Club and N. Y. fight managers—regarding a cut of the tele swag—is far from settled. Attorneys for the Boxing Managers Guild, which controls every champ except Joe Louis, will ask the N. Y. State Boxing Commission to peruse current contract forms. . . . WCBS-TV "Missus Goes A-Shopping" getting shoved off schedule three times in as many weeks. Truman family (Harry & Margaret) was responsible twice (Harry's Congress address & Margaret's "March of Dimes" kickoff) and today it's Petrillo. Jimmy even cancels non-music video.

WESTINGHOUSE will begin a series of intensive tests of picture transmissions via Stratovision next month. Sound phase of the system is already considered to be successful by company engineers. . . . Chicago White Sox, currently on the fence regarding video coverage of baseball, may fall off with a happy thud come next spring. Sox management, eyeing their city rivals' gate receipts (the Cubs, who've ok'd telecasts by WBKB for two seasons) now said to be "interested" in the medium's possibilities. Other major league club owners are also in the eye-brow lifting stage. Maurice Dreicer, the man who can't find the perfect steak (and with all his moolah!) getting out a book of 100 tele program ideas which require no music, actors, or formal script. Only entertainment.

KENDALL FOSTER, William Esty Agency's video chief, honeymooning in Nassau following week-end nuptials in Washington. . . . N. Y. execs spending more and more time out of N. Y. to impart their tele whizdom. NBC's Nick Kersta addresses the 4-A's today in Cleveland; and WCBS-TV's Len Hole is in Boston to discuss the video situash with regional NABers.

#### Stars And Dimes

Cast of top entertainers, headed by Comedian Lew Parker and Actor Walter Abel as emcees, will highlight a special studio show "The March of Stars for the March of Dimes" over NBC's video web tonight (10-11 p.m., EST). Program, which will include other top performers, will be aired in co-op with the National Foundation for Infantile Paralysis.

#### First To Break The Ice

When James C. Petrillo, president of the American Federation of Musicians, testifies at the labor hearings this morning in the Caucus Room of the House of Representatives, he'll be the first music biggie to appear on television—thereby "violating" his own edict on video.

AFM prexy, whose testimony regarding his union's position and relationship with the networks and recording industry is expected to take up a good portion of the day's proceedings, will be seen by viewers on the eastern region network, from the Capital to New York.

### Screen Guild To Focus Attention On TV Films First Boston TV Show On NBC Net Tomorrow

Screen Directors Guild will focus increased attention on the rapidly-growing field of television films this year and will make a survey as to the requirements needed for top quality film fare in the medium, Gene Martel, newly-elected president of the Guild, announced this week upon taking over his new post.

Also a Paramount Pictures exec, Martel said plans of the Guild will include raising of film production standards in the entertainment, commercial, educational and documentary field in the east and these will include tele. Guild, several members of which have already directed films for television, is also preparing a full list of members available for video film work to producers and advertisers, etc.

#### First Pulse Monthly Out

First regular monthly television survey by The Pulse, Inc., during the period Jan. 2-8, revealed that approximately 1.4 per cent of families in the New York metropolitan area have video sets, it was announced yesterday by Dr. Sydney Roslow, director. Based on a total of 2,800,000 families in the area, Roslow explained, this would mean that about 39,000 sets are in use.

Boston—First regularly-scheduled tele program to originate from this city will be aired by the NBC video network and WBZ-TV tomorrow (2-3 p.m., EST) under the title "Boston, U. S. A." Massachusetts Governor Robert F. Bradford will be principal speaker on the occasion, which will also mark the first use of the Bell System's microwave relay for a regular show.

"Boston" will show viewers on the east coast such historic spots as the city's skyline, Bunker Hill and other landmarks. Signals will be sent via the relay to New York and re-transmitted back to Boston to enable viewers to see the show in the WBZ studios here. Station, an NBC affiliate, is expected to be on the air by spring. William Garden of the NBC staff will direct production.

#### WGN Pushes TV Plans

Chicago—WGN sprung a surprise this week by announcing that its television station, WGN-TV, will go on the air with test patterns about February 1 and will start regular programming on or before March 1 from temporary quarters in the Chicago Daily News building. Plans were announced by Frank P. Schreiber, manager of WGN, Inc.

### Press-Time Paragraphs

#### Tele Comes To Atlanta

Atlanta—First television demonstrations by WAGA started this week at the Davison-Paxson Department store, via mobile pickup,—with most natives getting their initial look at the new entertainment medium at work. Station airs fashion shows, shopping activity, etc., for a full-hour each day.

#### WRGB Has New Antenna

Schenectady—Completion of installation of a new antenna on the WRGB transmitter here this week now provides video coverage by the GE station of the entire metropolitan district with greater fidelity and signal strength. Station execs said programs will now be available to areas not reached heretofore.

### Moves To Prevent Interference In Canada Area

Washington Bureau, RADIO DAILY  
Washington—In a move designed to carry out a tentative agreement between the United States and Canada, the FCC yesterday proposed changes in television allocations in areas close to the Canadian border. Representatives of the two countries have been discussing a bi-lateral arrangement for use of the 44 to 88 megacycle frequency band and the 174 to 216 megacycle band for television broadcasting in order to prevent undue interference between stations in Canada and the U. S.

Tentative agreements have been reached with respect to tele stations situated within 250 miles of the United States-Canadian border, it was said.

In order to permit the United States to carry out its obligations under the tentative agreements, the FCC proposed to make the following changes: (a) Reassign Channel No. 9 from Cleveland, Ohio, to Canton, Ohio; (b) Assign Channel No. 7 to Akron, Ohio; (c) Reassign Channel No. 11 from Akron, Ohio, to Cleveland, Ohio; (d) Withdraw Channel No. 13 from Buffalo, N. Y.; (e) Consider pending applications for television stations in Akron, Ohio, as requests for Channel No. 7 instead of Channel No. 11; (f) Modify the construction permit heretofore assigned to the Empire Coil Co., Inc. for a station in Cleveland, Ohio, by substituting therein Channel No. 11 in place of Channel No. 9.

### New Sponsor, One Renews On WABD Variety Show

Lucele Ltd., manufacturers of fur coats, has signed as a participating sponsor of "Doorway to Fame," a variety series on WABD, key outlet of the DuMont television network (Mondays, 7 to 7:30 p.m.) The Jay Bucknell Company, manufacturers of shirts, has renewed its contract as a participating sponsor for 52 weeks.

#### For The Ladies

Philadelphia—Potency of day-time tele programs designed primarily for the distaff side of the video audience was demonstrated last week when viewers of "Television Matinee" over WPTZ responded to an offer of a free recipe book on cooking and baking, Show, which is sponsored by the Philadelphia Electric Company, drew over 500 requests for the booklet.

## COAST-TO-COAST

## — PENNSYLVANIA —

**PHILADELPHIA**—In an effort to keep young people occupied in a useful manner and to combat delinquency, KYW will conduct a radio program tournament in which groups of youngsters from 25 city recreation centers are to compete. The youngsters who compete in the tournament, conducted in co-operation with Philadelphia's Bureau, will use script material provided by KYW and later will prepare their own scripts. The group judged most proficient in their simulated broadcast will be given an opportunity to present a "live" program on this station during the month of May. . . . **PITTSBURGH**—KDKA has already collected \$23,379.88 (23,000 in silver dollars) in its series of benefit broadcasts in co-operation with the Pittsburgh Press Old Newsboys' Fund, for the Children's Hospital.

## — TENNESSEE —

**MEMPHIS**—Bob Stevens, veteran radio salesman and showman, has been added to the WMPS commercial department. . . . **KNOXVILLE**—New series of radio programs instituted this week by WKGN, features reconstructed, play-by-play reports of important football games by station sports editor, Lindsey Nelson. The first of the series, aired January 8th, featured the Tennessee-Alabama grid clash of 1939, the contest that sent Tennessee to Pasadena's Rose Bowl, January 1, 1940.

## — ALABAMA —

**MOBILE**—WMOB has begun operations from its new \$50,000 transmitter on Three Mile Creek. The 446-foot antenna is said to be the tallest structure in South Alabama. . . . **MONTGOMERY**—John Allen Wolf, WSFA program director, recently threw a party, attended by all of the staff, in honor of Charles Zeenah, station sports announcer, on the eve of his leaving for Campbell Clinic in Memphis for six months' treatment of a former leg injury. . . . **TUSCALOOSA**—Pat Ryan, W4KCCQ, has been selected by the American Radio Relay League to organize the Alabama Amateur Radio Operators for emergency communications. . . . **GADSDEN**—WGNH has signed the Gadsden Times as local sponsor of the Town Meeting of the Air.

## — CONNECTICUT —

**HARTFORD**—Secretary of Agriculture, Clinton P. Anderson, Governor James L. McConaughy and United States Senator Raymond E. Baldwin, took part Saturday in a radio testimonial to A. J. Brundage, state 4-H Club leader of Connecticut, who is retiring after 34 years. The program was broadcast over WTIC as a special feature of the Connecticut Farm Forum, presented by the College of Agriculture of the University of Connecticut. Secretary Anderson spoke from the Washington studios of NBC; Senator Baldwin's comment was presented through transcription; and Governor McConaughy spoke from the WTIC studios. Master of ceremonies was Frank Atwood, station farm program director.

# FM, AFM Representatives Heard by House Committee

(Continued from Page 1)

Petrillo 'surprise package,' however, is not expected to be an announcement of agreement with the networks on duplication of web musical programs on FM stations. The meeting yesterday, which included three FM Association officials, brought absolutely no agreement. Negotiations between Petrillo and the nets will resume in New York on Jan. 23.

Except for a brief mention of tele-

## Lea Act Much Alive

*Washington — NAB President Justin Miller yesterday warned that the Chicago court's decision exonerating James C. Petrillo does not exempt the AFM head from possible prosecution in other cities if he "continues to harass the broadcasters and the American people as he has done in the past."*

*"When an experienced prosecutor goes to work upon another case whose facts bring it within the meaning of the Lea Act," said Miller, "we will hear the singing of quite a different tune."*

vision, the three and one-half-hour meeting yesterday was concerned entirely with FM duplication.

Although all parties refused to comment, there were definite indications that if a strike develops on the expiration of AFM-network contracts on Jan. 31, it will be on the issue of FM and television.

Petrillo and members of his international executive board made it clear that they now regard FM as the key to the entire negotiations with the networks.

Up to the last few minutes of the lengthy meeting, Petrillo kept silent. When he talked, however, he left little doubt that he remains adamant on his FM position. He cautioned against the nets repeating in FM and television the "abuses" against musicians in AM broadcasting. In blunt

words directed at net representatives, Petrillo said that "I don't want to pull out my boys any more than you want a strike."

He blasted, however, proponents of the Lea and Taft-Hartley acts for predicting an era of labor peace. "As contracts run out," he said, "there will be more strikes than ever before."

He was not referring to a strike by the AFM, it was pointed out. With the AFM contracts with the networks expiring at the end of the month, however, his words were underlined.

The AFM head, in his brief but fiery talk, also warned against moves leading to Government control of the radio industry.

"If we get Government control of radio," he said, "then we're all out."

## AFM Ask the Questions

Most of the questions fired at the network reps and the FMA officials came from the AFM executive board.

Members of the board made it clear that they were concerned over prospects for widespread unemployment among musicians because of FM and television. Petrillo cited figures to show that an increasing number of musicians were losing jobs. It was indicated that if Petrillo permits FM duplication he will demand some employment guarantees in return.

Despite the lengthy discussion of FM, there was no meeting of minds of what is now the key issue in AFM-network contract negotiations.

The network officials were strong in their stand that duplication of web musical programs should be permitted. They pointed out that if duplication were permitted, more sets would be produced and FM would expand immediately. Petrillo and his board, however, were equally adamant in their position.

Representing the FMA at the meeting yesterday were Everett Dillard, president; Bill Bailey, executive director, and Leonard Marks, general counsel.

## Foreign Language Stations Aid March Of Dimes Drive

(Continued from Page 1)

was produced by Ralph Costantino, were Rosalia Maresca, winner of the 1947 REC talent contest; Giuseppe Valdengo, of the Metropolitan Opera; commentator Pietro Novasio; announcer Michael Bongiorno, with music by Giuseppe DeLuca.

The Echo Choir, directed by Edward Senert, pianist Wladyslaw Borzecki and Tadeusz Maksymowicz' ork comprise the talent on the Polish show. Appeal for dimes is delivered by announcer Edward Witanowski. Tadeusz Szybel handled production.

The third show, in Yiddish, was produced by WEVD and sent to some twenty outlets. Program features Mollie Picon and Yankel Kalich, with Zvee Scooler announcing and music by Sam Medoff. Sholem Rubinstein is the producer.

## CBC Pressed For Quarters After Montreal Explosion

(Continued from Page 1)

sion at King's Hall building, where the main portion of their studios were located. Dr. Augustus Frigon, general manager, said that for the time being "our problem is to try to breathe for a couple of months, for now we are crowded everywhere. We cannot go back to King's Hall for a while, but we may be able to do so in a couple of months. Meanwhile, we are doing the best we can. That is one of the things we have in mind, the other is looking for a suitable site for our new permanent headquarters." Asked whether there was any possibility of the CBC going back to its original plan of building a "Radio City" on the large area of land cleared by the city for east of St. Denis, and north of St. Catherine, Dr. Frigon said that had not been considered.

## AGENCIES

## PUBLIC POLICY ORGANIZATION

has been established at 444 Madison Avenue, with Eric Haase as president. Haase has just resigned as assistant to the president of the Association of National Advertisers in charge of public and government relations. He had also served as Secretary of the A. N. A. Radio Council. Prior to joining the A. N. A. seven years ago he had been with American Gas and Electric Service Corporation in an executive capacity. The plans board of the new public relations firm will include: Mrs. Raymond Clapper, author, editor and women's club lecturer; Donald D. Patterson, newspaper-management consultant who recently retired as national advertising director of the Scripps-Howard Newspapers, and Alfred Schindler, vice-president of the National Federation of Sales Executives and former Under-Secretary of Commerce.

AUGUST A. NELSON as joined the executive staff at New York headquarters of the American Association of Advertising Agencies to assist Richard L. Scheidker, assistant executive secretary, in the field of public relations and creative services. Nelson was formerly in charge of Creative Services and Promotion for Hodes-Daniel Company, Inc., direct mail advertising, New York.

ELAYNE MCWHORTER has joined the art department of Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency.

## K & E Exec. Re-Alignment To Serve Ford Accounts

(Continued from Page 1)

manager of the radio department at BBD&O, joins K & E Feb. 1 as vice-president and radio director.

Erickson has been with BBD&O for the last several years and was formerly general sales manager for the Columbia network.

In addition to general executive duties, Lewis will act as account supervisor for the Ford and Lincoln-Mercury accounts.

## Joins WINS Staff

Van Woodward, former free lance writer, has joined WINS as continuity director. Prior to scripting of several network shows, Woodward was continuity editor of WLW and before that held the same job with KMOX. He replaces George Carlesco.

# KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY &amp; CO.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 15

NEW YORK, THURSDAY, JANUARY 22, 1948

TEN CENTS

## PETRILLO TESTIFIES AT WASH. HEARING

### AMA Produces Series Of ETs For Radio Use

Detroit—Automobile Manufacturers Association has prepared a series of 15-minute transcribed programs, informing the public on what 1948 holds for the automotive industry, which will start on 43 stations during the week of Jan. 25. Series follows a question and answer format with Franklin Mitchell, automotive reporter for WJR, Detroit, tossing queries at auto company presidents and other top execs.

Participants in the weekly broadcasts include George Mason and H. C. Doss, Nash-Kelvinator; James Mooney, (Continued on Page 3)

### New Dinah Shore Show Starts On CBS Feb. 13

Dinah Shore's new program, titled "Call For Music," starts on CBS, Friday, Feb. 13, 10:00-10:30 p.m., for Philip Morris. The new series replaces "It Pays to Be Ignorant," which is to be rescheduled by CBS in mid-February.

Another new program, "Mr. and Mrs. Ace," scripted by and starring Mr. and Mrs. Goodman Ace, also is slated for a mid-February premiere by CBS.

### Radio Training On Agenda Of Oklahoma 'U' Confab

The radio sales training school conducted by Fred A. Palmer, of Cincinnati, will be held in conjunction with the annual radio conference of the University of Oklahoma, it was announced yesterday.

Sessions will run for three days beginning Feb. 29. Conference dates (Continued on Page 6)

**Contested**  
Montreal—Question of whether a French language station should be allowed to operate in western Canada will be revived today at 57th meeting of the CBC Board of Governors. Controversy is over application for French station by Radio Edmonton, which is opposed by Baptist Union of Western Canada. The religious group will be represented at the public hearings.

### Plan Texas Network Of Baptist FM Outlets

San Antonio—Application for an FM outlet has been made by the San Antonio Baptist Association to the FCC.

This is part of a proposed state Baptists network. Dr. Alton Reed, of Dallas, has been employed by the Texas Baptist General convention to direct network organization.

Other stations are to be at Baylor University, Hardin-Simmons, Mary Hardin-Baylor and churches in Beaumont, Houston and Lubbock.

### Bob Hope Now Leads First Fifteen Programs

Making one of the strongest gains of the season, Bob Hope climbed to the top of the first fifteen evening shows with a rating of 27.9, according to the Jan. 2-8 Hooperatings report released yesterday. The comic was in eighth place on the previous report with 22.4.

Remainder of the first fifteen, in (Continued on Page 6)

## Advertising Groups Join To Foster New Campaign

A major long range campaign to improve public understanding of the American economic system, in the works for 17 months by a joint ANA-AAAA committee, is ready to be put in operation, it was announced yesterday by Don Belding, committee chairman and also board chairman of Foote, Cone & Belding. To what extent radio can be used in this program will be determined later, one outstanding proposal now being in

### AFM's Czar Defends Actions Of Union At House Labor Committee Hearing; Indicates His Desire For 'Deals'

### Using ET's To Sell NBC Block Programs

Emphasis on block programming by networks grows more intense, particularly in campaigns to sell listeners on a solid evening of shows offered by a web. Latest transcribed gimmick to promote audiences has been cut by NBC and is built around a new popular song, which NBC hopes to capitalize on, called "Saturday Date." The five-minute promotion (Continued on Page 6)

### Seeman Brothers Buy Second Program On ABC

Seeman Brothers, Inc., makers of Air-Wick, will add its second ABC weekly program Jan. 31 when it starts sponsorship of a Saturday feature, 10:30-10:45 a.m., EST, containing Hollywood news. Format is divided into three parts—news of Hollywood by (Continued on Page 2)

### Radio Leaders To Appear On Fordham "U" Courses

Leading industry figures have been signed by Fordham University to teach courses in the school's radio division during the spring semester beginning Feb. 2, it was announced (Continued on Page 3)

By FRANK BURKE  
Editor of RADIO DAILY  
(Reported as a New York  
Televuever of Washington  
Proceedings.)

James C. Petrillo, president of the AFM, mindful of the newsreels, television, AM radio and press photographers present, gave the crowded hearing room of the House Labor Committee a good show in Washington yesterday. As the day progressed, he did some verbal shadowboxing with his interro- (Continued on Page 8)

### Will Dedicate Studios At Temple University

Philadelphia—Formal dedication of the new \$40,000 Temple University studios takes place today when the student-operated station, WRTI, goes on the air.

Participating in the ceremonies will be Inquirer outlet WFIL, which con- (Continued on Page 6)

### Ohio Broadcasters Elect New Officers

Dayton, O.—More than 100 Ohio radio executives convened in Dayton last weekend at the annual meeting and election of officers of the Ohio Association of Broadcasters.

New officers are E. Y. Flanagan of (Continued on Page 2)

**Honored**  
San Francisco—KNBC general manager John W. Elwood has been elected president of the Downtown Association of San Francisco—an organization of business men which seeks to promote the general welfare of the business section of this city. Elwood has risen into the presidency of the organization after four years on its board of directors.

**Testimonial**  
Washington—Carl J. Burkland, general sales manager of CBS Radio Sales and formerly general manager of WTOF, last night was awarded a testimonial scroll by the Washington Board of Trade for his "devoted business and professional leadership." Presentation was made at a general membership meeting in Constitution Hall by board prexy John A. Reilly.

## Tele Photos Made Of Petrillo Testifying At Hearing [ TURN TO PAGE 7 ]



Vol. 42, No. 15 Thurs., Jan. 22, 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 5607

WASHINGTON BUREAU

Andrew H. Older, Chief  
6417 Dahlonaga Rd. 2122 Deatur Pl., NW

Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

Nat Green  
1417 Ashland Bldg., 135 No. Clark St.

Phone: State 2332

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FINANCIAL

(Jan. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Admiral Corp.	8	7 3/4	7 3/4	— 1/2
Am. Tel. & Tel.	151 1/8	150 3/8	150 1/2	— 1/8
CBS A	25	24 5/8	24 5/8	— 1/8
CBS B	24 1/2	24	24	— 1/8
Farnsworth T. & R.	7	6 3/4	6 3/4	— 1/8
Gen. Electric	35 3/8	34 3/4	34 3/4	— 1/2
Philco	29 3/4	28 3/4	28 3/4	— 1/2
RCA Common	8 3/4	8 1/2	8 1/2	— 1/4
Stewart-Warner	14	13 3/4	13 3/4	— 1/4
Westinghouse	28 1/2	27 5/8	27 3/4	— 5/8
Westinghouse pfd.	97 1/8	97 1/8	97 1/8	— 3/8
Zenith Radio	21 3/4	21	21	— 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	16 1/4	16	16 1/4	+ 3/8
Nat. Union Radio	2 7/8	2 7/8	2 7/8	—

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	9 1/4	10
U. S. Television	1 1/2	2
WCAO (Baltimore)	35	—
WJR (Detroit)	12	13

10 YEARS AGO TODAY

(From the files of Radio Daily)

Of 66 agencies which placed biz on CBS during 1937, Ruthrauff & Ryan was first, Benton & Bowles second and Blackett-Sample-Humert third. . . . Co-operative Analysis of Broadcasting reported that 20 per cent of set owners listened to President Roosevelt's recent Jackson Day address. . . . Mickey Mouse termed "a big let-down on the air" by reviewers.

GOOD NEW SHOW NOW READY — "WONDERFUL DAY"

with JIM CONWAY

HAROLD GINGRICH, c-o Radio Daily  
1501 Broadway New York 18, N. Y.

★ COMING AND GOING ★

ROBERT D. SWEZEY, vice-president and general manager of the Mutual network, is in Cleveland today to address the local radio council on the subject, "Radio's Job in the Post-War World."

SOULARD JOHNSON, assistant to the manager and publicity director of KMOX, the CBS-owned station in St. Louis, is back in the Mound City after having spent a few days in New York.

JACK LACY, disk jockey and announcer on WINS, back to New York following a short stay at Miami Beach.

EARL C. PACE, general manager of WGLN, American network affiliate in Glens Falls, N. Y., and E. M. FRINK, commercial manager of the station, are in town conferring with officials of the web.

WARREN WILLIAMSON, president of WKBN, Columbia network affiliate in Youngstown, Ohio, is back at the station following a short trip to New York.

LEONARD HOLE, director of the plans division for CBS-television, is expected back today from a business trip to Boston.

HUBBELL ROBINSON, JR., vice-president and director of programs at CBS, is back from Boston, where he attended the network's New England regional meeting.

CLIFFORD C. HARRIS, technical supervisor at WIP, Philadelphia, yesterday was in Washington, D. C., for conferences regarding the station's expansion plans.

CHARLES STARK, producer, has returned from a tour of veterans hospitals in the Eastern states.

WAYNE STEFFNER, sales manager of KNX, Columbia's station in Los Angeles, leaves tomorrow for the West Coast after having spent two weeks in Gotham on business.

ED BEGLEY, radio, stage and screen actor, has left Hollywood for Oakland, where he will emcee a two-hour show at the veterans hospital in that city.

IRA MARION, American network script writer and an instructor at the radio school of Temple University, today will go down to Philadelphia to attend the dedication of that institution's new broadcasting studios.

Seeman Brothers Buy Second Program On ABC

(Continued from Page 1)

Cal York, movie reviews by Adele Fletcher, editor of Photoplay magazine, and a feature story on lives of Hollywood stars by Les Tremayne.

The 52-week contract was placed through William H. Weintraub & Co. Air-Wick also sponsors "Monday Morning Headlines" over ABC every Sunday at 6:15 p.m., EST.

Ohio Broadcasters Elect New Officers

(Continued from Page 1)

Toledo, director of Toledo operations for the Fort Industry Broadcasting Company which includes Station WSPD, president; Eugene Carr of Canton, director of Stations WHBC, Canton, and WPAY, Portsmouth, vice-president, and Fred Bock of Akron, sales manager of WADC, secretary-treasurer.

Better Coverage  
More Listeners  
Bigger Area

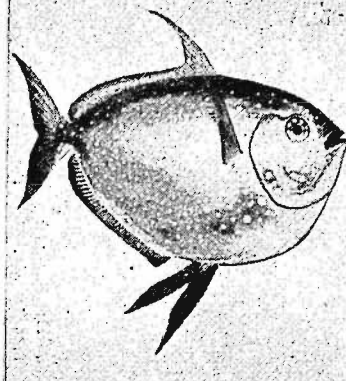
Consult your BMB charts. Check both area audience tables and station-city index. You'll find **KDKA** way ahead .. with 19 daytime counties and 24 nighttime counties in the 90-100% class! Altogether, **KDKA** reaches more than a million families in the rich, rewarding Pittsburgh market area. Better coverage! More listeners! Bigger area! **KDKA**, Pittsburgh. 50,000 watts, NBC affiliate.



WESTINGHOUSE RADIO STATIONS Inc

KEX WBZ WBZA WOWO KYW KDKA

Represented nationally by NBC Spot Sales—except KEX. KEX represented nationally by Free & Peters.



It's an Opah!

Don't let that baby face fool you. That thing grows to a diameter of six feet, almost circular in shape, and weighs up to six hundred pounds! It's also called a Moonfish. The Chicago Natural History Museum had it on exhibit. May still have it.

Actually we picked that picture because we wanted to make a point about "starry eyes." Notice how that fish is spotted, even in its eyes?

"Starry" is the look that comes into a sales manager's eyes when he sees the low cost sales results **W-I-T-H** turns up in Baltimore radio!

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

To keep down the cost of doing business in this 6th largest city . . . in radio, pick **W-I-T-H**!



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Reed

## ANA And 4-A Join In Educational Drive

(Continued from Page 1)  
 ple are to give the correct answers to communist infiltration, they have to know what the correct answers are, and it's up to everyone involved to see that they get them."

The committee has set a three point program, the first and most important being a plant and community program designed to show the strength of the American system and advantages of co-operation between management and labor. Second is a "Plan for Action" kit and the third is a set of economic education material which can be placed by advertisers in newspapers, magazines and house organs. Ad copy is approved by a subcommittee of the Public Advisory Committee of the Advertising Council. This three-man group consists of Boris Shishkin, AFL; Paul Hoffman, Studebaker, and Evans Clark, 20th Century Fund. No. 3 phase of the joint committee's over-all campaign will make use of all creative facilities of the ad industry where such aids can help in execution.

**Special Director Engaged**  
 ANA - AAAA joint committee has hired a special director of operations, effective Jan. 2, to steer the operation. He's Kenneth D. Wells, Western manager of the National Association of Foremen, who will work from 4-A headquarters in New York.

### Venuta Going On MBS

Los Angeles—Benay Venuta returned to Hollywood from two weeks at Palm Springs to begin preparations for her new radio show, "Keep Up With the Kids," which will be launched on the Mutual-Don Lee network, Jan. 24. A quiz program in which parents vie with their own children in answering questions fired at them by Mistress of Ceremonies Venuta, the show will emphasize the "family side" of Hollywood with a star and his child appearing each week.

### Foot-In-Door

Two Fuller brush men will give helpful hints on the foot-in-the-door technique to the star of the NBC "Eddie Cantor Show" tonight (10:30 p.m., EST). Advising Cantor on salesmanship methods for use in his "Presidential" campaign will be another NBC headliner, "Red" Skelton, who plays the title role in a forthcoming film, "Fuller Brush Man," and Howard Fuller, president of the Fuller Brush Company.

### Radio Leaders To Appear On Fordham "U" Courses

(Continued from Page 1)  
 yesterday by William A. Coleman, division chairman.

Two advanced courses will be offered evenings at the University's downtown building, 302 Broadway. Television techniques will be taught by Worthington Miner, CBS tele manager, assisted by web staffers. The second course, on the regulation of radio, will be taught by Charles Hubert, FCC regional attorney.

Late afternoon courses offered on the school's Bronx campus include: station operation and management, by Arthur Hull Hayes, manager of WCBS; direction and production, by Ernest Ricca; religious broadcasting, supervised by Judson La Haye, Jr., with guest lecturers including Dwight Herrick, Elinor Inman and Dr. Frank Dunham; radio advertising, supervised by Coleman, with Joseph A. Moran, of Young & Rubicam, Peter Hilton and Harold Day, of ABC, among lecturers. Clayton Collyer will teach acting and Tom O'Brien, NBC staffer, will teach mike technique in mid-day courses.

### AMA Produces Series Of ETs For Radio Use

(Continued from Page 1)  
 Willys-Overland; Paul Hoffman, Studebaker; Henry Kaiser and Joseph Frazer, Kaiser-Frazer Corp.; George Christopher, Packard; Ernest Breech and John R. Davis, Ford; E. J. Bush, Diamond T; Powell Crosley, Crosley Motors; A. E. Barit, Hudson, and George Romney, managing director of AMA.

### Virginia Tatum To CBS

Virginia Tatum, former specialist for the U. S. Department of Agriculture and at one time program manager of WPTF, Raleigh, N. C., has been named "Country Journal" home editor, Don Lerch, CBS director of agricultural broadcasts, announced yesterday. Miss Tatum will make her initial appearance on "Country Journal" on Saturday, Jan. 31, 2:30-3:00 p.m., EST.

### Stork News

Mr. and Mrs. Charles Roberts are the parents of a seven pound, three ounce daughter, Wendy, born Jan. 15 at the Polyclinic Hospital, New York. Roberts is advertising manager of MGM Records.

# WMBR

JACKSONVILLE

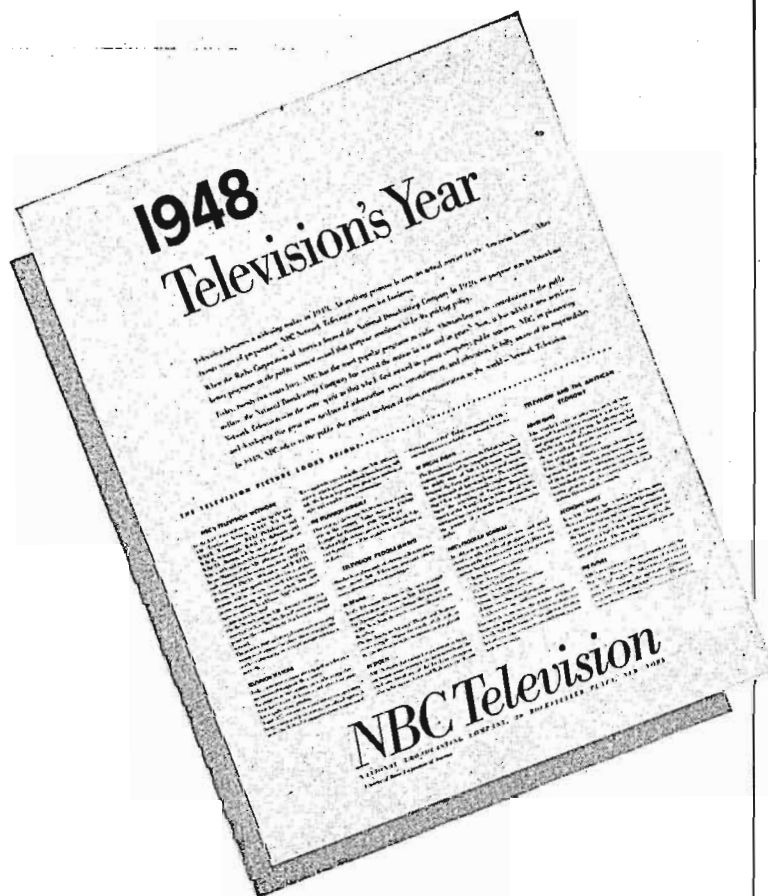
CBS In North Florida

Represented by Avery Knodel

is now

# 5000 WATTS

**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



# 1948 Television's Year

Television becomes a widening reality in 1948. An exciting promise is now an actual service to the American home. After twenty years of preparation, NBC Network Television is open for business . . . When the Radio Corporation of America formed the National Broadcasting Company in 1926, its purpose was to broadcast better programs *in the public interest*—and that purpose continues to be its guiding policy.

Today, twenty-two years later, NBC has the most popular programs in radio. Outstanding in its contribution to the public welfare, the National Broadcasting Company has served the nation in war and in peace. Now, it has added a new service—Network Television—in the same spirit as that which first moved its parent company: public interest. NBC, in pioneering and developing this great new medium of information, news, entertainment, and education, is fully aware of its responsibility . . . In 1948, NBC offers to the public the greatest medium of mass communication in the world—Network Television.

## NBC NETWORK TELEVISION IS OPEN FOR BUSINESS.

This is NBC's report to the nation, published in 39 newspapers of nineteen cities from coast to coast, early in January.

1948 is the year when NBC sets out to duplicate in the television field its widely known superiorities in sound broadcasting: the finest affiliates and facilities, most popular programs, and greatest audiences.

We reproduce the ad's message here, with an invitation to advertisers, agencies, and stations to join us in this development of the world's greatest means of mass communication—and the most effective sales medium yet devised.

# THE TELEVISION PICTURE LOOKS BRIGHT . . . . .

## NBC's TELEVISION NETWORK

In the East, four stations now make up the new NBC Television Network: WNBC-TV, New York; WNBW, Washington; WPTZ, Philadelphia; and WRGB, Charlotte. WBAL-TV, Baltimore, and WBZ-TV, Boston, will be on the air shortly as NBC's fifth and sixth television affiliates.

In the Midwest, three NBC affiliates are independently engaged in telecasting operations: KSD-TV, St. Louis; WTMJ-TV, Milwaukee; and WWJ-TV, Detroit. It is anticipated that within the year these stations will be carrying network television programs originating in Chicago, where NBC will open its station. In addition, NBC will construct a station in Cleveland.

In the West Coast an NBC station is under construction in Los Angeles. It will serve as a focal point for the establishment of a western regional network.

The plan for 1948 and 1949: To add ever-increasing numbers of affiliates to these three regional networks, culminating in a coast-to-coast television network.

## TELEVISION STATIONS

Today, nineteen stations are engaged in television operations throughout the country.

In addition to the stations now telecasting, fifty-four have received licenses and sixty-four more have applications pending.

Total: 137 stations in actual television operation, being constructed, or waiting for official approval from the Federal Communications Commission.

We confidently expect that the same NBC-affiliated stations which pioneered sound broadcasting will take the lead in bringing this great new medium of sight and sound to their communities.

## THE TELEVISION AUDIENCE

One year ago there were 8,000 television receiving sets in the country. Today there are 170,000. Estimate for December, 1948: 750,000 sets.

With multiple viewers per set, NBC

Network Television programs will be available to an audience of millions.

## TELEVISION PROGRAMMING

Hundreds of thousands of viewers will remember these recent NBC Television programs among many others equally outstanding.

### IN DRAMA . . .

Kraft Television Theater is the first regularly sponsored dramatic series on NBC Television.

The Theatre Guild series brings the greatest art of the New York theatre to viewers distant from Broadway.

On the American National Theatre and Academy series, comedy, drama, farce—the whole scale of the theatre—is brought to viewers as it is played.

### IN SPORTS . . .

NBC Network Television has pioneered in bringing major sports events to its audience—from the exclusive broadcasts of the Joe Louis championship fights against Conn and Walcott to the World Series games of 1947. Today, one-quarter of NBC's current television schedule is devoted to sports.

### IN SPECIAL EVENTS . . .

The Presidential Conventions in Philadelphia this coming summer will be comprehensively covered by mobile units of NBC's Television Network, bringing the faces and voices of political speakers into thousands of American homes. The campaigns that follow will receive equally emphatic coverage.

Since the televising of President Roosevelt's speech at the World's Fair in 1939, special events television has risen from the status of a novelty to the position of a significant communications reality.

### NBC's PROGRAM SCHEDULE . . .

In addition to extra hours for news and special events, a wide variety of programs can now be viewed on the new television network. Here is the current breakdown of each week's programming:

- 7 hours for women's programs
- 7 hours for sports events

- 3½ hours for variety shows
- 3 hours for dramatic presentations
- 3 hours for children's shows
- 2 hours for educational programs
- 1½ hours for quiz and round-table shows

Two months from now the number of telecast hours will jump from twenty-seven to thirty-five a week. Still more hours will be added as the number of receiving sets increases and more stations join the network.

## TELEVISION AND THE AMERICAN ECONOMY

### ADVERTISING

Like standard radio broadcasting, network television will depend for the expansion of its facilities and programs on advertising. As advertising has built the wide range of radio's broadcasting schedule, so it will make possible an increasing wealth of fine programs on television.

Today, 18 of the country's large advertisers are sponsoring NBC television programs—about half of them on the entire television network. Some two hundred other advertisers are currently sponsoring programs on the twenty-odd individual stations throughout the country.

### ECONOMIC FORCE

It is NBC's belief that, within a few years, more than a quarter of a million people will be employed in the manufacturing and telecasting operations of the business alone. Available estimates point to television as a half-billion-dollar business by the end of this year. This new industry will grow in size and service with the years.

### THE FUTURE

NBC's new eastern television network is only the beginning. But it is the beginning of a *working reality*. 1947 marks the end of television's interim period. 1948 signifies the appearance of television as a new force in the United States. *The greatest means of mass communication in the world is with us.*

# NBC Television

NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK

A service of Radio Corporation of America

## AGENCIES

**X**ORA, Shanghai, China's only all-English radio station, announces appointment of Pan American Broadcasting Company of New York as exclusive U. S. representatives. XORA, operated commercially by the Chinese Government, broadcasts on 800 kc., with 500 watts. A station spokesman points out that a sizable English-language audience exists in Shanghai, since English is spoken by business and educated people—who comprise an important segment of Shanghai's consumer market.

**UNITED DIATHERMY CO.**, of Iowa, has just opened offices in the Royal Union Building, Des Moines. Meneough, Martin and Seymour, Inc., Des Moines, will handle all advertising with the exception of newspaper advertising which will be handled by Advertising Counsellors, Des Moines. United Diathermy will sponsor Fulton Lewis, Jr., on KCBC, Des Moines three times weekly starting January 19th. Other radio stations throughout Iowa will be added.

**BASCH RADIO PRODUCTIONS** have acquired the radio rights to the "John Doowinkle, Attorney" stories, from Harry Klingsberg. This series is currently running in the "Saturday Evening Post," and has been featured in that publication for the last 10 years.

**APPOINTMENT** of Harlan G. Oakes and Associates for West Coast United States representation of CFRN, Edmonton, Canada, has been announced by Mr. G. R. A. Rice, manager of the Sunwapta Broadcasting Co., Ltd. This follows shortly the announcement of the appointment of Adam J. Young, Jr., Inc., as CFRN representative in Eastern United States.

## Using ET's For Selling Block Programs Of NBC

(Continued from Page 1)

platter uses Kay Kyser and band for the musical theme, plus Harry Babbitt and Kyser's girl vocalist singing the new tune which has such lines as "just a couple of stay-at-homes on Saturday night" and "you and me and the radio." The recording will be mailed out to all NBC affiliates within the next few days.

Inserted in between choruses of "Saturday Date," one of which is sung by Frank Sinatra, are plugs for all NBC shows on Saturday between 7:30 p.m. and 11 p.m., EST. Platter was cut in Hollywood with five agencies assisting, but the cost was borne entirely by NBC. Kyser himself, it's said, was no small factor in bringing about the finished product. Some months ago NBC started planning for transcribed promotion for Saturday night shows and came upon the perfect gimmick when it learned that Kyser was recording a new tune called "Saturday Date" for Columbia Records.



## Windy City Wordage. . . !

● ● ● Prince Peter of Greece and Princess Irene (grand duchess of Russia), in the U. S. on a good will tour, paid a surprise visit to Michael Hatsos, WSBC director of Greek programs, last Thursday, and promised a return visit on February 14. . . Interviews with Esther Williams of the movies and several Chicago columnists were recorded Saturday night at the Chicago Newspaper Guild's

## Chicago

"Page One Ball" at the Stevens and were broadcast later in the evening by WBBM. . . Camel cigarettes said to be studying a video campaign prepared by the William Esty agency. Two other cigs, Lucky Strike and Kool, are now using television. . . Don Herbert, scripter for the Community Fund, has a new tape show Mondays at 1 p.m., on WJJD in which he goes behind the doors of various agencies of the Fund and interviews personalities on human interest stories. . . Jolly Joe Kelly is on records now. Green Associates having issued a series of 15-minute platter programs titled "You Know What?" consisting of stories for children.

☆☆☆

● ● ● Illness of Patsy Lee, "Breakfast Club" vocalist, has brought a parade of former B. C. singers as pinch-hitters. Last week Annette King, who left the program some time ago to devote her time to the duties of a wife and mother, was on for five broadcasts. This week Evelyn Lynne, wife of Ed Koontz, Tulsa, Okla., announcer, is filling the spot, and for the week of January 26 Nancy Martin, who occupied the vocal spotlight on the program from 1939 to 1946, will be featured.

☆☆☆

● ● ● First New Year baby for an NBC Chicagoan was a seven pound, seven ounce daughter born to the wife of Walter Lanterman, NBC engineering maintenance supervisor. . . George Jennings, director of the School Broadcast Conference, is asking for expressions as to whether members prefer that the annual fall meeting be held October 6-9 at the Congress Hotel or November 19-22 at the Edgewater Beach Hotel. . . Sarah Vaughn, Chicago's septia songstress who has been headlining night club and theater engagements here, will guest on the CBS "Jack Smith Show" in New York on January 26. Eight Zenith Radio Corp. employees, including E. F. McDonald, Jr., president, have been presented Tri-Compax Chronograph watches in recognition of long company service and individual contributions to Zenith's rise in the radio industry. McDonald and Karl E. Hassel, a founder of the company, started service in 1920. The other six have completed 25 years with Zenith.

## Will Dedicate Studios At Temple University

(Continued from Page 1)

tributed \$25,000 for construction of the campus studios, and which co-operated with Temple in establishing this city's first school of radio. Outlet will demonstrate its four operations, AM, FM, tele and fax.

A documentary drama by the university's radio workshop together with a talk by Temple proxy Robert L. Johnson will be transcribed by WFIL and aired at 10 p.m., with WFIL-FM taking those portions live. The entire program will be carried by the Inquirer's tele outlet, and a facsimile recorder will be installed by the station to receive its 5 p.m. broadcast.

The school's studio installation consists of four studios, two 25 by 30 feet, one 12 by 18 feet and an announcer's news booth measuring 8 by 10 feet.

## Radio Training On Agenda Of Oklahoma 'U' Confab

(Continued from Page 1)

are scheduled for Feb. 26, 27 and 28. In addition to Palmer, sales instructors will include Don Davis, of WHB; Charles C. Caley, WMBD; Lin Mason, of Springfield, Ohio; Harold Day, ABC, and J. W. Knodel, Avery-Knodel, Inc.

## Will Broadcast Address By Sen. Albert Hawkes

Newark—United States Senator Albert W. Hawkes of New Jersey will address New Jersey chapter of Pro America today at Suburban Hotel, East Orange, on topic, "What Is the Right of Suffrage?" WAAT, Newark, will broadcast by transcription same date from 8:15 to 8:45 p.m.

## PROMOTION

### Tolerance Contest

Last week, without fanfare, the Superman radio program heard week days 5:15-5:30 p.m. on MBS launched a five-day contest as part of the tolerance-education campaign. Every day, for five days there was a hidden word in one of Superman's speeches. The five words were to represent quote from the Declaration of Independence. The contest ended last Friday night, and the quote was "All Men Are Created Equal." Listener were to guess the quote and send it in with a brief statement on "What the quotation means to me." Total mail count to date is reported to be 762,000 letters.

### Ballroom Tieup

As the first public service for the new year, Radio Station WAYS has announced the opening of a ball room for free dancing at the Bomar cafeteria each evening Monday through Friday, from 10:30 p.m., to 1 a.m. The ballroom dance will be broadcast from the Bomar each evening. Requests will be played and dedication made. On Friday nights the ballroom will play host to teen-agers and is expected to meet the demands of young people who have been wanting a place to go.

## Bob Hope Now Leads First Fifteen Programs

(Continued from Page 1)

order, were: Radio Theater; Jack Benny; Fibber McGee & Molly; Fred Allen; Charlie McCarthy; Walter Winchell; Amos 'n' Andy; Bandwagon My Friend Irma; Red Skelton; Truth or Consequences; Duffy's Tavern; Mr. D. A. and Music Hall.

Top weekday shows, in order, were: Big Sister; Ma Perkins; Helen Trent Our Gal Sunday; Backstage Wife When a Girl Marries; Stella Dallas Arthur Godfrey; Breakfast in Hollywood; Lorenzo Jones, and Right to Happiness.

Sunday daytime leaders were The Shadow; True Detective; David Harding; Harvest of Stars, and One Man's Family. Leading the Saturday daytimers were: Theater of Today; Star Over Hollywood, and Grand Central Station.

## Barbasol Buys Spots

Barbasol Co. has bought six participation announcements per week on WCBS, starting Jan. 26, in the six a.m. programs emceed during the week by Arthur Godfrey and on Saturday by Harry Marble. Agency is Erwin, Wasey & Co.

## New WINX Post To Trippe

Charles W. Trippe has been named sales manager of WINX and WINX-FM Washington, John S. Hayes, general manager, announced yesterday. He succeeds R. C. O'Donnell. Trippe, who joined WINX last year, formerly served on the sales staff of WPEN Philadelphia.

# TELEVISION DAILY

Daily section of RADIO DAILY—Thursday, Jan. 22, 1948—TELEVISION DAILY is fully protected by register and copyright.

## DuMONT WEB IN PROGRAMMING SPLURGE

### TELE TOPICS

By JIM OWENS  
Associate Editor

GENERAL Foods may not renew its half of the Brooklyn (baseball) Dodgers game schedule next spring over WCBS-TV. The network, which sponsors the other half of the game, won't be alone for long though. . . . The Kaiser-Frazer toppers simply swooning over their "Amateur Hour" over WABD. Show that raves a plenty in the trade. . . . Cincinnati actor James Mason's frau, Pamela Kellino, will twit with the literary lugs on "Amateur Meets the Critics" Sunday as they scan for book "Dell Palma." Hubby may also be in a hand to leer, if necessary. . . . Massachusetts Gov. Robert F. Bradford, on the occasion of his appearance on the first regular video show out of Boston today will dispatch a 20-lb. crate of fish to the mayors of all cities on the NBC network. Gesture absolutely without significance, we're assured. . . . Chicago audience reached its highest point last week when WBKB covered a warehouse explosion which took our lives. Telecast lasted five hours and was plugged by AM news announcers.

Petrillo's debut on tele at the labor hearings gave him a chance to visibly manifest his dislike for the medium—and it's strictly "technological" dislike. It's too hot and bothers his eyes. Jimmy mopped his beetle brow and shielded his peepers (which don't miss much) with tiresome regularity, sometimes glancing at the camera as if he'd like to give it a quick elbow. But even if he has a flop as a musician there's still a little ham in the old boy, although patterned a bit after another Jimmy—Durante. Netled at one point by unsolicited prompting from his hench—er—associates the AFM czar quipped: ". . . Please fellas, I been oin' alright by myself so far." And then to the audience, with a grin: "Everybody wants to get into the act!" . . . It was a good show, and Jimmy clown'd all over the lot at times with a mixture of humor and wisecrack, getting a whack at the roadcasters whenever possible, but the boys in the bench never let the main issues get sidetracked. . . . Petrillo's the only guy who ever faced a Congressional Committee and offered to "make a deal!"

### Fills A Need

Washington — Recognizing the importance of good music in the American home WTTG inaugurated this week a series of recorded musical masterworks to be presented on a daily schedule, Monday through Sunday, with each selection permitted to run its actual length. Schedule, which is aired in the early evening, includes all-time favorites of the classics.

### Petrillo Viewed on Television



James C. Petrillo, president of AFM, became the first musician to violate the union's ban on appearances of its members on television, yesterday when he was televised testifying before the House Labor committee hearing in Washington. Pictures of Petrillo photographed directly off the face of a video receiver in the RCA building in New York were made by Sy Friedman, NBC staff photographer. Above are two tele photo camera studies of the AFM czar.

### Sees Tele Stations "Outgrossing" Radio

Tele stations will have a "much greater" gross revenue than radio stations and will prove a more effective advertising medium, Dr. Allen B. DuMont, president of DuMont Laboratories, told the Society of Security Analysts at a luncheon meeting yesterday. He explained that the advertisers' dollars will be concentrated on tele, which has the advantage of sight-and-sound communication.

#### Points to Application Upsurge

One of the most encouraging aspects of the industry is the flood of applications for new stations, the industry exec said, and as evidence of growing interest in the medium he pointed to the fact that monthly income of WABD had grown from \$6,000 last June to "over \$50,000" thus far in January of '48.

### Morris, BBD&O Tele Exec. To Address ATS Meeting

William Morris, BBD&O television and motion picture exec, will head a panel of speakers at the regular monthly meeting of the American Television Society tonight at the Advertising Club of New York. Morris will present two motion picture producers who will discuss films for video and show films produced especially for the medium.

### 3 Manufacturers Set Delivery On Consoles

Delivery of new television consoles was announced this week by RCA, Westinghouse and Garod Electronics Corporation, latter two of which feature AM-FM and phonograph combinations.

#### Two Are Combination Sets

Westinghouse set features tele only, but is housed in "authentic Chinese Chippendale" and has a 52-square-inch screen, to sell for \$485 plus installation. RCA model is of blonde-finish with a 10-inch direct view screen to sell at \$710. Garod set has a 12-inch direct viewing tube, with record changer, etc., listed at \$695 retail, plus installation.

### Sposa To Discuss Tele At "Workshop" Class

Louis A. Sposa will address the "Production Forum" class of the Television Workshop tomorrow night. Sposa will discuss the "Special Problems of the Television Director," and will emphasize in his talk the changes which he feels have taken place in production techniques from 1944 to the present. Sposa's most recent activities were as touring director of the RCA-Allied Stores' "Television Caravan," which recently concluded a 22 city department store tour, demonstrating consumer products via television.

### Several New Shows And Time Jump On N. Y. Sta.

Effect of re-alignment of top level duties at WABD and the DuMont network with heavier emphasis on programming and program experimentation, undertaken during the closing weeks of last year, is sharply reflected in the wide variety of video fare emanating from the Wanamaker studios plus a significant hike in total air time each week.

Plans laid in the latter part of the year by web director Lawrence Phillips, program chief James Caddigan, are now bearing fruit, as evidenced by the fact that approximately 10 regulars have been added to the program schedule with three more scheduled for debut this month. Program hours now total 25 weekly, bolstered by the addition last week of two full-hour segs on Sunday night ("Amateur Hour" and "Rainbow House") and the addition of Saturday pm's to the "Small Fry Club" schedule. Latter is high in DuMont program plans as indicated last week when the Bob Emery vehicle was made available for sponsorship on a four-city web basis.

Current DuMont thinking is said to feel experimentation will pay off and that a variety of program types make for good tele entertainment if properly handled. Conclusion is borne out by the fact that current shows on WABD's air run the gamut from kid shows to sports, with news, comedy and man-and-wife banter sprinkled generously in between.

In addition, DuMont's reported set to go heavily into the fashion field with two different type shows, one of which will have a musical-comedy angle. Mystery drama, only live fare currently absent from the network's lineup, will also be included in the schedule shortly.

### Opens N. Y. Office

Opening of a New York sales office at 354 Fourth Avenue was announced yesterday by Industrial Television, Inc., of Clifton, New Jersey.

### Drama On Tele

Cincinnati — Unexpected drama unfolded before the cameras of WBXCT. Crosley experimental tele station here last week when a wrestling fan rose to his feet to cheer and then suddenly collapsed in a fatal heart attack. Red Thornburgh, station's sports director, afraid to breach good taste, withheld comment, let the audience draw its own conclusion.

# PETRILLO TESTIFIES AT WASHINGTON HEARING

## Concedes AFM Is Monopoly, But 'Is Legal'

gators on questions relating to his obligation to the American public as well as to his union.

It was evident, as the hearing proceeded, that Petrillo was not the only man in the room who was mindful of the kleig lights and full dress press and radio coverage. Several of the questioning committeemen looked at the television camera "birdie" many times and furnished humorous asides for the audio portion of the proceedings.

### Goes Heavily Oratorical

Petrillo waxed oratorical at times when committeemen delved into his relations with the recording industry, the networks and new services of television and FM. He admitted that the AFM was a monopoly but said it was "a legal monopoly." He expressed dislike for being characterized as a "czar" and "dictator" and said that kind of stuff belonged only "for fellows like Stalin, Hitler and Mussolini."

The AFM head frequently put his hands before his eyes to shield himself from the glaring lights and at one time found himself being televised while canned recorded music was being played in the background. The music filled in when the audio lines feeding television failed during the afternoon session.

### Negotiations Proceeding

Petrillo let it be known that negotiations with the AM-FM interests would continue in New York on next Monday. While not specifically stating that the negotiations were proceeding to his liking he inferred that through the employment of additional musicians new contracts might be negotiated with the networks and stations for AM, FM and television.

Questioned about the effect of the Taft-Hartley Law on the AFM, Petrillo indicated that the secondary boycott clause was hampering the union's handling of local situations where broadcasters were not re-employing musicians with the expiration of the contracts. He explained the AFM could no longer go to the "chains" and ask them to pull network musical programs where a local

affiliate station was not employing its musicians.

The AFM leader, pointing his finger at the television camera and emphasizing that he was the victim of personal persecution singled out the NAB and RMA and two "propaganda organizations" which were doing the union harm. He was especially vitriolic in characterizing the "villification" the union was receiving from the NAB. He appeared a little on the absurd side when he charged the NAB with counseling every broadcaster in the country to battle the AFM and added that the association was trying to undermine the ranks of the musicians so that they would turn against him.

### Turns On Personality

Waxing charitable and wearing a good television smile, Petrillo said he was mindful of the plight of the FM broadcasters and was advising the union's locals to give them "a very cheap scale." He added, however, he was not for duplication of AM musical programs on FM but would work out with FMA a chain network scale.

Questioned closely regarding the powers given him by the American Federation of Musicians under their by-laws, he admitted that the by-laws gave him something of a dictatorship. On this subject he commented: "Under a bad leader the powers I have wouldn't do much good."

### Hartley Good Tele Subject

Rep. Fred Hartley, chairman of the committee, who likewise proved a good television subject with excellent diction, seemed anxious at one point to find out just how Petrillo stood on the recording ban. He wanted to know specifically if Petrillo meant that the ban would last "forever." Petrillo retorted by saying that he had said "forever" at the time he made the statement and that of course he had the right to change his mind.

Asked if he sought to plead his case before the American public and with gestures that augured well for the television cameras, Petrillo said that 80 per cent of the recordings are made for home use and that 20 per cent go into commercial channels. He asked for legislation or some method which would allow the union to make records free from royalty for home consumption and with a tax or royalty for commercial use.

Petrillo was quite pleased with the way he was handling himself, the video and audio report revealed. He commented at one stage that he was doing pretty well for himself without advice or counsel and added: "Too many people want to get into the act." Milton Diamond, general counsel for the AFM, wore dark glasses to deflect the glare of the lights. Ditto for Petrillo's secretary. Other executives shaded their eyes from time to time.

Diamond was the second witness to appear. He was scheduled to give a formal statement on the AFM negotiations of past, present and their future outlook in the radio, television and recording fields. Petrillo, who ad libbed all his answers, found himself

with a continual flow of cross questioning from the morning session until far into the afternoon.

### Washington Bureau, RADIO DAILY

Washington—"I am very confident that we can reach some kind of an agreement within the next couple of weeks," James C. Petrillo, president of the AFM, told the House Labor Committee yesterday when asked about his negotiations for a new network music contract.

Petrillo told Rep. Carroll D. Kearns (R., Penna.) that he has never specifically informed the networks since passage of the Taft-Hartley Act that they could not permit duplication of their programs over FM stations.

Kearns indicated that because the Taft-Hartley Act outlaws such a move, the nets have not legally been bound to forbid their affiliates to duplicate.

Kearns pressed the union chieftain for a commitment regarding duplication and live music for tele, and got a promise from Petrillo that he will keep "an open mind and not be arbitrary." When Kearns replied that "that is the best news we've heard in a long time," Petrillo advised him, "Don't grab so fast."

### Sees No Black Market

Petrillo denied that the recording ban would lead to a black market in platters. The AFM chieftain pointed out that during the previous ban, which lasted 27 months, his musicians "stood up like the Rock of Gibraltar" and refused to make records on the black market.

Petrillo also emphasized this fact, which appeared little known to committee members: that AFM members will continue to draw royalties on master records made before contracts expired. Sources estimated this may top \$3,000,000.

Petrillo also was questioned closely about the large number of British and Mexican records allegedly pouring into this country.

Chairman Hartley said that the British flew 12 tons of records into this country last week after the AFM

## AFM's Head Sees No Black Market Following Ban

ban went into effect. Another 250 to are on the way. Petrillo was asked Hartley if anything could be done to stop these large imports. Petrillo brushed off this question, saying that the American public much prefers American records and the effect of the imports would not last.

Petrillo denied that he owned a stock in Decca Records or the London Gramophone Co. It is expected that the committee will further probe this phase.

Hartley also asked whether Milton Diamond, AFM lawyer, is connected with the London Gramophone Co. Diamond, who will be the lead witness today, answered the question himself, under oath. He said he had been a member of the board of the London firm and had also been associated with Decca in this country. He denied any association with either firm since he has been with Petrillo. He also said his son is doing "some copyright work" for the London Gramophone Co.

### May Poll Union

There appeared a good chance that the committee will get together with Petrillo to conduct a poll of AFM members to see if they back the ban on recordings. The question came up when Petrillo was chiding Hartley for calling in individual band leaders for their opinion on the recording ban. Petrillo said the only way to find out would be through a referendum of AFM members. Hartley first held out for a poll of musicians who actually made records. Petrillo, however, pointed out that this would be discriminating against other musicians who might make records in the future. Hartley wound up by saying, "Perhaps you and I can get together to see if you really have the support of your members."

## MUSICAL MOODS ARE READY FOR TELEVISION

starring

Corinna Mura      Ginny Jackson  
Theodora Lynch    Narda  
Trevor Clarke      Joe Mazzolini  
LuAnne Jones      Austin Grout  
Walters and Josette  
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The Notables

UNITEL

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### 1948 Release

Program: Rip Lawson, Adventurer on land—sea—air!!  
Type: Five time a week—transcribed action serial. Top acting—writing—musical scoring.  
Appeal: Entire family—but beamed to the Juvenile.  
Construction: Open end—15 minute episodes.  
Cost: Based on population and station coverage.  
Availability: 130 immediately—more in production.  
Sales proof: Any episode will be shipped to you for audition purposes.

### Just Completed

WRITE      WIRE      TELEPHONE  
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 16

NEW YORK, FRIDAY, JANUARY 23, 1948

TEN CENTS

## RMA ACTS TO CLEAN UP REPAIR ABUSES

### AFM Hearing Closes; New ET Bill Readied

Washington Bureau, RADIO DAILY  
Washington—The latest series of Congressional hearings centering around James C. Petrillo and the AFM came to a close yesterday with a charge by a member of the House Labor Committee that relations between powerful broadcasting interests and members of the FCC are "much too close."

Rep. Carroll D. Kearns (R., Pa.) offered the only concrete development yesterday as he reaffirmed his intention to introduce legislation which would provide that all records (Continued on Page 3)

### Lea Hits Petrillo Acquittal; Sees Ultimate Conviction

Washington Bureau, RADIO DAILY  
Washington—Had the Lea Act case against the AFM head, James C. Petrillo, been tried in another court than the Chicago District Court the prosecution "would have resulted in conviction," Rep. Clarence Lea, author of the Act, said yesterday. The acquittal verdict, he said, was "unwarranted." Recalling Petrillo's statement prior to the complaint that he (Continued on Page 3)

### Legion Sends Out Discs To 1,000 Broadcasters

The American Legion, at its national headquarters in Indianapolis, completed on January 20 the mailing of 15-minute transcription programs on Universal Military Training to approximately 1000 U. S. radio stations. Discs present Dr. Daniel A. Poling and Senator Edward Martin in talks which answer criticisms of UMT by the plan's attackers.

### Lincoln Tribute

Springfield, Ill.—The annual pilgrimage of the American Legion to the tomb of Abraham Lincoln at Oak Ridge Cemetery here, on the occasion of the 139th anniversary of his birth, will be broadcast by the NBC network Thursday, Feb. 12, 12:45-1:00 p.m., EST. Participants will include Gov. Dwight H. Green of Illinois, and James F. O'Neil Legion commandor.

### Free Plugs For Clients

Free advertising in the way of station breaks totaling \$878,671 was furnished by WMAQ, Chicago, to network and local clients during 1947, Hal Smith, station promotion manager revealed yesterday. A total of 10,585 station breaks were given out as client plugs. Network clients received \$647,586 in free time and local accounts \$231,085 computed at the station's commercial rates.

### L. A. Court Dismisses Action Against CBS

Suit seeking \$150,000 from CBS for alleged plagiarism of "My Sister Eileen" in preparing the scripts of the network radio show, "My Friend Irma," was dismissed by Judge Allen Ashburn in Superior Court of Los Angeles yesterday. The court ruled that the plaintiff, Arthur Kurlan, was not entitled to damages and that no evidence of plagiarism existed. "My Friend Irma" is heard on the CBS network Mondays, 10 to 10:30 p.m., EST, under the sponsorship of Lady Esther.

### British Musicians Reject Overture Of Settlement

London—The British Musicians Union has rejected an invitation from theater managers to discuss new proposals on fees for shows relayed by BBC. Proposed increase, which would be paid by BBC, is 100 per cent over (Continued on Page 2)

## '48 A Good Business Year, REC Told By Advt'g Execs

Advertising expenditures are expected to surpass those of last year during 1948, but advertisers themselves are concerned about costs and are "hesitating about long term commitments," Sigurd S. Larmon, president of Young & Rubicam, told the Radio Executives Club yesterday at a meeting in the Hotel Roosevelt. One of three industry executives discussing the outlook of business for this year, Larmon echoed predictions that

### Manufacturers Board Meeting In Chi. Discuss Plans For Weeding Out Incompetent Set Servicemen

### Georgia Broadcasters Hold 2-Day Meetings

Augusta, Ga.—Over 50 of Georgia's 65 standard broadcast stations were represented at the Winter meeting of the Georgia Association of Broadcasters, held at the Sheraton Bon Air Hotel in Augusta Monday and Tuesday.

An all-time high in attendance for a GAB meeting was set at the Augusta session, when 137 station managers (Continued on Page 5)

### New Business, Renewals Reported By WMAQ, Chi.

Chicago—Two new accounts, three renewals and a flock of spots and station break sales for WMAQ were announced yesterday by Oliver Morton, national spot sales manager for the NBC Central Division.

Bell Savings and Loan Co., through (Continued on Page 4)

### Sust. Time Free By WPEN To Public Service Programs

Philadelphia—Effective immediately, all WPEN sustaining programs are available for free sponsorship by public service organizations, it was announced (Continued on Page 8)

Chicago—Recommendations for weeding out incompetents among radio service men; for continuance of "Town Meetings," expanding "radio in every room" campaign and proposing joint RMA convention and parts trade show in 1949 were adopted yesterday at RMA meeting at Stevens Hotel. The (Continued on Page 3)

### Civil Service Exams For WNYC Announcers

For the first time in ten years, the New York Civil Service Commission will hold an examination for announcers for the municipal outlets WNYC and WNYC-FM, it was announced yesterday.

Applications will be available beginning Feb. 3 at the commission offices, 299 Broadway. Final date for filing is Feb. 20. Exams, which will consist of auditions and written tests, (Continued on Page 2)

### Morency Named Director Of WTIC Corporation

Paul W. Morency, vice-president of The Travelers Broadcasting Service and general manager of WTIC and WTIC-FM, was named a director of the corporation at the annual meeting of its board on Wednesday afternoon.

### Presidential

The address by President Harry S. Truman at the Jefferson-Jackson Day Dinner of the Democratic Party to be held in the Mayflower Hotel, here, will be aired over ABC on Feb. 19, at 10 p.m., EST. The dinner each year is looked upon as a vehicle for announcing the policies and principles which the Democratic party will be guided by the Autumn elections.

(Continued on Page 3)



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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WEST COAST OFFICES

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4625 Hollywood Blvd., Phone: Granite 6607
WASHINGTON BUREAU
Andrew H. Older, Chief
6417 Dahlonega Rd., 2122 Decatur Pl., NW
Phone: Wisconsin 3271 Phone: Hobart 7627

CHICAGO BUREAU

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

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

FINANCIAL

(Jan. 22)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTRY

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)

Don Gilman, NBC West Coast vice-president, broke ground for web's new Hollywood studios. Building will cost \$2,000,000 and be known as NBC Radio Center. . . Intervention by AFM president Joseph N. Weber averted strike against two NBC affiliates in New Orleans. . . Kay Kyser's "College of Musical Knowledge" sold to Lucky Strike.

YOUR RADIO DAILY DELIVERED TO YOU IN LOS ANGELES AND VICINITY

MANNING'S DELIVERY SERVICE A SPECIALIZED MESSENGER AND DELIVERY SERVICE HO-3129

★ COMING AND GOING ★

WALTER EVANS, president of Westinghouse Radio Stations, Inc., and F. M. SLOAN, manager of the Westinghouse home radio division, are in Chicago for the mid-Winter conference of the RMA. Evans is a director of the association.

THEODORE C. STREIBERT, president of WOR and member of the Mutual network directorate, is back from Washington, where he observed and testified at the House hearings on the affair Petrillo.

PETER DONALD, comedian, spent yesterday in Washington, D. C., where he acted as master of ceremonies at the opening of a new FM station.

ALFRED G. FLETCHER, of the engineering department at BBC, leaves tomorrow for his home in Hamilton, Ont.

MIKE JABLONS, public relations executive of Gainsborough Associates, is back in Gotham following a quick trip to Washington.

JOHNNY OLSEN is back from Atlantic City, where he emceed his "Ladies Day" show for General Foods at the meeting of the National Food Brokers Assn. He was assisted by his "gift gal," PENNY.

CRAIG "Professor Quiz" EARL and the members of his ABC program company have returned from a two-week tour. Tomorrow's stanza will emanate from New York.

BOB KELLER, radio sales promotion specialist, has returned from a quick trip to Marion, Ohio, where he formulated plans for WMRN, his newest client.

HARVEY STRUTHERS, of CBS Radio Sales at WCCO, Minneapolis-St. Paul, is back in the Twin Cities following a week in Gotham.

STEVE GIBSON and his "Red Caps," vocal-instrumental group, have left New York for Hollywood.

JOSEPH H. REAM, executive vice-president of the Columbia network, has returned from the Petrillo hearings in Washington. HOWARD HAUSMAN, director of personnel relations for the web, who also attended the sessions, is expected back today.

ROBERT R. FEAGIN, manager of WPDQ, American network affiliate in Jacksonville, Fla., is in town for conferences with officials of the web.

ERNEST SHOMO, sales manager of WBBM, Columbia-owned station in Chicago, is back in the Windy City after having spent about two weeks in New York.

JACK FERN, of the news department of Mutual, off to Washington on business. He'll be back on Monday.

VAUGHN MONROE, whose programs are heard over CBS, will originate tomorrow's show in the grand ballroom of the Biltmore Hotel in Dayton, Ohio.

MILTON BACON, assistant to the general manager of WCBS, went up to Connecticut yesterday to address the members of the Kiwanis Club of Meriden.

BARBARA BELLE, manager of LOUIS PRIMA, off to New Orleans to confer with the maestro regarding a mid-February theater date.

ALAN LOMAX, researcher for Decca, whose program of recordings is heard on the Mutual network each Monday, is now on a lecture tour. He'll stop tomorrow in Greenville, Miss., for the celebration of "Lomax Day," in honor of Alan and his father, also prominent in the recording field.

HENRY WEFFING, assistant news director for CBS, has returned from Philadelphia, where he conferred with officials of the Republican and Democratic parties on plans for the coverage of the forthcoming presidential conventions.

Civil Service Examinations For WNYC's Announcers

(Continued from Page 1) probably will be held this Spring, with exact date to be announced.

Starting salaries range from \$2,400 per annum to \$3,000. Possible promotions boost pay to the \$3,000-\$4,200 range. General requirements are high school diploma and two years recent, satisfactory, full-time experience as an announcer, or a college diploma and six months' experience, or a satisfactory equivalent. Candidates must be U. S. citizens and residents of New York State. Exam is being held to fill 12 vacancies.

Ranson Art Exhibited

A solo exhibition of paintings by Nancy Ranson, wife of WHN publicist Jo Ranson, opens tomorrow at the George Binet gallery, 67 East 57th Street. The show, which will run three weeks, is made up of 22 paintings including a portrait in oils of the artist's husband. Holder of many awards, Mrs. Ranson is listed in Who's Who in American Art and is a member of the National Association of Women Artists.

Birthday Party For Program

Lorraine Sherwood's "Going Places" show celebrates its tenth anniversary on WOR Sunday with a special broadcast, 8-8:30 a.m., featuring station proxy Ted Streibert who will present her with an inscribed salver as a gift from the outlet. Program will review highlights and music of past ten years.

British Musicians Reject Overture Of Settlement

(Continued from Page 1) rate previously paid musicians for such broadcasts.

According to F. Dambman, general secretary of the union, the offer was rejected because the ban on relay broadcasts was imposed not only to obtain increased fees, but also to establish a "principle that should have been in operation years ago."

A statement issued by BBC said the government-owned broadcasting system is willing to meet a reasonable increase "but does not feel justified" in agreeing with musicians' demands. "BBC therefore regrets it is unable to provide listeners with relays of theater and music hall performances involving musician union players until the union is prepared to agree to a more reasonable fee for such broadcasts," the statement added.

New FM Series

Maurice C. Dreicer has been signed by FM indie WGYN for a nightly series of show biz programs titled "Candlelight Cafe," 6-6:30 p.m. According to WGYN, signing heralds the "possibility that FM stations may soon be making inroads on AM talent."

Canadian Distributor Set

Kasper-Gordon, Boston ET package firm, announced the past week-end that they had signed an exclusive distribution contract with All Canada Radio for their three open end shows, "The Spice of Life," "Gloria Carroll Entertains" and "Family Album."



Here's that hurricane's eye

You probably have seen a picture like this before in the newspapers, but this seems to be the best we've run across yet. The "eye" appears right in the center of the photo. That's the plane's stabilizer on the top.

Incidentally, they say you can see the eye from the ground as well as from above. The thing that appealed to us, however, was how the Army Air Force found it. They've been looking for that "eye" for a year, and the recent hurricane gave them just the weather they wanted.

It made us think of radio time buying. Sometimes you'll look all over the lot for a buy in a market . . . and if you look long enough and you get the breaks, you'll find the bargain.

It was about six years ago that time buyers found W-I-T-H in Baltimore. Then, as now, it was the successful independent that was the buy. For W-I-T-H delivers more listeners-per-dollar spent than any other station in this big 5-station town.



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Headley-Read

## RMA Plans 'Cleanup' Of Radio Repairmen

(Continued from Page 1)

sets and parts committee went on record as opposing licensing of service men by state or city. Industry is better able to police itself, they felt. It was suggested that RMA recommend to individual manufacturers a plan to authorize dealers and radio service men, and to work with established service men's organizations to rid the industry of undesirables. Advertising and promotion to implement the plan was proposed.

Harry Ehle, chairman of the parts committee, gave a detailed report of the "Town Meeting" held recently in Philadelphia, of which he also was chairman. Meeting was highly successful, Ehle said, and committee recommended that five similar meetings a year be held in selected cities. It also was recommended that RMA continue co-operation with service men's organizations and that technical papers covering meetings be printed and made available.

Radio advertising committee discussed "Radio in Every Room" promotional campaign and recommended that it be expanded and that all dealers get behind it. Plan now being tested in Hartford, Conn., has had enthusiastic reception, it was reported. Committee also gave a detailed report on National Radio Week and suggested it be renewed in 1948 and that aid of more dealer and distributor organizations be enlisted. A spot check of a selected list of radio dealers to determine what radios are selling best was proposed.

A proposal to hold the RMA convention and the parts trade show jointly in 1949 was made. Heretofore the two events have been held a couple of weeks apart, and it was felt that by combining them a larger attendance would be obtained and much time and expense would be saved.

James E. Burke, chairman of the Export Committee, predicted that 1948 will be a good export year. Europe, which has been a dumping ground for inferior sets, is becoming brand conscious, Burke said, and is demanding higher quality. George R. Donnelly, of the general products division of International Trade of the Department of Commerce, said that exports of receivers, tubes and components in 1947 totaled \$82,566,665 which was more than twice the amount of the previous year.

### Red-Letter Day

Bob Wood, manager of WOR's news room tried to phone Moscow yesterday to determine Soviet reaction to publication of the Stalin-Hitler pact. Russian operator said no calls were being taken because "it's a holy day." Wood then called the Soviet consulate in N. Y. and was informed, "Everything closed down. Holy day. Lenin's death." Wood said, "Fine," meaning thanks. "Not so fine," was the reply.

## House AFM Hearing Closes; Kearns Readies New ET Bill

(Continued from Page 1)

to be manufactured be channeled either for home or for commercial use.

The Kearns bill, described earlier in RADIO DAILY, would forbid broadcasters and juke box operators from using "for home use only" recordings; instead they would buy and use specially-labeled records "for commercial use," upon which they would pay an additional royalty. He said he has not yet determined what royalty to specify, nor what penalties to propose for violation.

### Union Fund May Benefit

Kearns has also told RADIO DAILY that his bill might include a provision stipulating that a proportion of the royalty turned over to the performing artists will go on to the AFM for its unemployment fund. "There is nothing in the Taft-Hartley Act to prevent this," he said, "it is a copyright matter, not a labor matter."

His bill, which he hopes to have ready next week, will go to the judiciary committee rather than the labor committee.

Rep. John Lesinski (D., Mich.) created a minor sensation within the hearing room as he accused the FCC of favoritism toward the major networks and charged that "unless an independent broadcaster follows the dictates of the networks, he is cut off from his network contract."

In a somewhat incoherent statement while questioning the AFM attorney, Milton Diamond, Lesinski charged

## Lea Hits Petrillo Acquittal; Sees Ultimate Conviction

(Continued from Page 1)

was seeking to test the law, Lea remarked:

"The law is much broader than the issues in this particular case. As I regard it, where coercive methods are attempted to support a demand for employment not in fact needed for actual service, a demand for such employment made in reckless disregard as to whether or not the service is needed, is a violation of the statute. Where one takes on himself to demand that another employ persons to work, he must assume some responsibility on his own part to know whether or not the demand is justified.

### Calls Decision "Specious"

"He who demands that another engage employees without knowing whether or not they are needed is in a weak position to claim his innocence on the ground that he did not know the employees were not needed. Otherwise, the lack of knowledge to justify the demand would be the defense for making it.

"It appears to me that the decision of the judge acquitting the defendant had the same specious quality that characterized his original decision as to the constitutionality of the Act."

Lea pointed out that further prosecutions on similar charges are in order.

that the Commission "is hand in glove" with the nets and demanded an investigation of the relationship. He also complained about members of the Commission who have gone to work for powerful radio interests.

The Michigander brushed briefly with Committee Chairman Fred Hartley, as the latter took exception to Lesinski's charge that the committee was being "used" by the networks "to intimidate the American Federation of Musicians." Lesinski did concede that the hearings have in themselves been completely fair, but stuck to his contention that they were timed to put pressure on the AFM.

### Defends "Welfare Fund"

Diamond, AFM general counsel, yesterday told the committee that restrictions on welfare funds by the Taft-Hartley Act was a major reason for the union's ban on recordings.

Under questioning by committee members, Diamond, former Decca executive, asserted that if it were not for this provision in the Taft-Hartley Act "it might have been possible for the AFM and the record companies to get together."

Diamond flatly denied that the AFM welfare fund had been used for any reason other than the employment of live musicians. At December 31, 1947, Diamond testified, \$3,773,503 had been paid into the union's employment fund. He said that more than 160,000 musicians had been employed in putting the fund to work.

Diamond struck at high profits made by various segments of the industry while musicians, except for top band leaders, "fight for scraps."

### Says Members Back ET Ban

The AFM general counsel asserted that union members fully back the ban on recordings. "The musicians," he said, "are not motivated by malice or by any wish to injure record makers, radio broadcasters or television owners, but by the desire to protect their common interests."

## Good '48 Predicted At Meeting Of REC

(Continued from Page 1)

agency exec said some form of self-regulation seems advisable, asserting that this is better than "to be regulated."

Robert Pearce, vice-president of General Electric, predicted the year would see some "interesting developments" in television, particularly in programming. By the end of the year he predicted the video industry will arrive on its own merits and not simply as a medium of "expensive sight added to already profitable sound."

William S. Hedges, president of REC and vice-president of NBC, was presented with a plaque by the Boy Scouts of America in recognition for the Club's aid to Ten Mile River Camp last year. Presentation was made by 13-year-old Xavier Guillaume, Scott representative.

## New 'Junior' Program Starts On WNBC Friday

"Junior Reporter," a new weekly show produced in co-operation with the New York Board of Education, bows in over WNBC Friday, Jan. 30, 6:30-6:45 p.m. Program will feature Ed Herlihy and four junior high school students in a discussion of current topics to be chosen by student body of a different school each week. Show will be plugged in school papers and rebroadcast by the B. of E. outlet WNYE. Recordings of program will be sent to schools for use in discussion groups.

### Sonja Henie Guest On CBS

Sonja Henie heads a list of three guests who will appear on "Radio Harris on Broadway and Vine," heard daily over CBS from 3:55-4 p.m. Miss Henie will be welcomed next Friday, Jan. 30. Lilli Palmer, film star, will appear next Monday, Jan. 26, while Kirk Douglas, featured in "I Walk Alone," is scheduled Tuesday.

**Keeping Rates DOWN**

**and Sponsor's Sales UP**

**in the Detroit Area!**

5,000  
WATTS at  
800 Kc.  
•  
MUTUAL

**CKLW**

J. E. Campeau, President

Adam J. Young, Jr., Inc., Nat'l Rep. • Canadian Rep., H. N. Sovin & Co.

## RADIO DAILY

## LOS ANGELES

By RALPH WILK

**L**ES MAWHINNEY, Don Lee director of news and special events, is recuperating in Phoenix, Ariz., from a serious bout with Virus X.

Jim Parsons, log editor of KHJ, moves up to the job of news editor in the Don Lee network publicity office, succeeding John Shinn, who leaves the organization to join the Aerojet Engineering Corporation of Azusa as an editor of technical reports. Miss Sue Dohan, secretary to Mark Finley, Mutual Don Lee network public relations director, will succeed Parsons as editor of the station's log.

Jane Webb, who appears on "Those Websters," "Aunt Mary" and other radio shows, and Jack Edwards, Jr., who is heard on "The People Next Door," "Aunt Mary" and "Today's Children," have announced their engagement and will be married within a few weeks. Miss Webb was formerly active in radio in Chicago.

Jack McElroy, singer-announcer of ABC's "Bride and Groom" program, has been appointed Hollywood agent and representative for Stinson and Aeronca planes. McElroy is experienced in the aviation field, having served as an Army flight instructor during the war, has his own pilot's license and flies the newlyweds on honeymoon trips every week.

### New Business, Renewals Reported By WMAQ, Chi.

(Continued from Page 1)

M. M. Fisher Associates, begins sponsorship for 52 weeks Monday of Ripley's "Believe It or Not" co-op stanza Monday through Friday, 12:45-1 p.m., CST.

Other new order was from Omnibook, Inc., through Huber and Hoge for a twice-weekly portion of the Dave Garraway show through Feb. 26. Garraway also drew one of the renewals when Hudson Ross, Inc., through Dade B. Epstein agency renewed sponsorship of the 12-12:30 a.m. portion of the 1160 Club, Tuesdays through Saturdays. The 52-week contract is effective Feb. 17.

News shows drew the other two renewals. Charles A. Stevens & Co. signed a new 52-week contract for Clifton Utley's Sunday evening news show, and Metropolitan Life Insurance Co., through Young & Rubicam, renewed the Norman Barry newscast across-the-board through Mar. 31.

Spot biz was headed by an order from Chase Candy, through Ruthrauff & Ryan, for 156 live station breaks thrice weekly for 52 weeks. Kaiser-Frazer Sales Corp., through Swaney, Drake and Bement agency, renewed its station break sked calling for 138 spots during 23-week period beginning Feb. 1.

H. J. Heinz Co., through Maxon, Inc., begins participation twice weekly on Food Magician and thrice weekly on Elizabeth Hart Presents. Contract runs from Feb. 9 through April 2.



### Mainly About Manhattan. . . !

● ● ● An automobile firm, which shall remain nameless, can have Margaret Truman if they come up with the right idea. (Personally, we hear she prefers a program with singing plus dramatic story—sort of a true life version of a career gal and the problems she faces). . . Mutual planning to get the lowdown on juvenile reaction to the who-dun-its via a special survey directed at them. . . Indie stations stand to lose plenty of billing from the used car boys now that they've discovered the pull of video. . . Bob Novak has gotten the green light from Y & R and Sterling Drug Co. to go ahead with his revival of "Battle of the Sexes," marking the radio comeback of Julia Sanderson. (We won't mention the guy to be teamed with Julia, but he's one of radio's best-loved gents and we couldn't be happier with the choice). . . Hear the Army is anxious to air their "Front and Center" pkg. again with "Sarong" Lamour and, if they can latch on to him, Garry Moore. (Moore, L'Amour, toujous). . . So cold these days, wires Pete Donald, that N'Yawkers are rushing into radio studios just to get the comedians' warm-ups. . . Harry Romm, N. Y. booking agent, has clinched a deal to produce two Columbia pics a year. . . Mitchell Grayson no longer with Kenyon & Eckhardt. Doing free lance documentaries. . . Ruth Wasser has replaced Walter Selden as casting director with Foote, Cone & Belding. . . Television programs have been so bad, complains Harvey Stone, that he has to offer dishes to get anybody to come up to his home and see them.



● ● ● IMP-RESSIONS: Al Jolson: Mammy's Pappy. . . Ed Wynn: Carnivalable. . . Don Pallini: Tangothamite. . . The Stork Club: Shermansion. . . The Ebony Club: Sepiahhhh. . . Russ Hodges: A tobacco auctioneer without the chant. . . Prof. Quiz: An over-quizzical college prof. prodding his students. . . Martha Raye: Of Mouth and Men. . . Symphony Sid: In the Jiver's Seat.



● ● ● AROUND TOWN: "Kitty Hawk, Hostess of the Sky," conceived and owned by Ezra Stone and John Harvey, hottest radio serial property in town. A sale will be announced any day now. . . Ken MacGregor cutting an Al Bernie audition platter for NBC. . . Ted Pearson, one of radio's 20-year-men, now narrating "Cavalcade of America." . . U. P. radio ed. Jack Gaver, and his wife, Jessyca (Writers Newsletter) Russell auditioning a new husband-wife airer for WWRL. . . Aside to network program directors: Catch "Conversation at 8" tomorrow nite on WINS with Tom Sugrue, as moderator, John Kieran, Margaret Ford and Anne Ford. . . Harriet Rhoady, bored with li'l old Manhattan, blew herself to a H'wood trip and wound up as Gal Friday to columnist Shellah Graham. . . Larry Hammond's "My Favorite Kid" on Mutual Sunday offering Gov. Harold E. Stassen, Gladys Swarthout, Henry Morgan, Rube Goldberg, Joel McCrea and Vic Damone as gueststars. . . Merrill E. Joels on "Eternal Light" Sunday. . . Bret Morrison lined up for "The Falcon" Monday. . . Father & Son Item: Sid Cassel opens Feb. 9th in a leading role in New Stages' production of "Church St.", while on the following nite, his 6-year-old heir, Arthur, opens in the Gertrude Berg show, "Molly & Me." . . Dorothy Blaine, sultry Wisconsin thrush, bows into the Embassy next week. . . J. Scott Smart, the Fat Man, being mistook for Chas. Laughton (since latter also grew a beard) by the autographers.



● ● ● LUFF 'n KIXXXXX: Kate Smith's latest MGM platter, "Now Is The Hour." . . Beverly Smith's direction of "2nd Mrs. Burton." . . Herb Sheldon's daily emcee'ing at "Luncheon at the Latin Quarter." . . Walter Kaner's B'way-H'wood chatter via WINS. . . Ted Strater's torch-estral tunes in the Iridium Room. . . Mel Torme's Musicraft gem, "County Fair." . . Dwight Weist's spieling on "We the People."

## CHICAGO

By NAT GREEN

**S**ID DESFOR, NBC photo editor for New York, stopped off in Chicago for a day on his way to the West Coast.

"The Smiths of Hollywood," a L. Cowan transcribed show, will make its debut on WGN tonight, 9 to 9:30 p.m.

A special dramatic show on behalf of the March of Dimes will be broadcast over WBBM on January 23. Titled "There Stood an Oak Tree" it is the story of a little girl's fight against infantile paralysis, written and produced by Clark Davis.

William Ray, manager of the NBC news and special events department, has gone to a hospital for treatment for a back ailment that has been troubling him for some time.

"Ladies Be Seated" with Tom Moore as emcee will make a one week appearance in Winter Haven, Florida, as feature of the annual Citrus Show and will broadcast from there the week of February 16. The following week the show will move to the Taft Auditorium, Cincinnati, for a week appearance, proceeds going to the March of Dimes.

Jeanne MacKenna, vocalist and pianist, is featured in WBBM's new quarter-hour show "Pleasure Time, 10:30-10:45 p.m., and her distinctive styling is quite popular.

John McCormick, NBC network salesman, is leaving February 1 to become manager of WGAM, Cleveland, succeeding Vernon H. Pribble, resigned. McCormick has been in radio since 1930, starting as an announcer in New York. From there he went to a Cincinnati station and in 1938 became assistant manager of WCCO, Minneapolis. He came to NBC in 1940.

### KFWB Raises \$35,000 For March Of Dimes Fund

Hollywood—The one-million plus spectators that jammed Wilshire Boulevard at March of Dimes Inauguration Parade last Sunday attested to KFWB's power as a public service station and to ability of Station Manager Harry Maizlish in putting on a big show.

This year KFWB induced Macy's to loan them their six giant helium inflated comedy character balloons which were headline attractions of January 18th parade. Peter Potter celebrated his 500,000 platter spinning that day by inviting scores of disc jockeys and recording artists to a lunch and then put them in the parade. Disc jocks heralded their appearance weeks before and many of spectators at parade were on hand to identify MC's in person. Governor Warren, Mayor Bowron, Sheriff Biscailuz headed legislative departments while Eddie Cantor, Judy Canova, Jane Russell and Margaret Whiting were among fifty entertainers on hand. National Fund of Infantile Paralysis was benefited by publicity by almost \$35,000 in dimes collected from crowd.

## Assn. Of Disc Jockeys To Fill 'Met' For Show

A gross of around \$14,000 will be realized by the New York Chapter of the National Association of Disc Jockeys when it sponsors the "Big Show of 1948" at the Metropolitan Opera House next Sunday night, Jan. 25. Except for a few box seats at \$12.50 each, the house is sold out, a job which local disc jockeys had little trouble doing by making pitches on their own programs.

Opening of the four-hour show will find local members of NADJ lining up and being introduced on the stage. They will be followed by a long line of personalities who will perform until past midnight. Talent line-up includes Lionel Hampton and band, Perry Como, Milton Berle, Mel Torme, Morey Amsterdam, Sid Caesar, John Garfield, Sid Silvers, Herb Jeffries, Rose Murphy, and other recording artists and dance teams.

Show is actually being staged by the firm of Beckman and Pransky who will get 15 per cent. Part of the proceeds also goes to the Damon Runyon Cancer Fund, March of Dimes and the New York Heart Association.

Ever since the new organization was set up late last year, an outgrowth of the Universal-International publicity stunt in Chicago, there has been much speculation in the trade as to just what NADJ was all about and where it's headed. Leading lights in the group deny that it was started to battle Petrillo, as a pressure unit or a labor organization. One of the big aims, say those steering NADJ's growth, is to help raise the professional standards of the 4,000 disc jockeys from coast to coast and to serve as a clearing house for various problems with which they are confronted.

Constitution and by-laws for NADJ, now being written by attorneys, will be put into final shape at a New York meeting next month and then offered for ratification by the membership. There are four other local NADJ chapters besides the one in New York and others are being organized.

Part of the funds raised by the New York chapter from the Sunday night show will be used to set up scholarships for talent—any talent which can be put on a record. These are expected to be in operation by the end of this year.

### Still They Come

Still another theatrical personality joins the ranks of disc jockeys Saturday when WNEW premieres a new record show featuring actor Canada Lee, 8-8:30 p.m. According to the deathless prose of the outlet's flackery, the show "will create a mood, cast a spell, capture the magical rhythms of real jazz." Lee's comments, "delivered in his deep moving voice, will be lyrical" and the music "always jazz with a soul."

## 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 9-15, 1948

TITLE	PUBLISHER
All Dressed Up With A Broken Heart.....	E. B. Marks
—And Mimi.....	Shapiro-Bornstein
Ballerina.....	Jofferson
Best Things In Life Are Froo.....	Crawford
But Beautiful.....	Burke and Van Houson
Civilization.....	E. H. Morris
The Dickey-Bird Song.....	Robbins
Don't You Love Me Anymore.....	Oxford
Golden Earrings.....	Paramount
How Lucky You Are.....	Peter Maurice
How Soon.....	Supreme
I Still Get Jealous.....	E. H. Morris
I'll Dance At Your Wedding.....	George Simon
I'm A Comin' A Courtin' Corabelle.....	Dreyer
Let's Be Sweethearts Again.....	Campbell-Porgie
The Little Old Mill.....	Shapiro-Bornstein
My How The Time Goes By.....	Chappell
Near You.....	Supreme
Now Is The Hour.....	Leeds
Papa Won't You Dance With Me.....	E. H. Morris
Pass The Peace Pipe.....	Crawford
Serenade of the Bells.....	Melrose
So Far.....	Williamson
The Stars Will Remember.....	Harms
The Treasure of Sierra Madre.....	Remick
What'll I Do.....	Berlin
Whiffenpoof Song.....	Miller
With A Hey And A Hi And A Ho Ho Ho.....	Bourne
You Do.....	Bregman-Vocco-Conn
You've Changed.....	Southern

## Second Group

A Fellow Needs A Girl.....	Williamson
Almost Like Being In Love.....	Sam Fox
An Old Sombrero.....	Shapiro-Bornstein
At The Candlelight Cafe.....	Witmark
Beg Your Pardon.....	Robbins
The First Time I Kissed You.....	Harry Warren
I Never Loved Anyone.....	Dreyer
I'm Looking Over A Four Leaf Clover.....	Remick
I've Got A Feeling I'm Falling.....	Santly-Joy
Made For Each Other.....	Southern
My Rancho Rio Grande.....	Criterion
One Raindrop Doesn't Make A Shower.....	Bloom
Peggy O'Neil.....	Felst
Teresa.....	Duchess
There'll Be Some Changes Made.....	E. B. Marks
They're Mine, They're Mine, They're Mine.....	Sinatra Songs
Too Fat Polka.....	Shapiro-Bornstein
True.....	Santly-Joy
Two Loves Have I.....	Miller
You Turned The Table On Me.....	Sam Fox

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## Georgia Broadcasters Hold 2-Day Meetings

(Continued from Page 1)  
agers, owners, news, transcription and equipment representatives registered.

Allen M. Woodall of WDAK, Columbus, president of the GAB, called the meeting to order Monday afternoon. He announced that 56 stations are now members of the Georgia Association of Broadcasters, and that a determined effort would be made to sign the other nine outlets, to give the Association 100 per cent membership.

Monday afternoon's session was devoted to messages from Hugh Feltis of BMB and Dorsey Owings of BMI. Augusta's four radio stations—WRDW, WTNT, WGAC and WBBQ—were hosts for a cocktail party and banquet Monday night.

Enid Day of WSB in Atlanta was the speaker for the Monday dinner. She told of her experiences in twelve years of broadcasting for a leading department store.

Tuesday's GAB session was highlighted by an address delivered by J. Allen Brown of NAB. Mr. Brown discussed "Radio's Outlook for 1948." He cited the strides made by radio in recent years, in obtaining a larger dollar volume of advertising sales. He also told of the importance of station's selling new accounts and opening new sources of revenue, in face of more competitive selling against an ever-increasing number of radio stations, and aggressive newspaper space salesmen.

Following Mr. Brown's address, Marcus Bartlett of WSB, gave a report on plans for the Third Radio Institute, to be held April 6th and 7th at the University of Georgia, in Athens. The Institute is sponsored by the Georgia Association of Broadcasters. Mr. Bartlett stated that NAB President Justin Miller would definitely be one of the speakers at the April Institute. Mr. Bartlett is chairman of the Institute planning committee.

## Heads WACE-WACE-FM

The Regional Broadcasting Co. of Springfield & Chicopee, Mass., named Ralph J. Robinson executive vice-president in charge of WACE and WACE-FM operations at the annual board of directors meeting. John S. Lloyd, former WACE general manager, was named executive vice-president in charge of station sales.

## Epochal?

NBC continued its history-making ways last night when a flower was aired for the usual "first time in radio history." 'Twas done however on "News of the World," when W. W. Chaplin placed his roving mike near a Geiger counter which was tickling away merrily because of a radioactive flower nearby. It all took place at an atomic energy show in New York.

## 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 wonder song Ballad

### "Story Telling"

GEORGE OFF MUSIC PUBLISHING CO.  
1650 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.

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.

1948's First Novelty Smash!

### THE SECRETARY SONG

(Bidibi Bot Bot)

LEO FEIST, INC.

1619 Broadway New York 19, N. Y.

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● SONS OF THE FARMERS . . . The music industry has grown to maturity. . . though comparatively a new profession, it has attained stability in the sense that for the first time in its short history, there is quite a large list of 'second generation' songpluggers. . . offhand we can think of the following contactment (they sort of out-grew the appellation of song-plugger) who follow in the footsteps of their fathers. . . Sid Kornheiser, professional manager of Burke & Van Heusen and his brother Bob are sons of Phil Kornheiser; Eddie Joy, son of George Joy (Santly-Joy); Paul Diamond, son of the late Lew Diamond; Jerry and Mortie Kelt, sons of the late Joe Kelt; Jackie Conn, son of Chester (BVC) Conn; Artie McCoy, son of Jack McCoy, professional manager of the Warner Bros. Standard Catalogue; Mel Richmond, son of Jack Richmond; Herbert Marks, son of the late E. B. Marks; Marty Tenney, son of Harry Tenney; Jerry Lewin, son of the late Leo Lewin; Murray Massey, son of Irving Massey; Mort Ascher, son of Emil Ascher; Harry Santly, son of Joe (London Music Head) Santly; Wally Schuster, son of the late Ira Schuster; and Charles Luz, Jr.

★ ★ ★

● ● ● TIN PAN ALLEY OOPS: Burke & Van Heusen's new ballad, "But Beautiful" should be tabbed a quickie clickie. . . ● Sidney Mills has signed a new quartet, The Beale Street Boys, to a five year contract. . . this hep group record for MGM Records. . . ● Gene Goodman setting a good plug pace with Alec Wilder's blues, "Trouble Is A Man," for Regent Music. . . ● Ted Steele's morning platter-chatter on WMCA completely sold. . . what else? lad's music savvy and organ wizardry adds up to smooth listening. . . ● John Brown, former WBZ producer, in Gotham with a first-rate package. . . ● Johnny Clarke, record WINSpinner wants to know if anyone has tabbed Gary Cooper the "New Length?" . . . ● Howcome radio doesn't sign Jerry Cooper? . . . he's a cinch to become a super-Hooper-Cooper. . . ● Watch this new ditty climb. . . Stuart Music's "Who Put That Dream In Your Eye," written by Nacio Porter Brown and Al Stewart . . . ● Last Sunday, radiolite Adelaide Klein portrayed a "stormy Mrs. Haggerty," on "Storm In A Teacup" then rushed to do a gentle-voiced Jewish Grandmother in "Exploring the Unknown." . . quite a vocal transition in the space of an hour. . . ● Rosalie Allen recorded a novelty for Victor titled "Take It Back and Change It For A Boy." . . what makes this an item, however, is that Rosalie, who is Mrs. Malcolm (Music Week Editor) McGlas-son, expects a visit from Sir Stork in June.

★ ★ ★

● ● ● The writers of "There, I've Said It Again," Redd Evans and Dave Mann, have another ballad which should make the Hit Parade by the Spring. . . titled, "I've Only Myself To Blame," published by Jefferson Music. . . ● Carol Lang, daughter of Charles Lang, has become engaged to Phil Hunter. . . ● Tops with Chicago's teen agers, is Hank Grant's "Teens & Tunes" WGN series. . . and another Windy City disciple forging to the fore is Marty Hogan whose midnite platter sessions from the Hotel Sherman, is heard via WCFL. . . ● Mole-Davis has a new package, "Adventures of Horace Jenks," starring Edward Everett Horton, which is a honey. . . don't say we didn't tip you off. . . ● Lynne Bretonn, British stage and teleVISION, just arrived in Gotham. . . talent scouts might take a look-see-hear and thank us by sending a check to the Damon Runyon Cancer Fund. . . ● Jack Gold, writer of "Any Time At All" and "I'm In Love With A Character," has teamed up with scripter Phyllis Stohn and they've sold several radio ideas to agencies up in Boston.

### Stork News

A baby girl, their fourth child, was born to Mr. and Mrs. Carmen (CBS) Dragon in Los Angeles on Saturday, January 17. Father is musical conductor of the net's "Old Gold Show" and "Baby Snooks Show." Daughter weighed 7 lbs.

### MUSICAL MOODS PRODUCED EXCLUSIVELY FOR TELEVISION

Directed and Supervised by:  
STANLEY SIMMONS Produced by:  
Ezra S. Daboh

UNITEL 1730 N. Las Palmas  
INCORPORATED Hollywood 28, Calif.

W N B T

'scope



ON THE AIR AT CHANNEL 4 . . .

FRIDAY, JANUARY 23

1:00 Home Service Club with Tex and Jinx (Swift)  
1:30 NBC Television Newsreel  
7:45 Musical Merry-Go-Round  
8:00 Sports Film (U. S. Rubber)  
8:15 Travel film of nations  
8:30 Ski News  
8:34 Cavalcade of Sports—St. Nicholas Arena—Boxing  
10:00 Feature Bout—Kit Gavilan vs. Joe Curcio

WEEKEND HIGHLIGHTS

SATURDAY

5:00 Puppet Playhouse  
8:45 Basketball—Navy vs. George Washington—from Washington

SUNDAY

8:00 Theater Guild—"Angel Street," starring Leo G. Carroll & Betty Fields  
9:00 News  
9:10 Author Meets the Critics—Merle Miller's "That Winter"  
9:40 Travel film

TODAY'S SPONSOR . . .

When NBC's network television audience views the multiplicity of Swift and Company's products as ably demonstrated by that frenetic couple, Tex and Jinx—it's a far cry from Swift's first tentative 3-inch advertisements in 1899. But Swift has long been an advertising pioneer. In 1931 it bought its first network radio—NBC's famous "Stebbins Boys." Last November Swift initiated a new advertising epoch by becoming network television's first daytime sponsor.

SECOND SCANNING . . .

Sometimes the potentialities of television are quite awesome. A UP story relates that a mid-western tavern owner and 25 patrons were so engrossed by a television show that they didn't even notice the burglars who sneaked a 700 pound safe containing \$10,000 out the back door. That's audience concentration.

Television

A Service of Radia Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY—Friday, January 23, 1948—TELEVISION DAILY is fully protected by register and copyright.

## TELEVISION PLANS FOR CONVENTION PUSHED

### TELE TOPICS

By JIM OWENS  
Associate Editor

CHESTERFIELD ciggies will sponsor the N. Y. Giants on WNBT next summer. Announcers and other particulars still unsettled, 'cause the ink is still wet. . . . Albert Johnson, top Broadway set designer, will help WFIL-TV with its program problems as a consultant. He's handled sets for such Main Stem productions as "Jumbo," and "The Ziegfeld Follies." . . . Victor Borge, now ribbing the Sassiety mob at the Waldorf-Astoria Sert Room, will be Johnny Olsen's guest on latter's "Doorway." . . . American Legion has six films which are available to any video station who wants 'em. First deals with universal military training under title "A Plan For Peace."

TBA's Will Baltin relates an amusing incident of Wednesday night. Invited to address the faculty of the New Jersey College for Women, he had a set rigged up, tuned in programs here and there to illustrate a point. While scanning WABD's "Sylvie St. Claire" for a few minutes, Baltin got red behind the ears when the glamorous stared at the audience, mentioned his name and blew a kiss at him. Seems station's Jim Caddigan (the cad!) knew about the meeting, decided to rib a buddy. Sylvie, billed as "the new look," rapidly getting a rep as the Hildegarde of video. . . . William F. Mullen, CBS Radio Sales exec, moving into the WCBS-TV sales department. . . . Chuck Tranam, Du Mont web spieler, and one of the medium's best voices, to be profiled in an upcoming issue of Radio Mirror. . . . Paula Seligman, recent story exec for Republic Pictures, has finished a video drama script with Bud Gamble, veteran tele producer.

RCA will deliver four additional TV transmitters before the month is out, thereby upping its schedule in this department. . . . Terry Tullos, the 3-year old boy who posed for that March of Dimes poster, will make his tele debut tonight on "Small Fry Club." . . . Chevrolet will blanket eight tele cities with those films of the Winter Olympics, including Chi and Detroit. . . . Entire staff of that new weekly, "Tele-Fare" is made up of ex-GI's.

### New Table Model

U. S. Television Corp., manufacturer of large-screen video sets, entered the table model market this week with introduction of 10-inch direct view set priced at \$375, plus installation and federal tax. Equipped with several simplified controls, set will be delivered to all cities now having video service via company distributors and dealers.

### Stassen-Pauley Battle On Tele

Washington—Edwin A. Pauley and Harold E. Stassen, an avowed candidate for the Presidency in '48, will argue before the television cameras this morning when they appear before the Senate Appropriations sub-committee investigating grain speculation. Proceedings will be picked up by WTTG, Du Mont Capital outlet, and fed to New York on WABD, starting at 10 a.m., EST. WNBW, will cover the hearing for local viewers in Washington, and feed an interview with Stassen to WNBW tonight at 7:30 p.m.

### Long-Term Pact Set For Ky. Derby By CBS

CBS has acquired exclusive "long-term" rights for video coverage of the Kentucky Derby, America's premier turf classic, to be effective in 1949, it was announced yesterday.

Present contract, which runs until that date, provides for coverage of this year's classic at Churchill Downs, which will be filmed and flown to New York for airing the following day. The 1948 Derby, set for May 1, will be televised for the first time in the 74-year-old history of the classic.

### RCA Holds Boston Meet

Boston—Nearly 1,000 representatives of Boston retail organizations participated in two meetings at the Hotel Bradford here this week preparatory to the placing of RCA Victor television receivers on sale in the Hub City, whose first television station, WBZ-TV, will open soon.

Dealers were divided into two sessions, one in the afternoon and one in the evening, held under the auspices of the Eastern Company, of Cambridge, RCA Victor distributor servicing the Boston area.

### Compton Is Gen. Mgr. Of WTTG, DuMont Sta.

Walter Compton, veteran Washington newspaper exec and commentator, has been named general manager of WTTG, DuMont Capital outlet, it was announced yesterday by Lawrence Phillips, network director. He had previously been executive assistant to Leslie G. Arries, recently named national sports director of the web, and conducted a daily news show out of Washington.

A charter member of the Radio Correspondents Association, Compton also has the distinction of being the first fully accredited television news correspondent to the White House. Prior to his association with WTTG, he was director of news and special events for WOL, Capital outlet of Mutual.

### Elgin Extends Schedule

Elgin National Watch Co., heavy user of spot television, yesterday extended its current schedule of time signals on WCBS-TV through June of this year.

Schedule calls for two announcements on Sunday nights, and was handled through J. Walter Thompson.

### Press-Time Paragraphs

#### Another Green Light

Chicago—Zoning board of the city of Chicago has granted permission to the NBC central division for erection of a television antenna on the Civic Opera Building, it was announced yesterday. Approval clears another hurdle in NBC's plans to spur video activity here in preparation for debut of operations by next September.

#### To Address Radio Club

Pittsburgh—B. A. McDonald, general sales manager of Westinghouse Radio Stations, will address the Pittsburgh Radio & Television Club here next Tuesday at a meeting in the Keystone Hotel. His topic will be "Radio and Television Outlook for 1948."

#### To Eliminate TV Interference

Montreal—Spokesman for the External Affairs Department said here yesterday the tentative agreement between Canada and the U. S. is aimed at preventing interference between tele stations within 250 miles of border, and that a shuffle of certain channel allocations is necessary. Agreement is similar to an existing FM arrangement, he said.

### Cover Of Political Spring Meetings Speeded Up

Extensive plans for television coverage of the Republican and Democratic national conventions in Philadelphia next spring—video's most ambitious undertaking to date—are rapidly taking shape and are expected to be honed down to a smooth and efficient pattern well in advance of the first call to order.

Industry execs have been meeting with political officials with increasing regularity during the past weeks and several original hitches in the overall operation have already been eliminated. Trade execs are said to be happily surprised at the progress made thus far—particularly in view of the expansive job tele will be required to perform.

According to present plans, estimated cost of televising the conventions will approach a quarter-million dollars, approximately half of which will be borne by the broadcasters themselves. Remainder involves installation and use of terminals and other equipment necessary for operation. RCA, GE, Philco and other top manufacturers it's said, will be asked to contribute equipment needed for coverage of the two meets, and this is expected to cost between \$50-\$75,000.

Present plans for convention cover call for use of 8 to 10 cameras by the tele pool, with hours of operation virtually running from morning till night. Entire proceedings of both confabs will be available to all stations on the cable. Other program fare, such as activity around the convention hall, color, etc., will also be offered to viewers via special pickups made by stations apart from that in the pool.

Progress of various committees working on live and newsreel cover of the political confabs will be reported today at a meeting presided over by Jack Poppele, co-ordinator of video planning, with chairmen of each group submitting data on respective committees.

### Team Mates Again

Philadelphia—Henry L. "Hinkey" Haines has been appointed district representative of The Sigmastar Corporation, manufacturers of tele receivers, with John Cooper French set as his assistant. Both execs are well known in this area, since they made headlines on the sports pages some years ago as an All-American football duo at Penn State.

## NEW BUSINESS

WMAQ, Chicago: Sponsorship of the John Holtman new show Mondays, Wednesdays and Fridays by the Shell Oil Co., is announced by the NBC national spot sales department. Contract, set through the J. Walter Thompson Co., is for 52 weeks. Other business includes the Flower of the Month Club, through McNeil, Larson & McMahon, to sponsor the 5:15-5:30 p.m. segment of the Dave Garroway platter show on Mondays, Wednesdays and Fridays for two weeks; Louis P. Van Der Essen (gloves), direct, a series of 78 one-minute announcements to be aired on the "Early Bird" program for 13 weeks; Standard Brands, Inc., through J. Walter Thompson, renewal of a schedule of 20 participations in "Food Magician"; Lever Brothers Co., through Sullivan, Stauffer, Colwell & Bayles, a schedule of eight station breaks weekly for 52 weeks; Andes Candies, Inc., through Allan Morin & Associates, four station breaks weekly for 52 weeks; Emerson Drug Co., (Bromo Seltzer), through BBD&O, one station break per week for 52 weeks; Sunshine Biscuits, Inc., through Newell-Emmett, four station breaks weekly for 13 weeks, and Procter & Gamble Co., through Benton & Bowles, 12 station breaks weekly for 52 weeks.

## Sust. Time Free By WPEN To Public Service Programs

(Continued from Page 1)

nounced by Edward C. Obrist, WPEN general manager.

Station has notified the 40 most prominent and important services (CARE, Health Foundations, foreign and local relief agencies, etc.) informing them of its free broadcast time offer.

In announcing the plan Mr. Obrist said, "I consider it a privilege to be able to make such an offer. If through this move WPEN is able to enlist more public support for these fine and noble causes, then I believe we will have made, in our own small way, a contribution to the general welfare of our nation."

## New KOMO Studios

Seattle—O. W. Fisher, president and general manager, KOMO, Seattle NBC affiliate, has announced the opening date for the station's new studio facilities in the Puget Sound city as Feb. 15th. The week will be highlighted with special studio showings to approximately 2,000 invited guests. The studios will be open for inspection by the general public on Thursday, Feb. 19th, continuing throughout the balance of the week.

## Stork News

Don Witty, ABC script writer, and his wife are parents of a girl, weight six pounds, eight ounces, born in French Hospital, New York, on Jan. 19. Newcomer is named Melissa and is the second for the Wittys.

## COAST-TO-COAST

### —COLORADO—

DENVER—Newly inaugurated series of broadcasts, aired over KLZ, titled "The Mayor's Mailbag," featuring Mayor James Quigg Newton, asks for and answers letters from his listeners. Program is aired each Sunday from 12:30-12:45 p.m. . . . KFEL's popular disc jockey, Ray Perkins, has been chosen to head the Lakewood Kiwanis Club's Jefferson County Amateur Show which will be held tomorrow. Club is staging the show to raise funds for its various youth activities in the Denver suburb.

### —FLORIDA—

JACKSONVILLE—Now additions to the WPDQ staff are Dorothy Duncan, continuity, and Rem Wilson, news editor. They are replacing Margie Lavender and Steve Fisher, respectively. . . . MIAMI—"Luncheon With Josephino," audience-participation quiz program starring Josephine McCarthy, known for many years in New York as "Ella Mason," recently premiered over WIOD. Program, heard Monday thru Friday, 1:00-1:30 p.m., is broadcast direct from the Shell Room, "House of Gong." Master of ceremonies is Kirby Brooks. . . . DAYTONA BEACH—New disc show on WMFJ is Requestfully Yours, featuring Walter Strouse and Jack Robins, who keep the show spinning with favorite songs and their favorite jokes.

### —OREGON—

CORVALLIS—New KOAC series of broadcasts, to be presented in cooperation with the American Chemical Society, is "Headlines In Chemistry." Format calls for a narration of each week's news on chemistry by Joseph Schuelein, associate professor of chemistry and chairman of the Oregon section of the American Chemical Society, who will also interview a specialist in some applied field of chemistry. . . . Programs are aired Wednesday evenings at 6:30 p.m. . . . PORTLAND—Joseph O. Schertler, formerly with KDKA in Pittsburgh, has been appointed auditor for KEX.

### —TEXAS—

HOUSTON — Tom Journey, formerly news editor of KPRC, takes over the duties of news director for KLEE new 5,000-watt outlet in this city soon slated to hit the air. . . . SAN ANTONIO—New members of the K TSA commercial department is Bill Kelley, formerly with KFDA, Amarillo and WHOT, South Bend, Indiana. Kelley has had experience in news, entertainment and sales promotion.

### —SOUTH CAROLINA—

COLUMBIA—G. Richard Shaffo, general manager of WIS and the Surety Life Insurance Company radio interests (WSPA and WSPA-FM, Spartanburg, and WIST-FM, Charlotte), has been appointed a colonel on the staff of South Carolina's Governor, J. Strom Thurmond. . . . CHARLOTTE—New WFAK program director is Fred Bernstein who has been on the station's sales staff. Bernstein is being replaced by Allan C. Wester who conducts two daily sports programs on the station.

### —NEW YORK—

BUFFALO—Something unprecedented in this city's radio history will take place tonight when four Buffalo sportscasters originate their programs at the March of Dimes dinner in the Hotel Statler ballroom. Each announcer will interview prominent Buffalo-area sports personalities present at the dinner. These include manager Joe McCarthy of the Boston Red Sox, Charley Trippi of the Chicago Cardinals, Catcher Buddy Rosar of the Philadelphia Athletics and other home-town sports figures. Charley Bailey of WEBR will broadcast at 6:00 p.m., Jim Wells of WBEN will go on the air at 6:15 p.m., Ralph Hubbell will put his program on WGR at 6:30 p.m.; and Sig Smith will wind up the hour with his WRBW show, starting at 6:45 p.m. . . . SYRACUSE—Dick Cowell, who, for the past year has been an engineer at WSYR, is bringing his orchestra into town and will be booked as one of this city's outstanding dance bands.

### —MASSACHUSETTS—

BOSTON—Marking a unique step in the acceptance of commercial radio by educators, the Massachusetts commissioner of education, John J. Desmond, Jr., will receive, on behalf of educators, librarians and parent-teacher associations throughout this state, transcriptions of the 52-week series of Ronald Colman-narrated "Favorite Story" dramatizations during a special gathering of 150 Bay State educators at WBZ and WBZA this afternoon. The dramatizations will be presented to the commissioner by Richard H. Edwards, Jr., vice-president and publicity director of Jordan Marsh Co., sponsors of the Sunday evening program. . . . SPRINGFIELD—Albert J. Zack, news editor of WSPR and prominent city newspaper executive, has resigned from the station's news bureau to become director of public relations for the Ohio State CIO council.

### —WISCONSIN—

APPLETON—Roger Mueller, WHBY program director, was elected president of the newly organized Wisconsin-Upper Michigan Radio Program Directors' Association, January 10. Purpose of the association is to encourage ideas that will stimulate good radio listening in the small radio field. . . . MILWAUKEE—"Edward Reichert Sings" has replaced "Barbara Jacobs Sings" as a 15-minute program over WTMJ. Reichert, a lyric tenor, appeared for two years at the Radio City Music Hall in New York. Program is sponsored by the Milwaukee Preserve and Flavor Company.

### —GEORGIA—

ATLANTA—Weldon Shows, of the WGST, engineering staff, has been elected mayor of North Atlanta, which is located nine miles from the center of Atlanta proper and has a population of approximately 3,000. Shows has his own insurance agency and practices law as well. . . . Former vice-president and general manager of WGGG, Gainesville, H. Russ Hoit, has accepted the position of account executive at WAGA.

## AGENCIES

ALTON KETCHUM and DONALD G. CALHOUN were elected vice presidents at the annual meeting of the board of directors of McCann Erickson, Inc., according to announcement of H. K. McCann, president of the agency.

WILLIAM H. (Bill) GROODY has resigned as eastern radio head of Sar Jaffe talent agency to become sales director of Sherman H. Dryer Productions. He is supervising the spring sales promotion on eight new Drye programs plus "Exploring the Unknown," on which resumption of sponsorship is imminent.

BROOKE SMITH, FRENCH DORRANCE, INC., Detroit and New York advertising agency, announces the addition of Sanfrid E. Odhner to its copy staff.

JAMES R. CURTIS, president of KFRO, Longview, Texas, has signed a contract with Donald Cooke, Inc. with offices in New York, Chicago and the West Coast, to represent the station. KFRO is an affiliate of the American network.

ROBERT McD. GAMBLE, JR., has joined Courtland D. Ferguson, Inc. (Washington, Baltimore & Richmond agency) as account executive after having resigned from a similar capacity with Justin Funkhouser (Baltimore).

## Send Birthday Greetings To—

January 23

Edward Harris Madeline Ensign  
Edward Phillip Lyon Earl Waldo  
Maxwell Smith

January 24

Oscar Bradley Leo Fitzpatrick  
Anne Jamison Milton Kaye  
Ken Sisson Jay Wesley  
Bill Davidson Lee Otis

January 25

Portland Hoffa Teddy Bly  
Robert Durham Bob Keyworth  
C. A. Snyder

January 26

Ed Ballentine Wyllis Cooper  
Charles E. Green Joseph Koehler  
Donald W. Thornburgh

January 27

Bernice Claire Boney Venuta  
B. G. DeSylva C. T. Hughes  
Lee Hughes

January 28

Irene Beasley Arthur Gary  
Frank Healy Nelson Olmstead  
Mort Silverman Edward F. Loomis

January 29

Joy Hodges Ted Green  
Alice Patton Joe Parker  
Richard Hess Eileen Palmer





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 17

NEW YORK, MONDAY, JANUARY 26, 1948

TEN CENTS

## MILLER ANALYZES WHITE'S RADIO BILL

### Networks And AFM To Resume Negotiations

Final week of network-AFM negotiations prior to expiration of the current contract starts today at union headquarters in New York at 3 p. m. and there's little to indicate that the two parties can reach a blanket agreement by next Saturday midnight. No strike is in sight at this point, however, and it's a pretty sound bet that after this week networks and musicians will continue normal operations while negotiators struggle to evolve a neatly written contract from a massive and highly complicated problem.

While both networks and Petrillo (Continued on Page 4)

### Chesterfield Buys Giants Sked On WMCA, WNBT

Chesterfield Cigarettes will sponsor broadcasts of the entire '48 schedule of the New York Giants baseball club over WMCA, plus television coverage of the home schedule over WNBT, it was announced over the week-end. Frankie Frisch, eminent sports figure and one of the two announcers of the Giants' games over WMCA last summer, will call the play on both radio and television versions simultaneously, according to present

(Continued on Page 3)

### Sponsor Indianapolis Race For 3 Years On Mutual

The annual Memorial Day Indianapolis Speedway automobile race will be sponsored on the Mutual network for the next three years by the Perfect Circle Piston Ring Co., Hagerstown, Ind. The event will be aired exclusively over MBS. Agency is Henri, Hurst & McDonald, of Chicago.

### Platter Presentation

Edward Wallerstein, chairman of the board of Columbia Records, will present Arthur Godfrey with a gold copy of the latter's recording of "Too Fat Polka" on his Chesterfield show today over CBS 11 a.m. Disc, which has Archie Bleyer's ork backing Godfrey, has sold more than a million copies since placed on sale in October.

### New Philco ET Deal Closed With Finley

West Coast Bureau, RADIO DAILY  
Hollywood—An innovation in electrical transcription deals in air platter history was revealed the past week-end by Larry Finley, of Finley Transcriptions, when Philco accepted four Finley waxed shows for use by Philco dealers on a co-operative basis. The Finley shows getting Philco's blessings are "Myrt and Marge" 130 fifteen-minute shows; "Flight With Music" 39 fifteen-minute shows; "Diary of Fate" 52 one-half-hour shows, and

(Continued on Page 3)

### WBAL Petitions The FCC For Blue Book Deletion

Washington Bureau, RADIO DAILY  
Washington—Hearst Radio yesterday asked the FCC to delete references to WBAL, Baltimore, in the Blue Book. Hearst reiterated its demand for deletions following criticism of the Blue Book by the District Court of Appeals. The court rapped the FCC for comparing program predictions of WBAL's former owner with programming practices of Hearst. the

(Continued on Page 2)

### NAB Prexy Likes It, But Warns Against FCC Program-Control; Suggests Five Additional Provisions

### 200 Reservations For AWB Gathering

Advance registration for the fifth annual convention of the Association of Women Broadcasters is over the 200 mark, according to Mrs. Dorothy Lewis, vice-president of the AWB. The confab will be held at Washington's Mayflower Hotel Jan. 29-Feb. 1. Included on the social agenda are a White House tea, visit to Congress, sightseeing, visit to the British Embassy, tea at the Philippine Embassy.

(Continued on Page 9)

### Two New Vice-Presidents At Kenyon & Eckhardt

Two new vice-presidents are announced by Kenyon & Eckhardt, including Neil Mulhern, for the last three years a network account exec with ABC in Detroit, who will be placed in charge of the agency's Detroit office. Appointment of Mulhern.

(Continued on Page 2)

### New Milwaukee Indie Sta. Signs 1st Com. Sponsor

Milwaukee—Staffed with well known personalities of radio, WMAW, Milwaukee's new 5,000-watt independent station, last week signed its

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Retention of the FCC's programming powers would bring radio to the state of Great Britain's "licensed" press in the 17th Century. Justin Miller, president of the NAB, charged on Friday in a letter to Chairman Wallace White of the Senate Interstate and Foreign Commerce Committee.

Acting on a request for analysis of the White radio bill, Judge Miller gave general approval to the proposed new measure but reiterated his opposition to leaving any program super-

(Continued on Page 3)

### RMA Board Confirms Actions Of Committees

Chicago—Most of the suggestions adopted at the various RMA committee meetings were approved, with minor changes, at a meeting of the RMA board of directors held Thursday at the Stevens Hotel.

The board gave unanimous approval to continuation of "town meetings" such as that recently held in Philadelphia. It was agreed that the Philadelphia meeting brought out much

(Continued on Page 9)

### Insurance Co. Sponsor Signs For Full ABC Web

John Hancock Mutual Life Insurance Co., sponsor of the comedy drama "Point Sublime" over 13 West Coast ABC outlets since last October, will add the full network starting Feb. 2;

(Continued on Page 3)

## Networks Lending Support To 'March Of Dimes' Drive

Radio's joint national salute to the annual March of Dimes campaign is set for Friday night, Jan. 30, with a Hollywood originated show plus a five-minute address by President Truman from the White House. In addition to combined facilities of the four major networks, the 45-minute show will be aired by hundreds of independent outlets. Broadcast is scheduled by ABC, CBS and MBS from 11:15

p.m. to 12 midnight, EST, with NBC joining the hookup at 11:30 p.m., EST. Personalities who will be heard from Hollywood include Rita Hayworth, Bob Hope, Jerry Colonna, Beryl Davis, Tony Martin, Ralph Edwards, Harry Von Zell, acting as emcee, and Victor Young and his orchestra. In Washington, Basil O'Connor, president of the National Foundation for

(Continued on Page 2)

### Memory Lane-ers

The Smith Sisters, a quartet of singers ranging in age from 74 to 87, arrived in New York the past week-end with Johnny J. Jones, Columbus Dispatch columnist, for a guest appearance on "We The People" program tomorrow nite. The "girls," Jones explains, were the toast of the Lyceum circuits 50 years ago and still are able to sing well.

### Holdouts

Jack Gould, radio editor of the New York Times, and John Crosby, radio editor of the Herald-Tribune, have declined invitations to join the newly organized Radio Critics Circle in New York. Gould gave his reasons for being a holdout in yesterday's radio section of the Times and Crosby, through his column, recently indicated there were too many polls and awards.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : : Business Manager

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WEST COAST OFFICES Ralph Will, Manager 6425 Hollywood Blvd. Phone: Granite 6607 WASHINGTON BUREAU Andrew H. Older, Chief Manning Clagett 6417 Dahlonega Rd. 2122 Decatur Pl., NW Phone: Wisconsin 3271 Phone: Hobart 7627 CHICAGO BUREAU Nat Green 1417 Ashland Bldg., 155 No. Clark St. Phone: State 2332

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

FINANCIAL (Jan. 23)

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First pfd., Stewart-Warner, Westinghouse, Westinghouse pfd., Zenith Radio, NEW YORK CURB MARKET, Nat. Union Radio, OVER THE COUNTER, DuMont, Stromberg-Carlson, U. S. Television, WCAO (Baltimore), WJR (Detroit).

10 YEARS AGO TODAY

(From the files of Radio Daily) Report by FCC Commissioner T. A. M. Craven urged industry to continue organizing competitive networks, particularly state and regional. . . . Erwin. Wasey & Co., was top agency spender on Mutual with \$224,611. Brooke, Smith, French & Dorrance was close second, with Ruthrauff & Ryan third.

FOR SALE Fearless Dolly—latest model. Brand new . . . \$2000. Also lights and camera equipment. Price to be negotiated. Call CI 6-0951. Miss Hartman.

★ COMING AND GOING ★

HORACIO MEYRIALLE, formerly of the McCann-Erickson office in Buenos Aires, is completing his three-year contract at the agency's foreign department in New York and will return shortly to Argentina.

MURRAY ARNOLD, program director at WIP, Philadelphia, spent Friday in Gotham conferring with Mutual network executives.

DON MILLER, sales manager of WCBS, left yesterday on a business trip to Chicago.

L. S. McLEOD, manager of sales training for the home radio division of Westinghouse, is back at his Baltimore office after having addressed the Kiwanis Club of Lewisburg, Pa.

DICK "Boston Blackie" KOLLMAR, who has been lecturing in New England, is expected back tomorrow and will resume his WOR broadcasts on Wednesday.

JOSEPH SPADEA, manager of the Detroit office of CBS network sales, left Friday for Detroit after having spent the week in New York on business.

THEODORE KOOP, news director of the CBS news bureau in Washington, is in town for conferences with officials of the web.

SID ASCHER, radio publicist, left Friday for Washington, where he'll get together with the Congressional committee investigating health conditions.

DWIGHT WEIST, emcee on "We the People," has returned safely from a week-end of skiing in Great Barrington, Mass.

ALLEN T. SIMMONS, owner of WADC, Columbia network affiliate in Akron, Ohio, a caller Friday at the station relations department of CBS.

New Milwaukee Indie Sta. Signs 1st Com. Sponsor

(Continued from Page 1) first commercial contract with Roy E. A. Johnson, president of Roundy, Peckham & Dexter company. The contract was signed in the office of George E. Ingraham, general manager of WMAW.

The first sponsor—a wholesale grocery firm—will sponsor the 11:30 to 12:30, noon, portion of "Heinie and His Grenadiers," Monday through Saturday. "Heinie," well known to radio as Jack Bundy is vice-president of the new station and formerly had his own shows on WTMJ, Milwaukee, and WOR, New York.

Associated in the station are Woods O. Drefus, formerly of WISN, who will have the title of assistant general manager; James G. Sandison, former manager of the Boston office of Edward Petry & Co., who will act as commercial manager; Charles Chan, former New York producer, who will be program manager, and Hal Walker, formerly of WISN, as production director. Ralph Hermann, formerly of WTMJ and the New York musical staff of NBC, is musical director, and Ray Host, formerly of WEMP, Milwaukee, is chief engineer. Paul Miles, formerly of KMOX, St. Louis, is promotion manager.

Webs Lending Support To "March Of Dimes"

(Continued from Page 1) Infantile Paralysis, will introduce President Truman.

Immediately following the pooled broadcast, CBS has arranged a "March of Dimes-Cavalcade of Bands" from 12:05-1 a.m., EST, with pickups from Lexington, Va.; Cedar Grove, N. J., and New York City. Orchestras featured in the 55 minutes of music in behalf of the campaign are those of Elliot Lawrence, Tony Pastor and Frankie Carle.

Another activity in behalf of the March of Dimes is the "Penny Parade," started by a special Mutual broadcast last Saturday which featured juvenile film star Margaret O'Brien. Local community "Penny Parades" are being conducted this week by MBS affiliates with youngsters donating pennies to the drive.

Two New Vice-Presidents At Kenyon & Eckhardt

(Continued from Page 1) long identified in advertising with several motor car accounts, is another result of K&E's taking over the Lincoln-Mercury account. His background in Detroit covers several years with CBS and also Young & Rubicam. In K&E's New York office, E. W. Newsom, with the agency since 1936, has also been named a vice-president and will continue his responsibilities as an account representative.

New WNBC Accounts

New business announced last week by WNBC includes twice-weekly sponsorship of Norman Brokenshire's 9:45-10 a.m., seg by Doubleday & Co., for Dollar Book Club through Huber Hoge & Son. E. J. Flegenheimer, Inc., makers of Devinet wave nets will sponsor the 8:30-8:45 portion of Hi Jinx, Tuesdays and Thursdays for 13 weeks effective Feb. 10. Wiley, Frazee & Davenport is the agency. Robert Button landed both accounts for NBC Spot Sales.

J. B. Conley Stricken Philadelphia—J. B. Conley, general manager of Westinghouse Radio Stations, Inc., is confined to his home with an attack of Virus X.

WBAL Petitions The FCC For Blue Book Deletions

(Continued from Page 1) station's present owner. The company also asked the Commission to continue the hearing on WBAL, now scheduled to resume on Monday. Counsel for Drew Pearson and Robert Allen, who are seeking WBAL's facilities, said the Hearst Radio petition would be fought.

Kiddie Hour In Night Spot

Herb Sheldon, who with Maggi McNellis presents a five times a week afternoon audience participation luncheon show at the Latin Quarter, announces that beginning last Saturday, Jan. 24th at 1:00 p.m., a weekly series for children now is being aired. Featured will be prizes, audience participation and party games, emceed by Sheldon. The program is heard via WJZ.



Less for your money?

That before-and-after picture shows the amount of food you could buy for \$5.00 in 1941—and what you get today.

In 1941, you could get 2 pounds of butter, 3 dozen eggs, 3 round steaks (an inch and a half thick) and 15 pork chops.

Today, this has shrunk to a pound of butter, a dozen eggs, a thin round steak and 7 pork chops.

That's not the picture of the values in Baltimore radio. It's an independent, W-I-T-H, that today as in 1941, gives you more for your money than ever before.

It is W-I-T-H that continues to deliver more listeners-per-dollar-spent than any other station in town.

To make your dollars count in the country's 6th largest city, shop wisely . . . use W-I-T-H, the successful independent.



W-I-T-H AM and FM

Baltimore 3, Maryland TOM TINSLEY, President

Represented Nationally By Headley-Read

★ THE WEEK IN RADIO ★

AFM-Webs Before House

By VAL ADAMS

**H**ISTORY of network-AFM negotiations told in House Labor Committee hearings. Biggest single hunk of news came from Petrillo—that he could change his mind about recording ban lasting “forever,” first time he’d made public admittance. He’d like legislation granting royalties on commercial use of records. Rep. Carroll Kearns planning such a bill. Petrillo testified that since passage of Taft-Hartley law he has not specifically told networks they can’t duplicate on FM. Webs answered that they have stuck to present agreements, however, written or unwritten. When pressed by committee interrogator, Mark Woods of ABC said webs might show defiance after Jan. 31. . . . Hearings entirely void of any antagonism between web spokesmen and Petrillo. . . . Frank Mullen of NBC revealed networks cannot legally grant two requests made by AFM—keeping same number of musicians in same number of stations as previously, and allowing AFM jurisdiction over pancake turners.

Committee Chairman Hartley said British flew 12 tons of records to U. S. since recording ban became effective. Another 250 tons on the way, he added. . . . Joe Ream of CBS said on stand that Petrillo has not given any concrete proposals on which he would allow simultaneous AM-FM broadcasting.

Retail sales of recordings hit \$200,000,000 annually, James Murray of RCA-Victor disclosed before committee. Murray says if ban continues manufacturers may have to try using non-union musicians. . . . Richard Testut of Associated Program Service said recording companies are eager to get together with Petrillo and “work things out.”

Ad budgets in '48 will pass those of last year, predicts Sig Larson of Y&R, but advertisers are hesitating about long-term commitments. . . . Dancer-Fitzgerald-Sample topped list of billings placed with four major networks in 1947. Figure was \$21,155,292. . . . Radio donated \$7,500,000 in time and talent to Veterans Administration in fiscal 1947. . . . Campaign to improve public understanding of American economic system started by joint ANA-AAAA committee. One radio phase of long-range campaign being tested on WJR, Detroit.

“Voice of America” bill, granting permanent establishment, sent to White House for signature. Funds still to be provided. . . . Communications field faces evolution impact comparable to introduction of rotary press and motion pictures at same time, said Hugh Beville, Jr., NBC research director. He said impact coming from television, FM and facsimile. . . . \$150,000 suit against CBS, alleging plagiarism in preparing “My Friend Irma” show, dismissed in Los Angeles Superior Court. Judge said plaintiff, Arthur Kurlan, showed no evidence of plagiarism.

Emerson Radio and Phonograph Corp. had 68 per cent increase in net

income for fiscal 1947 above any previous year. Holders of capital stock split net income kitty, after all taxes, of \$2,263,024, making it \$5.54 per share.

Production of radio and television receivers broke all records in 1947, RMA announced. RMA members turned out over 17 and one-half million and other manufacturers another estimated million. Television set production was 178,571, compared with 6,476 the previous year. . . . NBC and affiliates will use five-minute ET, based on new tune “Saturday Date,” to promote its block of Saturday night shows. . . . San Antonio Baptist Association planning Texas FM network.

AP added 235 more radio members. Total now is 691. . . . Quarter-hour nightly radio newsreel set for MBS Feb. 2. Zenith Radio Corp. expected to sponsor few weeks later. . . . New York Civil Service Commission giving exams for 12 announcing vacancies at WNYC. . . . Big attendance at winter meeting of Georgia Association of Broadcasters.

ABC close to expansion goal into new markets, says John H. Norton, Jr., veepee in charge of stations. Web added 46 affiliates in 1947 and now has 265, all but eight on the air. . . . Fraud involved in removal of FM from low to high band, charged Sen. Charles Tobey, acting as chairman of Interstate Commerce Committee.

New Philco ET Deal Closed With Finley

(Continued from Page 1)

the ‘Anderson Family’ 52 one-half-hour shows.

These will be made available to more than 25,000 Philco dealers on a co-operative basis, with the dealer paying 50 per cent of the show’s cost and station time and distributors paying the other half of show time and cost.

Deal was announced at the annual Philco Convention at Palm Beach, Fla., to over 1,500 who represent Philco’s division managers, district representatives and distributors.

Commercial copy on the shows will be handled through Hutchins Agency, who arranged the deal between Finley and Philco.

This marks the first time that Philco has okayed an outside show for use by its dealers and distributors.

Finley is enlarging his sales organization to 20 men, who will work with Philco’s 150 distributors.

Chesterfield Buys Giants Sked On WMCA, WNBT

(Continued from Page 1)

plans. Other member of the duo has not been signed as yet.

Sponsorship of both schedules will become effective April 21. Agency for Chesterfield is Newell-Emmett.

Miller Warns Against FCC Program Control

(Continued from Page 1)

vision in the hands of the Commission. He declared:

“Entirely apart from the prohibition of the First Amendment — although clearly germane to its underlying philosophy—is the fact that no small group of men in Washington—charged with the onerous duties of regulating a vast communications system can possibly preside, wisely or even intelligently over the tastes and needs of the American people in the fields of information, education and entertainment.”

Makes Five Suggestions

Judge Miller also proposed:

(1) That salaries of \$15,000 would be appropriate for properly qualified FCC commissioners.

(2) That the FCC chairman should be appointed by the President as he now is, rather than elected by commissioners or chosen by annual rotation.

(3) That the Communications Act limitations upon future employment opportunities for commissioners and FCC staff personnel is “discriminatory” and any legislation of this nature “should be enacted with respect to all administrative agencies and should be uniform.”

(4) That a provision barring advocacy of “the overthrow of the Government of the United States by force or violence” should be added to the bill.

(5) That the provision of the original White bill prohibiting the Commission from regulating the business of broadcasters, which has been deleted in the present version, should be reinstated.

Insurance Co. Sponsor Signs For Full ABC Web

(Continued from Page 1)

show is heard every Monday from 8-8:30 p.m., EST. Last month the sponsor planned to add only 60 more stations to the original 13 but then a decision was made to put the show on the full web. Agency is McCann-Erickson.

Expansion to a coast-to-coast hook-up for “Point Sublime” marks complete departure by the John Hancock company from institutional advertising into mass radio appeal. Cliff Arquette is the star of the series which also features Mel Blanc.

Dave Garroway Show Sold To National Guard On NBC

Chicago—The “Dave Garroway Show,” heard on NBC from 10:30 to 11 p.m., CST, has been sold to the National Guard for 52 weeks starting February 15 and will be heard over the entire NBC network. Show appeals to young adults, which is the group the National Guard wishes to reach. Sale was made by the Gardner agency, St. Louis, and Jim Mc-Edwards was salesman for NBC. At present the show is heard sustaining on 70 stations.

Parrot Fever

Seems there’s a *chanteuse* on KYW who has a parrot. Parrot moulted, dropped 12 green feathers. *Chanteuse*, on the air, tried to promote Community Chest by offering green feathers for red. Drove promotion department mad; had to dye hundreds of duck feathers to meet demand. If KYW can get Philadelphians that excited over feathers, think what it can do for your product! KYW 50,000 Watts NBC Affiliate.



WESTINGHOUSE RADIO STATIONS Inc

KDKA KEX WBZ WBZA WOWO KYW

National Representatives, NBC Spot Sales—except for KEX. For KEX, Free & Peters

## CHICAGO

By NAT GREEN

MUTUAL'S Saturday night feature, "Hospitality Club," visited at Chicago Saturday, broadcasting from the stage of the Regal Theater on Chicago's South Side.

Some 70 representatives of the Campbell Soup Company who will be meeting in Chicago will attend the broadcast of WBBM's "Melody Lane" next Tuesday.

When the New Year's Day storm cut off their Mutual network lines, stations KROS, Clinton, Iowa, and KHMO, Hannibal, Mo., broadcast Mutual network programs by recording them from WGN broadcasts.

Arthur M. Holland, of the Malcolm-Howard agency, flew to Florida last week for a ten-day vacation.

Bruce Macfarlane, son of the late W. E. Macfarlane, business manager of the Chicago Tribune, started work January 5 on the night staff of the WGN news room.

Nan Patton, 18-year-old Milwaukee singer, is temporarily subbing for Patsy Lee on the "Breakfast Club" while Patsy is recuperating from a cold.

Marshall Kent, new member of the WGN announcing staff, is disc jockey on the new Marshall Kent Show which made its bow on WGN January 5, 4:15-4:30 p.m., Monday through Saturday. Program will be sponsored for 52 weeks by Colgate, Palmolive, Peet. Duke Ellington, whose disc jockey show is heard nightly on WSBC, Chicago, has coined a new term for disc jockey. It's "equestrian of the platters."

Hal Totten, WGN farm director, will join Dr. R. Milton Carleton, director of the American Horticultural Council, in a new weekly garden series, "The Practical Gardener," which will be heard over WGN and Mutual, 11:15-11:30 a.m. Saturdays.

## Networks And The AFM To Resume Negotiations

(Continued from Page 1)

voiced hope in the last two weeks that a new pact could be signed by the end of this week, certainly a sign of good relations, there is just no evidence to suggest that this optimism will flower into reality. Current pact was reached by networks and Local 802 in New York several months after the previous one expired in 1947 and at the time discussions were devoted entirely to pay scale and vacations. Now FM and television are in the picture plus new legislation which knocks previous patterns out the window. In one way, negotiators find themselves almost starting from scratch again.

AFM's executive board will be present at today's session and as long as this holds true talk will be toward a blanket agreement covering FM and television. While some points were explored in these two new factors in the Washington meeting last Tuesday, negotiators are far from coming to any definite arrangements.



## California Commentary . . . !

• • • Don Bernard Rehearsal Records, Inc., announces that more than 150 standard songs have been recorded by the same accompanists who play for leading singers. The Bernard organization is making these

accompaniment records, originally made for professional artists and students on discs for home use, available to stations and advertising agencies in 16-inch double-

face Vinylite pressings, NAB lateral standards at 33.3 RPM. . . Dale Evans and Roy Rogers, who have been honeymooning in Texas, returned to Hollywood Jan. 20th, and accompanied by Art Rush, Rogers' manager, immediately left for San Francisco. From the Bay City they went to Coloma, to lead the Discovery Day parade that marked the opening of the State Centennial Commission celebration of the 1848 discovery of gold at Sutter's Mill. . . Admiring a store's lavish display of imported wines, Judy Canova overheard another customer, a native Californian, no doubt, exclaim, "You mean they make champagne in France, too!"



• • • Charles Collier, managing director of the Advertising Association of the West, and Bob McAndrews of Young & Rubicam, regional vice-president, headed the organization meeting of the new San Bernardino Ad club Jan. 22. The club is being spark-plugged by Russ Burroughs, sales manager of KMBT, there. . . The switch of "The Adventures Of Ozzie And Harriet" from Sunday to Friday has enabled busy Janet Waldo to return to her original role of Emmy Lou Johnson, the girl next door. . . Danny Thomas joined with Eddie Cantor, Margaret Whiting and Jo Stafford when KFWB disc jockey Peter Potter celebrated his 500,000th platter with a broadcast brunch, kicking off the March of Dimes opening parade. . . The "G. E. House Party" celebrated its fourth birthday Jan. 15. . . Al Hohanzen, "Duffy's Tavern" scripter, is writing with one hand these days, since breaking his left arm in a fall at his home. . . Georgia Backus, one of radio's busiest actresses, is playing an important role in "Abigail, Dear Heart," at Paramount. Her first film was "Citizen Kane" with Orson Welles, and she recently worked in "Dream Girl," at Paramount.



• • • Martin Block announced that Mrs. Charlotte L. Bradley, 680 Ontario, St. Cohoes, N. Y., was the winner of the contest he sponsored on his Mutual platter spinning show to find a new, more appropriate name for "disc jockeys" with her suggestion of "Waxtro." . . . Unable to find space in crowded Los Angeles, Jack Carson's NBC writers have come up with the most lush quarters boasted by any scripters in Hollywood—Jack's guest house, with adjoining patio, steam bath and swimming pool. . . Bill Lawrence, director of "Screen Guild Players" and "Take It Or Leave It," began his radio career as a part-time announcer on WCCO, Minneapolis outlet for CBS. . . Patty Andrews of the "Club 15" Andrews Sisters, and her bridegroom Marty Melcher, have just sold their home in Brentwood and have moved into a new house in North Hollywood, which is provided with all the healthful amusement accessories such as swimming pool, badminton court and handball court.



• • • Chet Lauck, who plays Lum on CBS' "Lum 'n' Abner" series, journeyed to Las Vegas to arrange for shipment of 100 head of cattle from his ranch to the Los Angeles market. . . When the time comes for some motif decorating around his Beverly Hills home, Jean Hersholt, CBS' "Dr. Christian," drops the sponge and scalpel routine, dons smock and beret, and palette in hand does his own painting. The playroom-den, decorated Danish style, is Jean's own handiwork, complete to the "good health" axioms on the oak beams.

## SOUTHWEST

PARKS JOHNSON vacationed briefly from his duties on "Vox Pop" at his Sabina Ranch located near Wimberly.

Robert Montgomery, former commercial manager of KGKL, San Angelo, has been named commercial manager for KOSA, Odessa.

Stan Nelson, staff announcer on K TSA, San Antonio, is conducting a daily "My Favorite Song" contest Monday through Friday for a quarter hour. A box of candy is given away each day to the person writing the best letter requesting a song.

Harry Harber, formerly with KNOW, Austin, and WFAA, Dallas, has joined the staff of WKY, Oklahoma City.

Tony Stephan has joined the staff of KVAI, Amarillo as chief announcer and newscaster. He was formerly with KSEL, Lubbock, and KPET, Lamesa.

WBAP, Fort Worth, will provide full coverage of Fort Worth's annual Southwestern Exposition and Fat Stock Show to be held Jan. 30 to Feb. 8. Ted Gouddy will handle the "hoof and jump" accounts of the rodeo while WBAP Farm Editor Layne Beaty will handle broadcasts pertaining to winners in livestock classes and other general stock show events. Also on hand will be announcer Gene Reynolds and a special events staff and reporters from the WBAP newsroom.

Les Eugene, program director of KTFS, Texarkana, has been elected secretary of the Texarkana Civitan Club.

Jerald P. Fisher, manager of KNAF, Fredericksburg, which is scheduled to take to the air soon on 1340 kcs. with a power of 250 watts, has acquired a 20 per cent interest in the outlet. Walter T. McKay and Arthur Stehling each have 40 per cent.

Regional Golden Gloves Finals held in Fort Worth, was aired by WBAP, Fort Worth, as a special events feature. Approximately six hours of air time was cleared for the fights. Ted Gouddy handles the fights assisted by Chem Terry.

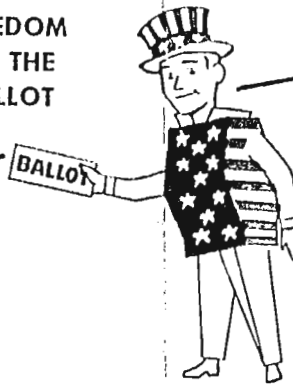
Jim Calhoun has joined the staff of WACO, Waco, as announcer. He was formerly with KRBC, Abilene.

Fred Bennett, disc jockey-comic of K TSA, San Antonio, recently startled Clarence Nash of Disney Studios, who is the voice of Donald Duck. While Nash was in the studios of K TSA, Bennett conjured up his "singing ducks," a feature of Bennett's morning broadcasts, in which a whole flock of ducks give out with popular songs. Even Nash was stumped for a while, according to Bennett.

## Named Shortwave Director

Otto Liebert has been promoted to program director of shortwave outlet WRUL, succeeding John Ambertsen, who resigned to set up his own business. During the war Liebert broadcast to the Netherlands East Indies from Australia and later re-established Radio Bandoeng on Java.

FREEDOM  
OF THE  
BALLOT



FREEDOM  
OF  
SPEECH



# 1948

FREEDOM  
OF  
WORSHIP



The year 1948 will be the most critical year in world history! It will be a year of decision . . . And THE GREATEST VOICE IN AMERICA TODAY IS RADIO.

RADIO *must* and *will* accept these great responsibilities in 1948.

FREEDOM TO COME AND  
GO AS YOU PLEASE



**WJR**  
DETROIT  
THE GOODWILL STATION

50,000  
WATTS

**WGAR**  
CLEVELAND  
THE FRIENDLY STATION

50,000  
WATTS

**KMPC**  
LOS ANGELES  
THE STATION OF THE STARS

50,000  
WATTS

**FOR FREEDOM**

FREEDOM is a precious privilege. It stands for the rights of every AMERICAN . . . his beliefs . . . his rights to speak, act, and above all his rights to vote as his conscience dictates.

**THE NATION'S GREATEST ADVERTISING MEDIA**

G. A. RICHARDS  
*President*

HARRY WISMER  
*Ass't to the Pres.*

## 100 Reservations For AWB Gathering

(Continued from Page 1)  
 Dinner with capital hostess Mrs. George Mesta, daily cocktail parties and several luncheons and receptions. Conference theme of "The Woman Broadcaster in Public Affairs" will be carried out in many talks and panel discussions. Among the speakers will be NAB proxy Justin Miller; Kenneth Royall, Secretary of the Army; A. D. Willard, Jr., vice-president, NAB; Speaker of the House Joseph Martin; Winton P. Anderson, Secretary of Agriculture; Benjamin Cohen, UN Assistant secretary general, and Hugh Heltis, president of BMB.

**Participants Listed**  
 Participants in panel discussions will include: Lee Hart, NAB; Enid Gray, WSB; Nancy Grey, WTMJ; Mildred Bailey, WCOP; Dorothy Shank, WBBR; Dorothy Lewis, NAB; Eleanor Hanson, WHK; Kay Keltner, Swift Co.; Harriet Gormley, Westinghouse; Helen Ridley, J. Walter Thompson; Mary Kelley, Millinery Fashion Bureau; Frieda Miller, Dept. of Labor; Margarite Ralls, Natl. Business & Professional Women; Mary Conway, British Information Services, and Mrs. William Barclay Parsons, Jr., Women United for the United Nations. Television show Friday night will feature Allan Prescott, of ABC, and address by Alma Kitchell, of ENBT.

## Institute Of Food Products In Co-op Deal With WHN

American Institute of Food Products has entered into a "cooperative" deal with WHN whereby the first hour of Ted Husing's morning discockeye stint will be sub-titled the "Grocery Store Hour" and made available to food advertisers in strips of three quarter-hours per week at a reduced rate.

Number of sponsors under the plan, which is slated to begin Feb. 16, will be limited to eight non-competitive food accounts. According to the station lower rates are offered because the Institute "is underwriting the show as a full-hour production." Rates for the three quarter-hour-per-week range from \$600 per week or 13 weeks to \$525 per week on a 12-week basis, including time, talent, production and merchandising service. This service includes letters to wholesale buyers; visits to buyers by institute staffers; letters to retailers; cooperation with advertiser's sales staff; exploitation on other shows; promotional aids provided by station and personal appearances by Husing at store openings, sales meetings, dealer groups, etc.

Details of the plan are described in an effective promotion piece titled "You Deliver the Groceries, Husing Delivers the Customers," distributed by the outlet to advertisers and agencies. Prepared by WHN promotion director Bob Patt, the two-fold brochure is a two-color photo offset job in orange and black on 50-pound whitecover stock.

## WHO'S WHO IN RADIO

### ALBERT WAYNE COY

ALTHOUGH he has been in radio less than four years, Wayne Coy already has done more for the good of the industry than some execs do in a lifetime. He was one of the leaders of FM Broadcasters, Inc. a board member of that organization's successor, FM Association, a small station director of NAB, and a member of numerous NAB committees. As chairman of an industry committee working in co-operation with FCC, he helped bring about the recent clarification and simplification of application forms of broadcast licenses.

This seemingly endless supply of energy and his pleasant personality, coupled with his long, successful career in journalism and public service will stand him in good stead as he knuckles down to his difficult and oft-times thankless task as chairman of the FCC.

Born in Shelby County, Indiana, on Nov. 23, 1903. Coy attended the local public schools and Franklin College, from which he was graduated in 1926 with an A. B. degree. Twenty years later, his alma mater awarded him the honorary degree of Doctor of Letters.

Coy began his newspaper career at the age of 16 as a reporter on the Franklin Star. He served as city editor of the paper for four years until 1930, when he became editor and publisher of the Delphi (Indiana) Citizen, a crusading weekly.

Entering politics in 1933, Coy became secretary to Paul V. McNutt, newly-elected governor of the Hoosier state. In those dreary days of the great depression, he directed the Governor's Commission on Unemployment Relief and later organized and administered the State's first Welfare Department.

He was introduced to the complexities of Federal service in 1935 when he was appointed State and regional administrator for the Works Project Administration. Two years later he went to the Philippines with McNutt, who had been appointed High Commissioner for the islands. In 1939, when McNutt was named administrator of the Federal Security Agency, Coy became assistant administrator. His next step, which came two years later, was the inner circle in the White House. He was made a special assistant to the President and White House liaison officer with the Office of Emergency Management. In 1942 he was appointed assistant director of the budget in addition to his other duties, a post he held until Feb. 1944, when he left Government service.

As assistant to Eugene Meyer, publisher of the Washington Post, Coy was introduced to radio in 1944 when the Post acquired WINX. He was in charge of all radio activities of the organization including WINX-FM.

From 1934 to 1940, Coy served as a second lieutenant in the Indiana National Guard. Later, he was a member of the Advisory Committee on Selective Service and the Joint Army and Navy Welfare and Recreation Board.

In 1927 he married Grace Elizabeth Cady. They have two children, Stephen, 16, and Albert Wayne, Jr., 9. Coy is a member of the American Academy of Political Science, American Society for Public Administration, Phi Delta Theta, Sigma Delta Chi and the National Press Club. He is a Baptist, a Democrat and a Mason.



"capable"

Citizen, a crusading

## "Quiz Kids" To Continue "Best Teacher" Contest

Chicago—The "Quiz Kids" program is opening its third annual "Best Teacher" contest, which began officially with an announcement by Dr. Paul A. Witty, of the department of education at Northwestern University, on the "Quiz Kids" program Sunday, January 25. The broadcast will originate from Louisville, Ky., before an audience composed entirely of teachers and school administrators.

Winner of the contest will receive a cash prize of \$2,500 to be used for a full year of study at any university or college. Cash prizes totaling \$1,500 will be offered to elementary and high school students writing the best letters on the subject "The Teacher Who Has Helped Me Most." Two teachers besides the winner will each receive a cash prize of \$1,000.

Judges of the contest will be Dr. Witty, assisted by Dr. Willard Olson, professor of education and psychology

## Commission Grants WMC Change In FM-Tele Letters

Memphis—The Federal Communications Commission granted request of radio station WMC, Memphis, Tenn., to change the call letters of its FM station which has been in operation since May, 1947, from WMC-FM to WMCF. The Memphis Publishing Company, licensees of WMC, WMCF and the new television station, WMCT, in Memphis, was also granted the request to change its television station call letters WMC-TV to WMCT several weeks ago. WMCF will increase its power to 261 kw. upon completion of a new 750-foot tower which will be ready for operation some time in April this year.

and director of research in child development at the University of Michigan, and the Rev. Philip S. Moore, dean of the Graduate School of Notre Dame University.

## RMA Board Confirms Actions Of Committees

(Continued from Page 1)  
 useful information and that similar meetings should be held in up to five other cities during 1948. They will, however, be under the direction of the Radio Parts Co-ordinating Committee, and the plan probably will be discussed at the committee's meeting in New York next Thursday.

The "radio in every room" campaign also met approval of the board, which allocated a fund of \$70,000 for its continuance. The matter of a "grass roots" campaign is being considered but definite plans are being held in abeyance to check on the results of the Hartford campaign now in progress, and the matter will be taken up at the RMA board meeting in April.

**Service Men's Plan Okayed**  
 The board approved an industry service men's plan along the lines suggested by the committees, but placed emphasis on jobbers handling the advertising and promotional campaign toward educating the public to use the services of authorized dealers and service men. Cooperation with the various service men's organizations was approved.

The board turned down the suggestion for a spot check on sets sold. They decided that the expense would be too great and that most of the benefits would accrue to the dealers.

Plans for National Radio Week will be considered at a joint meeting of the RMA and NAB in March.

Approval of the plan to hold the RMA convention and the parts trade show concurrently was voiced, and it was agreed that the two would be held at the same time and place in 1949. The shows will be held separately this year, as there is not time to arrange to hold them jointly.

The invitation to hold the next RMA board meeting in Canada was accepted, and it will be held April 8 and 9 at the Royal York Hotel, Toronto.

## WGY Advisory Council Holding Meeting Today

Schenectady—The first post-war meeting of the WGY Advisory Council, which this year will discuss FM and television as well as standard wave broadcasting, will be held in Studio A at WGY today starting at 3 o'clock. The session will be attended by a group of 25 men and women who are prominent in civic affairs in their respective communities in the WGY area. They will be given an opportunity to tell what they like and dislike about broadcasting and television.

"It is from such constructive criticisms that we are able to improve the service we strive to render the public," according to G. Emerson Markham, station's manager.

Principal speakers at a dinner to follow the meeting will be Easton Woolley, stations relations director of NBC, and R. S. Peare, vice-president of General Electric in charge of broadcasting, advertising and publicity.

## AGENCIES

**THADDEUS (TED) KELLY**, formerly radio time buyer at Batten, Barton, Durstine & Osborne, has joined Cecil & Presbrey, Inc., in the same capacity.

**RUTHRAUFF & RYAN, INC.**, has been appointed advertising agency, effective February 11th, by the Orange-Crush Company, to handle both Orange-Crush and the Old Colony Beverages, a complete line of soft drinks in the U. S. A. The agency will also handle the advertising of the Inter-American Orange-Crush Company and the Orange-Crush Company, Ltd., (Canada), including Orange-Crush, Kik Cola, and Gurd's Gingerale.

**RICHARD L. EDSALL**, vice-president in charge of research of the James Thomas Chirung Company, Boston and New York advertising agency, has been appointed to the national committee on research of the American Association of Advertising Agencies, effective April 1, 1948. Edsall is a former national membership chairman of the American Marketing Association and has also been secretary and member of the board of the Association's New England Chapter.

**CLOSING DATE** for entries by Advertising Clubs in AFA's eighth annual contest is May 17. Awards were started in 1940 to encourage club participation in the Federation's program to promote a better public understanding of advertising. Five judges this year will be Ben Duffy, BBD&O; Gene Flack, Sunshine Biscuits, Inc.; Frederic Gamble, 4-A's; Robert Gray, Standard Oil Co. of New Jersey, and Edwin Thayer, Tide magazine.

**RA-BEST FEATURES, INC.**, new radio packaging firm, has acquired the rights to six Kelley Roos comedy whodunits and will dramatize them as a half-hour series. Direction and James (Jim) Andrews, executive over-all production will be by S. vice-president of the company.

**MURRAY CARPENTER** has announced that his Portland, Maine station, WPOR, has assigned its national sales representation to Adam J. Young, Jr., Inc.

### Finder On ABC

General Eisenhower's statement to Leonard V. Finder, publisher of the Manchester (N. H.) Evening Leader, that he would refuse nomination for the Presidency of the United States, impelled ABC to look up Finder Friday and put him on the air as a guest on "Headline Edition," broadcast over the web each day from 7-7:15 p.m.

#### TELEVISION PICTURES! TELEVISION PICTURES!

Visit us at the Commodore Hotel to-day and see our "Films for the Future" at the Film Conference Exhibit.

UNITEL 1730 N. Las Palmas  
INCORPORATED Hollywood 28, Calif.

## COAST-TO-COAST

### —MICHIGAN—

**DETROIT**—Under the direction of the Detroit Dept. of Parks and Recreation and through the co-operation of the Detroit Free Press and WXYZ, the Bandstand Caravan recently began a series of weekly dances held at city community centers. The show is built around a trio of city celebrities, including Lyall Smith, sports editor of the Detroit Free Press; Mark Beltaire, the Town Crier, and Ross Mulholland, versatile WXYZ emcee. The music is supplied by a studio record player and the dancers participate in quizzes and mixed games. Each week the show presents different personalities, depending on the location of the center, the time of the year and the availability of the guest. Proceeds go to the community center. . . . Sound engineer Sidney Brecher, of WJR, recently auditioned his 7-week-old son, Glenn. The boy made the grade and will be a regular transcribed feature on WJR whenever the script calls for a crying baby.

### —MISSOURI—

**KANSAS CITY**—E. W. Moss, formerly in the advertising department of the Butler Manufacturing Company, has joined the staff of KMBC where he will assist Tom Rucker, director of advertising and promotion. . . . A new series of programs, produced in co-operation with the Kansas City Police Department and entitled, "Crime Is A Losing Game," was recently inaugurated by KCMO. Show is built around discussion between Chief of Police Henry W. Johnson and the heads of law enforcement agencies, prosecutors, jurists, parole officers, ex-convicts and others able to present a wide variety of fact in the fight against crime.

### —NEW JERSEY—

**ATLANTIC CITY**—WFPG has inaugurated "Quiz Bee," a program designed for youngsters from the ages of 8-14. Ethel MacCody is the emcee of the show, which selects a panel of 10 children from the studio audience, by means of drawing program ticket stubs, and the youngsters compete for prizes by answering questions on the subject of their choice. For each question answered correctly, the contestant grabs a handful of "Balloon Bubble Gum" from a large basket. Sponsor of the program is the Halkins Children's Shop of this city, who furnish as prizes comb and brush sets, gloves, lum-

berjackets and other articles to make the kids' eyes pop. . . . **TRENTON**—Fulton Arnold, WTTM sportscaster, has been chosen as the radio chairman for the Trenton March of Dimes campaign.

### —CONNECTICUT—

**HARTFORD**—WCCC recently carried a transcribed interview broadcast with Carleton F. Sharpe, the new city manager, answering questions, put to him by a St. Petersburg radio news editor, on his plans as city manager. The interview was arranged by Harry LeBrun, station manager. . . . A \$20,000 revolving fund, to assist 4-H Club members and high school students of vocational agriculture in acquiring pure-bred stock for dairy and beef livestock projects, has been established by WTIC. The plan, to be called the WTIC Farm Youth Program, invites boys and girls, wishing to enter a livestock project with the consent of their parents, to make application to their County 4-H agent or their vocational agriculture teacher, upon whose approval, the station will purchase a pure-bred heifer of a breed chosen by the applicant. The station will charge no interest and will provide insurance on the animals until the loans are paid by the boy or girl who has signed an agreement promising to care for the calf according to recommendations of his teacher or club leader and to pay for the animal within two years.

### —DISTRICT OF COLUMBIA—

**WASHINGTON, D. C.** — WWDC-FM recently broadcast a special two-hour inaugural show celebrating operation with its full 20,000 kilowatts. The program, which also climaxed the "Mr. FM" contest conducted by WWDC, presented such prominent guests as Wayne Coy, chairman, and Paul A. Walker, commissioner of the FCC; Everett Dillard, president of the FM Association, and Brooks Johns, county manager for Montgomery County. Peter Donald, famed story teller of "Can You Top This," the Fred Allen Show and heard on his own broadcast over WWDC and WWDC-FM, appeared in person to act as emcee from 9:00-10:00 p.m. From 8:30-9:00 p.m., the show emanated from the WWDC-FM studio but at the latter time it was switched over to the Presidential Room, Hotel Statler, where all the gifts for the contest winners were on display and where the prominent guests appeared.

ATTENTION: Agencies, Television & Radio Producers

### Executive Assistant Available

Capable young woman, experienced in radio writing and public relations. Also television and fashions. Speaks French, Spanish and Portuguese fluently, widely travelled. Capable of handling all production details. At present assisting on major network show. Call PLaza 9-0914.

### NOW AVAILABLE

as Film Consultant or Producer. Man with extensive motion picture experience who has produced and directed more than 700 films in the past five years mainly for television and small screen use. For full details please write Box 106, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



ON THE AIR AT CHANNEL 4 . . .

MONDAY, JANUARY 26

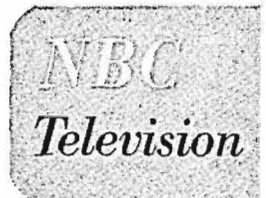
8:15 UP News  
8:30 NBC Television News  
8:40 Weather (Brentwood)  
8:41 Cavalcade of Sports—St. Nicholas Arena—Boxing  
10:00 Feature Bout—Danny Kapilo vs. Tony Riccio

TODAY'S STORY . . .

Variety's succinct: "GRUNT GROSSES HIKED 100% VIA CHI VIDEO" scored a big mark for television the other day. In a free translation it said that a wrestling promoter testified that in the 17 months his bouts were televised, paid admissions had doubled — without benefit of unusual attractions. FAX NIX VIDEO AS B. O. BOGIE.

SECOND SCANNING . . .

C. J. Durban of U. S. Rubber Co. says the best way to convince sales executives to use television is to put sets in their homes. As he puts it: "One of the most convincing things about television — is TELEVISION."



A Service of Radio Corporation of America



# TELEVISION DAILY

Daily section of RADIO DAILY—Monday, Jan. 26, 1948—TELEVISION DAILY is fully protected by register and copyright.

## UPSURGE IN SALES OF RECEIVERS CONTINUES

### TELE TOPICS

By JIM OWENS  
Associate Editor

CAMEL cigarettes will be the next tobacco outfit ready for the video plunge, and are rumored to have bought a newsreel show to be used on several stations. . . . Chesterfield's contract with the Yankees (over WNBT) said to have a clause providing for the removal (or covering) of advertising billboards at the stadium within range of the video cameras. Which will up the tab a few million pennies. . . . WABD planning a rate hike around the beginning of March. . . . A recent rates, uncertainty as to future AT&T cable charges making it tougher to sell a "network" show. Sponsors afraid of getting saddled with a possible 100 per cent hike when rates are increased next spring. . . . Kaiser-Frazer now airing the commercials on "Amateur Hour" from its showroom on 54th & B'way.

WNBT will get a brand-new postwar RCA transmitter for its Empire State tower today. It'll be brought up to the peak of the world's tallest structure by elevator, piece by piece. . . . WCBS-TV has set pickups of two March of Dimes benefits. CBS outlet will air the N. Y. Dress Inst. fashion show at the Waldorf tomorrow and a sports carnival from Baltimore Friday. . . . That ANTA-NBC airer of a play by Lawton Campbell next month will bring back memories for Owen Davis, Jr. He and (the) petite Davis played juve roles in Campbell's "Solid South," a legit click several years ago. . . . 300-lb. comic Stubby Kaye, the biggest thing in tele yet. . . . When Martin Campbell, WFAA (Dallas, Tex.) biggie was in town last week he rented a large screen set for his room at the Ambassador. Hotel execs are now wondering whether this tele business isn't getting really popular.

WALTER COMPTON's news show out of WTTG, Washington, has had 40 of the nation's top legislators as guests in the six months show's been on the air. . . . Chateaubriand decor will be made up for a video set for a new show supposedly emanating from the restaurant. . . . Co-owner Alex Hounie will act as interviewer and chef Roger Parizot will demo cooking lessons.

### Legit Preview

Fifth tele presentation of the American National Theater and Academy over NBC television will preview an act from a new play by Lawton Campbell which is to be produced on the Broadway stage next spring. Final act of "The Bachelor Queen," a three-act dramatic biography, will be aired in its entirety over WNBT, NBC outlet, on Sunday, Feb. 1, (8:30 p.m., EST.).

### AWB Confab On Tele

Washington—WMAL-TV will present a special telecast of the Association of Women Broadcasters' Convention in Washington's Mayflower ballroom at 9 p.m., Friday January 30th. Allen Prescott, of ABC, will emcee the show for AWB members.

Ruth Crane, director of women's activities for WMAL and WMAL-TV, is acting president of AWB. Program will also be carried on the coaxial cable to Baltimore, Philadelphia and New York.

## All-Film Tele Confab KDYL Sets Schedule To Attract 300 Execs. Of Experimental Tele

Every aspect of films for television will be discussed in a full-day meeting today at the Hotel Commodore, with over 300 station, agency and advertising execs in attendance from all phases of the industry. Chester W. Kulesza, film and tele production supervisor of BBD&O, is chairman of the conference, which is the first devoted exclusively to films for video.

Speakers include Don McClure, of N. W. Ayer; Charles Durban, U. S. Rubber Co.; Paul Alley, NBC; Rudy Bretz, WCBS-TV; Irwin Shane, publisher of Televiser, and several others.

### WCBS-TV Sets Record Of 19-Day Air Schedule

Record for consecutive-days broadcasting on WCBS-TV was set yesterday when the CBS outlet completed 19 straight days of programming, from Jan. 7 through 25. After a one-day lapse, station will air six more consecutive days of broadcasting, for a total of 25 out of 26 days through Feb. 1.

Salt Lake City—First regularly-scheduled experimental telecasts to be made in the area of the Great Salt Lake Valley will get under way here next month by KDYL's tele station, W6XIS, it was announced Friday by S. S. Fox, president of the Intermountain Broadcasting Corporation. Fox said he expected to begin commercial video operation "before the end of 1948."

### Field Tests Already Made

Extensive field tests have already been made with success and show complete coverage of the Lake Valley area. Fox pointed out. KDYL's experimental transmitter is located atop Salt Lake City's tallest building, the 20-story Walker Bank building in the business district.

### Gets Tele Post

Joel M. Holt has been named to head a newly created television, radio and special services department of Herbert H. Foster Associates, public relations firm with offices in New York and Toronto.

## The Week in Television

### Televise Washington Hearings

Testimony of network officials in the House Labor committee, regarding difficulties with the American Federation of Musicians, was aired via pooled network pickups from Washington. . . . Plans for coverage of the Democratic and Republican national conventions in Philadelphia next summer were speeded up. . . . CBS signed a long-term pact for television-radio coverage of the Kentucky Derby, America's premier turf classic.

DuMont network in heavy programming splurge, with almost a dozen new shows premiered in recent weeks. Also on increase was total hours aired each week. . . . RCA, Westinghouse and Garod unveiled new tele consoles, two of which are "all-purpose" sets. . . . Dr. Allen B. DuMont predicted video stations would eventually "out-gross" radio stations. . . . FCC proposed re-allocation of channels in area of northern U. S. to avoid interference with Canadian outlets. . . . Screen Directors Guild announced it would focus more attention on films for television.

First regular program from Boston via the NBC network (and radio-relay) bowed Thursday, with Mass. Gov. Bradford officiating. . . . Walter Compton named general manager of WTTG, Washington outlet. . . . Holders of tele CP's now reach 71, as FCC ok'd three applications last week. . . . Competition tele news coverage was seen with networks expanding staffs, entry of wire services in the medium.

## See All-Time High By The End Of This Month

Television receiver sales continue to mount heavily in all cities now serviced by the new medium, and indications point to an all-time high of gross sales to the consumer at the end of the current month.

Unofficial reports from top manufacturers point to a considerable increase in the high mark established during December when Christmas buying spurred normally heavy set sales, but it's pointed out that availability of receivers has whetted public interest. According to a major distributor, "The public will buy more quickly if they can be assured of reasonably quick delivery." He pointed out that the impression widely felt by the consumer in recent months that there was a wait of "several weeks" is now being slowly but steadily dispelled, and orders are increasing thereby.

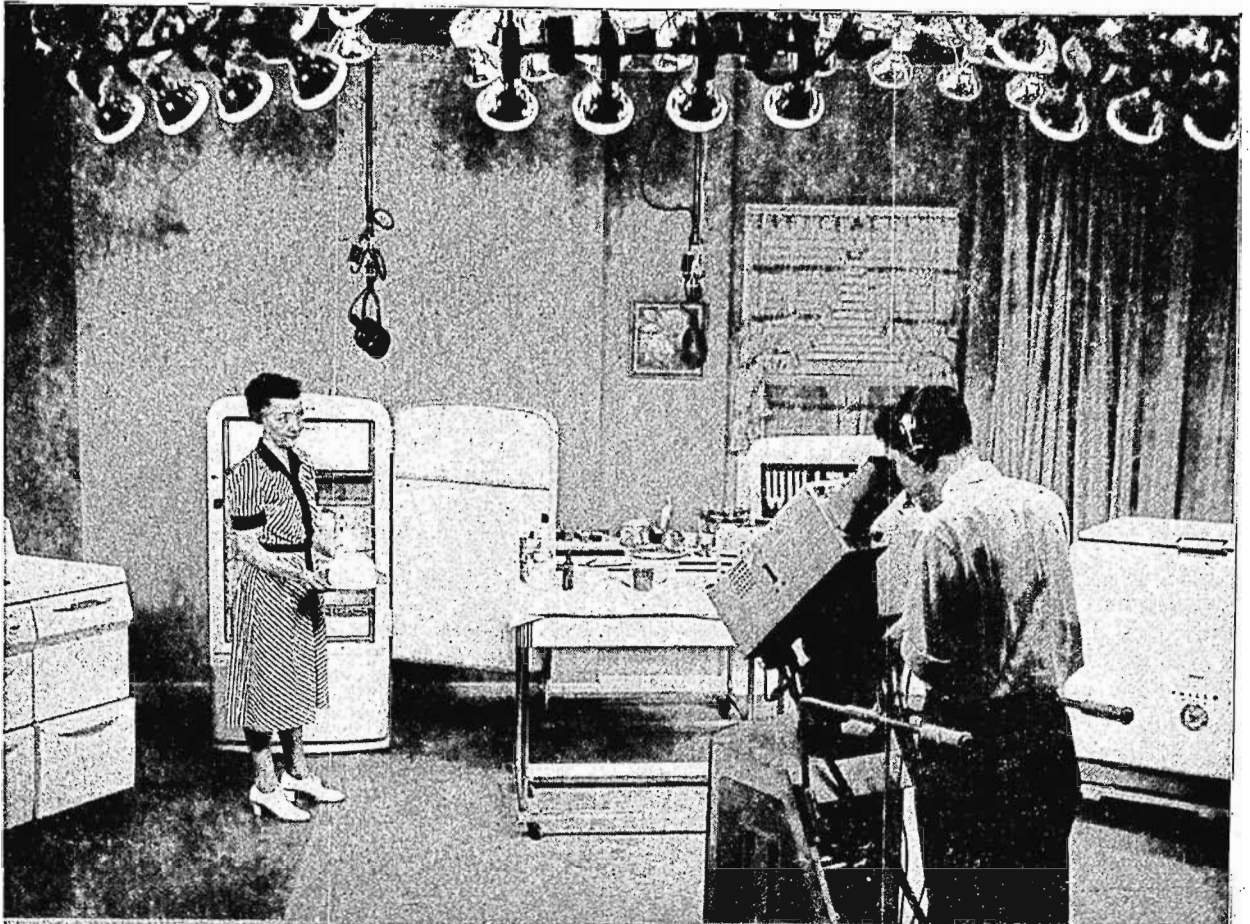
RCA, generally considered to be the top manufacturer of tele sets, has "no inventory at the moment," and will mark January '48 as the heaviest month in gross sales to date. Sales during the current month have "gone far beyond expectations" in the eyes of RCA execs, it's said. Current RCA tele set production is put at approximately 1,000 units per day.

DuMont reports continuing difficulty in satisfying demands of dealers in all areas, and considers January will compare favorably with December, which was a peak month. Company is also getting set to assign dealerships in new tele cities early next spring. Over-all income of the DuMont labs for last year is put at over \$10,000,000 although much of this came from production of cathode-ray tubes, transmitters, etc.

Emerson Radio & Phonograph reports sales continue good with its first set, a table model, without benefit of heavy promotion and advertising. Company, which unveiled a new table model earlier this month, at a dealer confab, expects increasing interest when mass delivery is reached.

### Guest Shot

Noted legitimate stage actor, Chandler Cowles, will make a guest appearance Thursday January 29 on "Champagne and Orchids," a video series on WABD, key outlet of the Du Mont television network. Cowles was a featured player in the Broadway hits "Cradle Will Rock" and "Call Me Mister." He was also co-producer of "The Medium and the Telephone."



## WOOING THE WOMEN . . .

WWJ-TV, Detroit's first and only television station, is busy these days wooing and winning the women's audience. Pictured above is Jean McBride, Home Institute

Director of The Detroit News, in her popular, Philco-sponsored household economics program. Other current, diversified WWJ-TV shows aimed specifically at women include a fashion program sponsored by the J. L. Hudson Company, Detroit's largest department store, the John Powers Charm School, featuring hints on etiquette, make-up, etc., and the WWJ-TV Television Party, a mirthful audience participation show emanating from WWJ-TV's large studio auditorium.

Each of these sponsored programs is proof of the selling effectiveness of television, and of the programming accomplishments of WWJ-TV in its first year of operation.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

**WWJ-TV**

Associate FM Station WWJ-FM . . .  
Associate AM Station WWJ



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 18

NEW YORK, TUESDAY, JANUARY 27, 1948

TEN CENTS

## TELE-FILM CONFERENCE HELD IN N. Y.

### Webs, AFM Talk FM; Hope' For Settlement

Major portion of yesterday's network-AFM contract session at the union's office in New York was devoted to FM, but no statement was issued after the two-hour meeting ended. Discussions resume today at 2 p.m.

Everett Dillard, FMA president, and Bill Bailey, executive director, were present at yesterday's meeting. Talking in very general terms in answer to a query, Dillard said there is hope for a settlement and that some "areas

(Continued on Page 10)

### Disc Jockeys' Promotion Fills Met. Opera House

The power of radio's disc jockeys over the listening public as well as over a large segment of the nation's leading artists was forcefully brought home Sunday night when the New York chapter of the National Association of Disc Jockeys filled the Metropolitan Opera House with 3,500 enthusiastic fans who shelled out \$14,000 for charity to see a gala 30-act show.

A smash success from the customers' viewpoint, the show ran almost five hours with nary a hitch, except-

(Continued on Page 9)

### Radio Personalities To Attend Conference

Hollywood—Jennings Pierce, director of station relations and public service for the Western Division of NBC; Bill Thompson, director of the Hollywood Boys' Club heard as Wallace Wimple and the Old Timer on NBC's "Fibber McGee and Molly" program, and Bud Linn, chairman of

(Continued on Page 2)

### Hit in Hollywood

Harry Maizlish, general manager of KFVB, Hollywood, stopped off in New York yesterday with a glowing report of movieland acceptance of the Macy helium floats on Wilshire Boulevard in the station's campaign to aid "The March of Dimes." Maizlish plans to attend the NAB public relations committee meeting in Washington this week.

### Discount Rumor

Reports of tons of English recordings being flown into the United States since the recording ban were discounted in record manufacturing circles in New York yesterday. It was pointed out that it is only necessary to produce a master musical recording in England and that pressings could be made in American plants. Record manufacturers, however, are reluctant to adopt this procedure until a shortage of topical American recordings occur.

### WBAL Hearing Starts; Robert Allen Testifies

Washington Bureau, RADIO DAILY  
Washington—Public Service Radio Corp. yesterday began its case for the facilities of WBAL, blue book-cited station in Baltimore, Md.

First witness for Public Service was Robert S. Allen, newspaper columnist and radio commentator. Allen and Drew Pearson are major stockholders in the corporation.

Introduced into the hearing record

(Continued on Page 9)

### Benny Tops 10 In N. Y.; Fred Allen Nearest Rival

Jack Benny leads the top ten evening shows for the metropolitan New York area during January, according to Pulse, Inc. Fred Allen rated second, and Walter Winchell third. Other programs of the first 10 rated in the following order: Lux Radio Theater.

(Continued on Page 2)

## Stanton Makes Predictions For Next 25 Years In Radio

Frank Stanton, president of CBS, appearing on the "Family Hour" broadcast of the network Sunday, made a few predictions of things to come during the next 25 years in the radio industry.

Among other things, Stanton envisions the day when pocket receiving sets powered by sunlight will be used; facsimile newspapers printed in full color will be delivered before breakfast on home receivers and

### Importance Of Movies To Programming Stressed At Hotel Commodore Gathering Yesterday

### 200 Amer. Stations To Carry French ET's

Approximately 200 stations from coast-to-coast, including 32 50-kilowatt stations in 24 cities, plan to carry programs prepared by the North American Service of the French Broadcasting System. This was revealed last night by Robert Lange, director of the Service, who has just completed a tour of outlets in the U. S. and Canada.

Programs, in England, are produced in Paris and designed to give American

(Continued on Page 9)

### Lomax Sports Review Lands Two Sponsors

Stan Lomax's six-a-week sports show over WOR, 6:45 to 7 p.m., has been sold to Kopper's Coke and the G. Kreuger Brewing Co. on alternating nights, it was revealed yesterday.

Kopper's will sponsor the program

(Continued on Page 2)

### Gen. Bradley to Address Annual AWB Gathering

General Omar Bradley, future Chief of Staff of the Department of the Army, will be the principal speaker at the luncheon of the Association of Women Broadcasters at the May-

(Continued on Page 2)

Television industry, now developing at a more rapid pace than at any time in its history, is a potentially major market for films, and their use will be "unlimited" in the commercial and programming phases of the medium, broadcasters, agency execs and film representatives were told yesterday at the first

(Continued on Page 11)

### Movie Stars Featured In New U. N. Series

Plans to release a series of six programs titled, "In Larger Freedom," dramatizing six specialized agencies of United Nations were announced by Mutual yesterday.

Three fifteen-minute programs will be heard weekly for two weeks on Mutual, starting Feb. 2. The network has cleared from 11:15 to 11:30 p.m. for these programs and in some in-

(Continued on Page 2)

### N. Y. Practical Jokers Having Real Field Day

Practical jokers had a field day in the New York area the past weekend making anonymous telephone calls advising listeners of heavy winnings in telephone quiz and other audience participation shows.

Among those receiving such a call

(Continued on Page 10)

### Who Gives A Yam?

Fred Waring will be presented a bushel of sweet potatoes on his NBC show today, 10-10:30 a.m., by seven 4-H members, champion sweet potato growers of South Carolina. It's not Waring but the kids who will be surprised, though. The maestro will present each of the seven with an autographed ocarina, the sweet potato of the music business.



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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

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

FINANCIAL

(Jan. 26)

NEW YORK STOCK EXCHANGE

Table with columns: 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. Includes High, Low, Close, Net Chg. columns.

OVER THE COUNTER

Table with columns: Stromberg-Carlson, U. S. Television, WMCA (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

10 YEARS AGO TODAY

(From the files of Radio Daily)

NBC list of agency billings has Blackett-Sample-Hummert first with \$5,068,667 with J. Walter Thompson and Lord & Thomas runners-up. Ten leading agencies on the three webs combined, in order, were: Blackett-Sample-Hummert; Lord & Thomas; J. Walter Thompson; Benton & Bowles; Young & Rubicam; Ruthrauff & Ryan; Compton; N. W. Ayer; BBD&O. and Newell-Emmett. "In the Still of the Night" (Chappell and Co.) continued among top web tunes.

1,526 RADIO STATIONS

on pre-addressed, gummed labels for your mailing campaigns.

- 1 set \$ 6.55
5 set (10% discount) 29.50
10 set (20% discount) 52.40

INTERNATIONAL MEDIA CORP.
425 Fifth Ave. New York 16, N. Y.

COMING AND GOING

ROBERT SAUDEK, vice-president of the American network in charge of public affairs, leaves today for Washington, D. C., where he will attend the meetings of the NAB public relations executive committee to be held tomorrow and Thursday.

J. E. RODMAN, owner of KFRE, American network affiliate in Fresno, Cal., is in Gotham visiting with officials of the web.

ROBERT T. MASON, general manager of WMRN, Marion, Ohio, is in Washington for the NAB meetings. He'll be in New York tomorrow for confabs with Paul Whitman and other executives of ABC.

HARMON L. DUNCAN is in town. He's the manager of WDUK, affiliate of the American network in Durham, N. C.

WILLIAM C. GROVE, manager of KFBC, outlet of ABC in Cheyenne, Wyo., is en route to Washington, D. C., where he will file for increased AM facilities for his station and also will sit in at the committee meetings now being held at NAB.

IGOR GORIN, radio, concert and operatic baritone heard on NBC's "Voice of Firestone," has resumed his current tour and will appear in recital tomorrow at Lansing, Mich.

HELEN J. SIOUSSAT, director of talks for CBS, has returned from a business trip to Washington and Philadelphia.

TED COTT, program director of WNEW, is spending three days in Washington.

LLOYD BROWNFIELD, director of press information for KNX, Los Angeles, back to the station following a week of conferences at the New York offices of CBS.

WELLS CHURCH, director of news broadcasts for CBS, is back in town after an absence of three weeks, during which he combined business and a vacation in California and Honolulu.

VIC DAMONE, of the "Saturday Night Serenade" heard on CBS, leaves today for Boston, where on Thursday he'll participate in a March of Dimes benefit, returning to New York Friday in time to appear on the Jack Smith show as sub for Jack that day.

MANNY EISNER, director of press information for WGAR, Cleveland, who spent last week in Gotham, is back at his Ohio headquarters.

ERNEST MARTIN, director of CBS network programs on the West Coast, has left New York on the return trip to Los Angeles. He had been here several weeks.

Movie Stars Featured In New U. N. Series

(Continued from Page 1)

stances they will temporarily replace the current daily U. N. Newsreel.

Edward G. Robinson, William Bendix, Douglas Fairbanks, Jr., Sir Cedric Hardwicke, Herbert Marshall and Ronald Reagan are starred in the series which was produced under the supervision of Christopher Cross, U. N. radio liaison officer for the U. S. The programs were made in the Don Lee studios of Mutual on the west coast last December.

Radio Personalities To Attend Conference

(Continued from Page 1)

The Board of Managers of the North Hollywood Y. M. C. A. and a member of the King's Men heard on the same program, all have received invitations from Gov. Earl Warren to attend the Governors Conference of Youth Welfare in Sacramento, Jan. 29 and 30. All three are planning to attend the conference.

Lomax Sports Review Lands Two Sponsors

(Continued from Page 1)

Tuesdays, Thursdays and Saturdays. The long-term contract, effective Feb. 3, was signed through the Charles Dallas Reach Agency, with Reach personally supervising the account.

Kreuger will pick up the tab on the remaining nights for 52 weeks beginning Feb. 16. Benton and Bowles is the agency.

Tom Lynch To WMCA

Tom Lynch has resigned as time buyer for Donahue and Coe and will join the sales staff of WMCA on Feb. 2, it was learned yesterday. A past president of the REC, Lynch formerly was with Grant Advertising and the William Esty agency.

Benny Tops 10 In N. Y.; Fred Allen Nearest Rival

(Continued from Page 1)

Charlie McCarthy, Bob Hope, Kraft Music Hall, Fitch Bandwagon, Fibber McGee and Amos 'n' Andy.

The Pulse report noted: "Significant new arrivals to the Top Ten listening are Amos 'n' Andy for the first time and Kraft Music Hall. Truth and Consequences dropped from its 'Miss Hush' high, and Bing Crosby and Mr. District Attorney were also nosed out."

Gen. Bradley to Address Annual AWB Gathering

(Continued from Page 1)

flower Hotel in Washington on Friday. Gen. Bradley's address will be one of the highlights of the convention which opens at the Mayflower Hotel on Thursday and continues throughout Sunday. Over 200 women broadcasters are expected to attend.



Not what you think

No, the National Capitol is not on fire. It's just firemen giving the building a good cleaning with a strong stream from a fire hose. It's being done just before the opening session of Congress.

Our radio point is a cinch from here on in.

Some say 1948 is an unpredictable year. Business may be good. It may be bad. But one thing is sure!

You who are responsible for sales by radio advertising ought to houseclean your radio lists!

Are you giving the client every cent's worth of his dollar? Are you getting the kind of results that keep him happy?

We can speak only about Baltimore radio. Put the hose on your radio list in this town and when you've got it all shiny and clean, one fact will stick out...

It is W-I-T-H that gives you more listeners-per-dollar-spent than any other station in town.

Get those pumps working... time is getting short!

WTA-g SHEET advertisement with text: 'Every night, our Show-Units make personal appearances throughout Wisconsin.' Includes WTAQ CBS logo and 'Indeed! WEED'S our speed.'



W-I-T-H

AM and FM

Baltimore 3, Maryland

TOM TINSLEY, President

Represented Nationally By Hadley-Read

# AGENCIES

**T. S. (PETE) WASSER** announced yesterday along with the release of his new package show, "Tommy Diggs and Betty Lu," the appointment of Claude Barrere as eastern representative covering the New York radio stations and advertising agencies or the Wasser Company. Barrere, now in business for himself, and located at 70 East 45th St., was formerly associated for many years with the Radio Recording Division of NBC.

**C. B. DONAVAN** and **JACK LUCAS** have been elected vice-presidents of Charles W. Hoyt, Inc., New York and Hartford advertising agency. Donovan joined Hoyt in 1910. Since 1926 he has been head of the contract and media department. Lucas, who was with Hoyt from 1926 to 1933, returned to the agency last year, having served in the intervening years with Maxon, Lord & Thomas and Federal.

**W. P. SMITH** has been made director of radio and television of the agency.

**J. CUNNINGHAM COX ADVERTISING AGENCY**, newly formed Philadelphia organization specializing in television and radio, has opened offices at 1218 Chestnut Street. Joseph E. Cox, Jr., former Philadelphia newspaperman, will head the office but will be joined shortly by his brother Franklin T. Cox, now in Hollywood.

**McCANN-ERICKSON'S** office in Buenos Aires has been appointed by Wm. R. Warnere Cia. to handle the Argentine advertising of Sloan's Liniment, Parker Pills and their line of medical products.

**HOMER GRIFFITH**, Los Angeles, announces their appointment as exclusive national representatives for: KSGN, Sanger, Calif.; KUBA, Yuba City, Calif.; KVLH, Pauls Valley, Okla., and WDHL, Bradenton, Fla.

**SODICO**, the Paris branch of McCann-Erickson, has been appointed by the Minister of Public Works to handle the promotion of aviation handbooks published by the Department of Aviation of France.

**STUART D. WATSON** has been promoted to assistant advertising manager of Standard Oil Company (Indiana). He joined the company in 1939 as advertising clerk in the South Bend, Ind., sales field, where he was a salesman when inducted into the Army as a private in 1943. Upon his discharge as a captain in the infantry in 1946 following service in the Philippines, he returned to Standard of Indiana as executive assistant to the advertising manager in the general office at Chicago.

## To Be At AWB Convention

Dorothy Lewis, director of listener activities for NAB, off to Washington to attend the sessions of the Association of Women Broadcasters. Miss Lewis will speak at the convention.

## Florsheim Handling Sale Of New Goodman Prod.

Stanley Florsheim, formerly director of co-operative programming for ABC, has joined Harry S. Goodman Radio Productions as vice-president in charge of the agency's new special features division.

First assignment of Florsheim will be to handle the exploitation and sale of the company's "Telephone Numbers Game." The half hour program played with numbers but with the element of chance removed has already been sold to several sponsors. Among them are Stanley Shave Cream on WOR; Par Soap on KHJ, Los Angeles; Inkograph Pens on WTHT, Hartford; The Boston Store on WBRE, Wilkes Barre, Pa., and the J. N. Adams department store in Buffalo.

A person participating in the tele-

## Taylor Going Abroad To Visit Correspondents

Davidson Taylor, CBS vice president and director of public affairs, yesterday divulged plans for a tour of Europe in late March or early April. Taylor, who was appointed public affairs director in July, 1947, said the primary purposes of his trip would be to get an overall look-see at Columbia's European news operations, and to visit with the network's correspondents.

phone numbers game plays the game in his own home and telephones the radio station when he wins. A special staff of telephone operators are used to handle incoming calls.

In addition to Florsheim, Howard Lally, former radio manager for Lawrence Golden productions, has joined the Goodman organization as a sales executive.

# NEW BUSINESS

**CKNW, New Westminster, B. C.:** National Drug & Chemical Company, for their products CBQ Cold Tablets and Pasmores Cough Syrup, have booked two announcements per day to run Monday through Friday, January to March. Business was placed through Cockfield, Brown & Co., Ltd., Montreal; Absorbine, Jr., through W. F. Young, Inc., Toronto; has contracted for five announcements per week for one year; B. C. Tree Fruits, Ltd., through Canadian Advertising Agency, Kelowna, have contracted for three spots per day to run Monday through Friday, January to June, 1948. Station is owned by International Broadcasting Co., Ltd., William Rea, Jr., is president.

On February 1, 1948

# RADIO ADVERTISING COMPANY

Station Representatives

becomes

# ROBERT MEEKER ASSOCIATES, INC.

The name alone will be different. Personnel, station list, offices, and tele- phones will all be the same to continue serving you and your clients in radio.

Robert D. C. Meeker, General Manager

Louis J. F. Moore, Eastern Manager . . . . . E. E. (Jim) Eshleman, Jr., Midwest Manager

Tracy Moore, West Coast Manager

### Representing

- WRTA Altoona, ABC • WDWS Champaign, CBS • WKBB Dubuque, ABC • WEST Easton, NBC • WARK Hagerstown, ABC • WKBO Harrisburg NBC • WAZL Hazleton, NBC • WKMO Kokomo, CBS • WGAL Lancaster, NBC • WMAM Marinette, NBC • WMGY Montgomery MBS • WBSR Pensacola, ABC • WRAW Reading, NBC • WHBL Sheboygan, ABC • WMBS Uniontown, CBS • WGAT Utica, ABC • WTVL Waterville, ABC • WJNO West Palm Beach, CBS • WDEL Wilmington, NBC • WORK York, NBC •

## LOS ANGELES

By RALPH WILK

**S**TARTING Mar. 2, Al Poska's "Midnight Flyer" will be sponsored by Zeeman Clothing Co. The program is presented over KFI Tuesday through Sunday mornings and features top recordings.

Mel Blanc has recorded another goofy for Rhythmtone Records, which is slated for release this week.

After a short vacation following the 1947 football season, Fred Hessler has joined KGER, Long Beach independent, as sports editor. During the football season just concluded Hessler carried 19 games for KGER, including the broadcast of the Texas Rose Bowl game. Hessler was a former Wisconsin network broadcaster, handling all the University of Wisconsin football and basketball games. Was with KLAC and with the Armed Forces Radio Service as announcer, writer and producer.

Humphrey Bogart will be guest star on the Louella Parsons radio show over ABC, Sunday, February 1st.

Frank Burke, Jr., general manager of KFVD, gave a party at Lucy's to introduce Eddie Chase, station's new disc jockey star, to sponsors, advertising agency execs, record celebs and press. Eddie, a native son and a U.C.L.A. graduate, went East to hit big time in Chicago and Detroit.

Robin Black has been added to the permanent staff of producers at the National Broadcasting Company's Hollywood studios, it was announced by Homer Canfield, production manager of NBC's Western Division. Black has filled in as producer on the network's Hollywood programs on three occasions previously.

### Stork News

Don Witty, ABC script writer, became a father late Monday evening, Jan. 19, when his wife, Cleo Jane, gave birth to a 6 lb. 8 oz. daughter, Melissa, at the French Hospital, New York City.



THERE'S ONLY ONE  
*Lord Tarleton*  
MIAMI BEACH

OCEAN FRONT • 40th to 41st Sts.  
Reservations Invited • Walter Jacobs



### Mainly About Manhattan. . . !

● ● ● Capitol Hill insiders say that Republican Senator Henry Cabot Lodge is quietly trying to promote a 30 million dollar budget boost for our "Voice of America" airings to Europe. . . . Trade buzzing about the major ciddle outfit which is planning to switch its entire billing to a rival agency. . . . Army Signal Corps is already at work on special television viewers so that military observers can watch various battlefields at once without leaving H'qtrs. . . . Uncle Sam is missing no tricks. Bars that nick customers extra for viewing television events will have to fork over 20 per cent amusement tax. . . . One outfit that stands to gain by Petrillo's record ban is the group (Rehearsal Records) putting out those platters intended for music students—background music with room left for soloists. . . . Lou Capone, who skyrocketed Vic Damone into the important money, nixed an exec post with Metro. . . . Video package outfits getting wary of new program ideas. Seems there are too many people coming up with similar ideas. Video half-hour film shorts may bring back comedy a la Mack Sennett. . . . In the Daily News scramble to assemble their television station, they shouldn't overlook their two aces, John Chapman, on drama, and Bob Sylvester covering B'way. Two really hep characters who know their way around. . . . Gene Leone knows a guy who, after months of looking for an apt., finally gave up and rented a stable. Now he's setting up light-horsekeeping.



● ● ● A Washington FM station contest (a la Miss Hush) drew 25,000 letters, 19,000 of which correctly named Pete Donald as Mr. FM. . . . Connie Meade, Earl Mullin's gorgeous sec'y, still laughing about a ticket request she got the other p. m. Seems a credit firm wanted ducats for "Break the Bank." (Latter show, incidentally, now boasting a sensational 14.7 rating). . . . Allen Funt's "Candid Microphone" Thurz nite will offer Joe Louis rehearsing spot announcements for his soft drink, the Joe Louis Punch. . . . Sid Ascher was in Washington over the week-end collaborating with a Congressional Committee on a forthcoming investigation of health conditions in the U. S. . . . Keep your eyes and ears on Lisa Kirk headed for important radio and video assignments. . . . Since Jonny Graff, of Donahue & Coe, wrote the catchy Carolina Rice jingle, he's being needed to come up with a tune for the Tin Pan Alley Boys. May wind up as a huckster of the Hit Parade. (Incidentally, we hear that that terrific 'honeychile' voice on the jingle is none other than CBS' Jeannette Davis).



● ● ● Ted Dale gets the Carnation Show permanently, and heads for H'wood in March. . . . Stanley Tannen wonders howcum Petrillo doesn't ban Fibber McGee & Molly from the air. They're sponsored by Johnson's wax. . . . One femme thrush who built success as a stylist has been bitten by the I've-really-got-a-voice bug and is worrying her pals. . . . Look for Canada to launch into the film biz on a big scale, with studio sites and production centers now being planned. . . . New mag called "Weekend" due to hit the stands early in Feb. published by Don Godfrey. . . . Alan McPagle sez he ate in a most unusual restaurant the other nite. No disc jockey from the Joint—no wired music—no television set at the bar. Just food. . . . Most advertisers trying to jam in on video with one-minute spots, being reluctant to experiment with new television shows. . . . Diana Barrymore and fiance, Rob' Wilcox, seriously considering opening their own radio production offices. . . . Where will the song pluggers hang out now that the lobby on the 2nd floor of NBC has been eliminated to make room for more offices? . . . Considering the way she draws at the Harlem, Don Pailin suggests they call her Marsha Hurraye. . . . No truth to the rumor that Petrillo has an interest in London Records. . . . People not interested in writing for video? You can't get a book on television writing at the public libraries—always out.

## CHICAGO

By NAT GREEN

**D**ICK LARKIN, young Chicago singer, joined WIND this week and is heard each week-day on the "Anniversary Club," 8:05-8:20 a.m. and on "Song Serenade," 10:05 to 10:30 a.m. Larkin recently concluded a year's tour with Clyde McCoy's orchestra.

Dick (Two Ton) Baker, heard on WGN, has recovered from an attack of pneumonia and is resting in Arizona. He will return to his WGN programs, the 8:15 a.m. show and "Baker's Spotlight," 4:30 p.m., on February 2.

Bob Atcher, guitarist and singer, has returned to WBBM as featured vocalist on "The Country Hour."

The "Quiz Kids" are joining the March of Dimes unit for a two-week tour of personal appearances which will include Louisville, Jan. 25; Atlanta, Jan. 30, and Cincinnati, Feb. 1.

ABC's FM station, WENR-FM, commenced operation on January 1 and is heard Monday through Friday, 8 to 9 p.m., CST, featuring recorded music. Beginning February 1 the operating schedule will be increased and it is anticipated that new programs, built especially for FM broadcasting, as well as duplication of certain AM programs, will be presented.

On January 2 George Watson, WBBM announcer, celebrated his 20th year in radio. Watson made his first appearance as an announcer in St. Paul on January 2, 1928. He came to Chicago in 1933 and three years later joined WBBM, where he has remained ever since.

Isaahr Appelman, dramatic reviewer, has started a series of dramatic book reviews, titled "Great Stories," on WEAW, Evanston, Ill., FM station.

Duke Ellington's disc jockey show over WSBG has been on the air only three weeks but in that time has garnered many kudos. The press and radio and night club personalities turned out Sunday to honor Duke at a cocktail party at the Hotel Sherman.

### DISC JOCKEYS BECOME DISCOMEDIANS!

Whether or not you've had any previous comedy experience, our new service "Discomedian," a weekly half hour Comedy program scripted by network staffers—can put you in rank with the big money boys.

EACH AND EVERY WEEK A COMPLETE NEW PROGRAM — MONOLOGUES, ANECDOTES, ONE-LINERS, COMEDY RECORD INTRO — WE EVEN SELECT THE RECORDS.

We'll accept only one application in each territory—thereby making it EXCLUSIVE FOR YOU (now being used by Ernie Simon—Station WJJD, Chicago) & George Johnston, Reading, Mass.

"DISCOMEDIAN" is now available at the phenomenally low price of \$5. per week. Introductory offer—5 weeks for \$18.

### DISCOMEDIAN

c-o HUMOR BUSINESS  
The Trade Journal of the Comedy World  
104 East 40th Street  
New York City, N. Y.

Here's a \_\_\_\_\_

**FIRST!**

**FOR THE FIRST TIME!**

A top network COMEDY star is ready for across the board sponsorship on a spot basis.

**FOR THE FIRST TIME!**

A big time NETWORK SHOW is now available on open end transcriptions for five-a-week spotting AT A PRICE you won't turn down.

**FOR THE FIRST TIME!**

A name star in radio is featured in a transcribed series suitable for DAY or NIGHT programming with an appeal for every type of audience and every type of sponsor. (except alcoholic beverages)

**FOR THE FIRST TIME!**

Network affiliated stations have a top notch program to spot in those VALUABLE STATION TIME STRIPS. A cinch sale for that strip following Fulton Lewis on MBS or preceding Lowell Thomas on CBS.



# Tommy Riggs and Betty Lu



Millions have heard them on the network, have seen them on the screen and stage. With comedy and song, Tommy Riggs and that lovable little pixy Betty Lu is ready to go to work for you. These two have sold breakfast foods, cigarettes, soaps and affiliated products, food and dairy products of every description. They have done it for others, they will do it for you. Tommy and Betty Lu are loved by young and old, so you can spot these five-a-week fifteen minute programs any time day or night. They will do a job for every type of sponsor, and will be listened to by all ages and kinds of audiences. Here's a good bet too, arrangements can be made for Tommy and Betty Lu to transcribe personal commercials with an appeal that will ring a bell with any prospective client.



Ready to go to work for you, that nationally known network star Tommy Riggs and his lovable Betty Lu in a new series of open end fifteen minute transcriptions for five-a-week spotting. You can program this series day or night. They will sell for you, they will get and hold an audience for you. Each program a show in itself with typical Tommy and Betty Lu comedy situations along with favorite songs by both of them. National accounts that have used these two on the networks know their pulling power. Now you can use them for local or national accounts, and here's the pay off, arrangements can be made to have Tommy & Betty Lu transcribe personal commercial messages that will do a real selling job for your client.

**ATTENTION ADVERTISING AGENCIES!**

Many of you have used Tommy and Betty Lu on the networks, now you can use them for national spot campaigns, let us know now the markets you wish protected.

**NOW  
READY!**

**A BRAND NEW SERIES**

**15 Minute Programs  
5 Times Weekly**

**COMEDY!  
SONG!**

**At a price  
you won't  
turn down**

**Wire or Write**

**Pete Wasser**

**COMPANY**

**KEENAN BUILDING  
PITTSBURGH 22, PA.**

## 200 Amer. Stations To Carry French ET's

(Continued from Page 1)

an audiences a true picture of French life, with emphasis on public events, music and entertainment, Lange said. Most shows are aired in this country via ET's, he continued, although about 30 stations will take them live via shortwave.

Lange also outlined a sked of six new shows available to U. S. stations. These include: "Tour de France," a weekly visit to a city or province; "French Cavalcade," variety; "French in the Air," a practical course in French; "Five Centuries of French Music"; "This Week in France," interviews with news personalities and a roundup of French opinion, and "Mr. Jones Goes to Paris," interviews with Americans in the French capital.

The 50,000-watters planning to carry French shows are: KFI and KMPC, Los Angeles; KGO and KNBC, San Francisco; WTIC, Hartford, Conn.; WTOP, Washington, D. C.; WSB, Atlanta; WBBM, WGN, WJJB, Chicago; WHAS, Louisville, Ky.; WWL, New Orleans; WBZ, Boston; WJR, Detroit; KUOM, Minneapolis; KOB, Albuquerque, N. M.; WCBS, WINS, WNBC and WOR, New York City; WLW and WCKY, Cincinnati; WGAR, Cleveland; WKY, Oklahoma City; WCAU, Philadelphia; KDKA, Pittsburgh; WLAC, Nashville, Tenn.; WFAA, Dallas, Tex.; KTRN, Houston; WOAI, San Antonio; KSL, Salt Lake City; KIRO, Seattle, Wash.

### Takes Philco Post

Montreal—Appointment of Jack C. Cooper as sales manager, succeeding the late George Bain, has been announced by S. L. Capell, vice-president and general manager, Philco Corporation of Canada, Limited. Mr. Cooper has a background of more than 18 years in the field of electrical appliance selling and merchandising.

### Sonis Heads Clinic

Berton Sonis, program director of WCHS, Charleston, West Virginia, has been selected general chairman of the NAB News Clinic for all West Virginia radio stations Campbell Arnoux, fourth district NAB director announced yesterday. The clinic will be in Charleston February 16th.

### Increase Power For WMBR

CBS affiliate in Jacksonville, Fla., WMBR, increases power to 5,000 watts full time on 1460 kc. Sunday, it was announced by Herbert V. Akerberg, web station relations vee-pee. Outlet previously operated with 250 watts on 1400 kc.

## Disc Jockeys' Promotion Fills Met. Opera House

(Continued from Page 1)

ing a faulty p. a. system which acted up repeatedly. Careful planning and production were evidenced by the fact that the audience was virtually intact when the show broke at 1 a.m., probably a record for monster-type benefits.

Strangely enough, only half of the participating artists were recording stars. The presence of several dance teams and nite club performers, however, made for welcome diversissement. All who appeared gave out with variations of the customary "How happy I am to be here" line, but it was Perry Como who came closest to the truth when he said, "Those disc jockeys are a great bunch, but when they say come down, you come."

Show opened with Ed Sullivan introducing the jocks. Then the parade began, Page Cavanaugh Trio, Mel Torme, Sammy Kaye and his band. At this point Milton Berle took over the emcee chores and stole the show. Using every trick in the book, he had 'em in the aisles whenever he was on stage, which was often. He eventually gave way to Morey Amsterdam who, in turn, was succeeded by Jan Murray.

## Two New Sponsors Set For Shows On WNBC

Two new quarter-hour twice-a-week sponsors are announced by WNBC. E. J. Flegenheimer, Inc., makers of Devinet Wave Nets have bought the 8:30-8:45 a.m., segment of the "Hi! Jinx" show on Tuesdays and Thursdays, starting Feb. 10. Agency is Wiley, Frazee & Davenport.

Doubleday and Co., in behalf of the Dollar Book Club, has just started sponsorship of the 9:45-10 a.m., period of Norman Brokenshire's record show on Tuesdays and Thursdays. Contract was handled through Huber Hoge and Son. Both contracts are for 13 weeks.

**WEVD**  
5,000 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

## WBAL Hearing Starts; Robert Allen Testifies

(Continued from Page 1)

was a "statement of policy" of Public Service. This statement declared that publications, movies and radio have fallen short in "producing citizens with spiritual strength, moral courage, psychological health and integrated minds."

"The mystery thrillers both on the air and on the screen," the statement said, "undoubtedly have contributed to juvenile delinquency, while the triangle plots of the soap opera have contributed to divorce."

Allen will develop the programming plans of his company in the sessions today before Commissioner Rosel Hyde.

## Stations Buy "Box 13"

Los Angeles—B. A. Joslin, Mayfair Transcription Co. head, announced that ten new stations have been added for "Box 13," the Alan Ladd show, pushing total count to fifty-five at this date. Added stations are KOY, Phoenix; WRNL, Richmond, Va.; WOR, New York; KOPO, Tucson; KATL, Houston; WCOF, Boston; KGMB, Honolulu; KGO, San Francisco; KSL, Salt Lake City, and WMAP, Monroe, N. C.

## Stanton Looks Ahead To 1973; Back At '23

(Continued from Page 1)

the best in visual entertainment from New York and Hollywood and wherever else talented performers may be. What's more, this television will be in full, natural color."

For those who might consider his predictions somewhat fantastic, Stanton observed:

"... all of these ideas are already out of the fantasy stage, and well in sight. . . . After all, if I could have accurately predicted 25 years ago what radio would be like today, almost nobody then would have believed it. Who could have guessed that in such a short time, more than 9 out of 10 of all the families in the United States would have radio sets in their homes or foreseen the wealth of entertainment and information provided by radio today to every part of the country?"

## American Radio Debut

Alida Valli, Italian film actress, makes her first American broadcast in her native tongue today when she is interviewed on WHOM, 2:15 p.m.



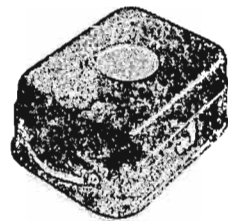
# CALIFONE

New Low-Cost Professional Portable Transcription Playback Gives You Excellent Fidelity and 10 Pound Portability.

Radio stations, representatives and advertising agencies find the Califone Portable Transcription Player indispensable for auditioning programs and soliciting new accounts. Its fidelity is excellent and it is easier to carry than a portable typewriter.

### Compare these 12 Features:

- Excellent professional fidelity.
- Less than 10 lbs. weight—easy to carry.
- Plays up to 17 1/4" transcriptions and standard records.
- Plays 33 1/2 RPM and 78 RPM.
- Finest quality transcription crystal pickup—Astatic "400 Master."
- 3/4 ounce needle pressure—replaceable, permanent needle—no needle noise—Balanced pick-up arm.
- Wide range amplifier.
- Variable Tone Control.
- Wow-free turntable—completely silent.
- Sturdy, handsome construction.
- Guaranteed 90 days—against defects in materials or workmanship—factory service available thereafter.



MODEL 6-AC \$41.25

NET P.O.B. Factory Cal. to Radio Stations, Advertising Agencies and Recording Studios. (List Price \$54.95)

MODEL 6 AC-DC \$56.25 (List Price \$74.95)

More than 250 Radio Stations now use Califone. Order yours today!

Eastern Distributor

**BROADCASTING PROGRAM SERVICE**  
425 Fifth Avenue ★ New York City 16 ★ MU 4-6474

**FOR SALE**  
Recording unit. Assembled by Sonocraft. Two Presto turntables, two speeds, mounted in fine desk-like oak cabinets—custom made. Radio tuner, all bands. Push button panel for switch-over from record to phone or to public address. Takes continuous recording off the air or live studio work, excellent for dubbing . . . at a sacrifice. ROBERT NAITOVE, 469 - 7th Ave., N.Y.C. BR 9-3151 or TR 4-4926 after 6 p.m.

## PROMOTION

### U of C Roundtable Booklet

NBC's "University of Chicago Round Table" is the subject of "Round Table Memorandum," a booklet distributed by the University's radio office in conjunction with program's 17th anniversary. Printed in green on heavy buff stock, the 8½ by 11-inch booklet opens with six pages of background material and history of the show. Remaining 50-odd pages are taken up with hints for Round Table broadcasters, each illustrated with highly-effective and amusing cartoons. Center fold reproduces participant's sample outline and notes prepared for broadcast.

### Webs, AFM Talk FM; 'Hope' For Settlement

(Continued from Page 1)

of agreement" have now been reached. Dillard and Bailey attended a meeting last night of representatives of the Continental Network, consisting of over 30 FM stations, held presumably to discuss possible proposals to make to James Petrillo for a separate deal. The AFM president said on the stand in Washington last week that he was not for duplication of AM musical programs on FM but would work out with FMA a chain network scale. He further testified on the stand that he had advised AFM locals to give FM broadcasters "a very cheap scale."

#### AFM Royalty Disbursements

Despite a ban on recordings by American Federation of Musicians, the union's welfare fund, established from royalties paid by recording and transcription companies, expects to disburse approximately \$2,000,000 this year for free concerts, dances and other musical services, AFM headquarters revealed. This is a half million dollars more than was paid out in 1947 by the fund. AFM royalties run from one-quarter of a cent on 35-cent records to two-cents on \$2 records and five cents on records selling above the latter figure.

More than 30,000 AFM members shared in the \$1,500,000 spent by the welfare fund last year in 514 communities in the U. S. and Canada. Over 11,000 free musical programs were given throughout the year and more than half were staged for veterans. Programs were divided evenly between popular and classical music.

### Wedding Bells

Hollywood—Jayne Hill, script girl on the Crosby show, married Carl O. Riedel, medicine student at Emanuel Presbyterian Church, last Friday. Miss Hill will continue with the Crosby show.

### Lumbermen Sked Cunningham

Bill Cunningham, Mutual network commentator, will speak today at the convention of the Northeastern Retail Lumbermen's Assn., which will be held at New York's Hotel Pennsylvania.

## 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 16-22, 1948

TITLE	PUBLISHER
A Fellow Needs A Girl.....	Williamson
A Few More Kisses.....	Patmar
—And Mimi.....	Shapiro-Bernstein
Ballerina.....	Jefferson
Best Things In Life Are Free.....	Crawford
Civilization.....	E. H. Morris
Don't You Love Me Anymore.....	Oxford
Gentleman Is A Dove.....	Williamson
Golden Earrings.....	Paramount
How Lucky You Are.....	Peter Maurice
How Soon.....	Supreme
I Still Get Jealous.....	E. H. Morris
I'll Dance At Your Wedding.....	George Simon
I'm A Comin' A Courtin' Corabelle.....	Dreyer
I'm Looking Over A Four Leaf Clover.....	Remick
The Little Old Mill.....	Shapiro-Bernstein
Near You.....	Supreme
Now Is The Hour.....	Leeds
Papa Won't You Dance With Me.....	E. H. Morris
Serenade of the Bells.....	Melrose
Shaunty O'Shay.....	Chappell
So Far.....	Williamson
The Stars Will Remember.....	Harms
Tell Me A Story.....	Laurel
Teresa.....	Duchess
There'll Be Some Changes Made.....	E. B. Marks
Treasure of Sierra Madre.....	Remick
Two Loves Have I.....	Miller
What'll I Do.....	Berlin
With A Hey And A Hi And A Ho Ho Ho.....	Bourne

## Second Group

Almost Like Being In Love.....	Sam Fox
An Old Sombra.....	Shapiro-Bernstein
At The Candlelight Cafe.....	Witmark
Beg Your Pardon.....	Robbins
But Beautiful.....	Burke & Van Heusen
Cumana.....	Martin
Don't Call It Love.....	Famous
I'm My Own Grandpaw.....	General
It's Kind Of Lonesome Out Tonight.....	Jewel
I've Got A Feeling I'm Falling.....	Santly-Joy
Let's Be Sweethearts Again.....	Campbell-Porgie
Lone Star Moon.....	Advanced
Made For Each Other.....	Southern
Mickey.....	Harms
Pass The Peace Pipe.....	Crawford
Passing Fancy.....	Broadcast Music
Saturday Night In Central Park.....	Harms
They're Mine, They're Mine, They're Mine.....	Sinatra Songs
Too Fat Polka.....	Shapiro-Bernstein
True.....	Santly-Joy
Who Put That Dream In Your Eyes.....	Stuart
You Do.....	Bregman-Vocco-Conn

Copyright, 1948, Office of Research, Inc.

## NEW STATIONS

### Coast Outlet Adds FM

Bakersfield, Calif.—KERN-FM, first FM'er in lower San Joaquin Valley, goes on the air this week, from 3 to 6 p.m., with 7 kw., ERP at 94.1 mc. Composite two-bay, square loop antenna designed by McClatchy engineers, is atop the 200-foot KERN tower. Programming has been lined up according to a listener survey in the area; Features named most were standard music, pops, sport news, classical and western music, children's stories, news and public affairs. Outlet is owned and operated by McClatchy Broadcasting Co.

### New Wisconsin Outlet

Madison, Wisc.—WKOW, Wisconsin's most powerful station, went on the air this week under guidance of general manager Harry Packard. Ken Dillon, formerly with KFEQ, is program supervisor; Michael Hinn, news and special events director; Esther Hotton, director of women's programs; Vincent A. Vandersheiden, chief engineer; and Harlow Chamberlain, sales. Construction was handled by the Andrew Co., of Chicago, with Walter Kean as special consultant.

### Standard Outlet Opens

Auburn, Ala.—Known as the Voice of Auburn, WAUD is on the air with 250 watts at 1230 kc. Elmer G. Salter is general manager; Neil Lovette, program director and chief announcer; Charley Herman, chief engineer; Ann Belvin, assistant program director; Mrs. Don Oglesby, bookkeeper; Richard Kearley, Carl Caddell and Carl Summerlin, engineers, and Bob Pattillo, Orus Holloway and Len Hensel, announcers.

### N. Y. Practical Jokers Having Real Field Day

(Continued from Page 1)

was the wife of a network program producer. The informant said that if she would hop into a cab and journey to a nearby New Jersey station, she would be the recipient of \$600. Her husband, hearing the conversation, discouraged the trip.

Other calls included listeners seeking station verification of the report that their name had been announced as a telephone quiz winner.

One solution to the problem was suggested by a listener. He asked that stations sponsoring such type of programs make an explanatory announcement at the opening of each show. The announcement would clearly define the procedure used by the station in notifying a person by telephone.

### Hearing Testimony Recorded

Yesterday's testimony of Isadore Ginsberg, building materials dealer, before the Joint Committee on Housing, was recorded by ABC and will be broadcast tomorrow from 11:30-12 midnight over WJZ and the web.

# TELEVISION DAILY

Daily section of RADIO DAILY—Tuesday, Jan. 27, 1948—TELEVISION DAILY is fully protected by register and copyright.

## TELEVISION - FILM CONFERENCE HELD IN N. Y.

### TELE TOPICS

By JIM OWENS  
Associate Editor

**A MAJOR** food advertiser (one of radio's biggest spenders) nearing the allotted line for Bob Emery's "Small Fry Club" over the Du Mont web. Deal would be the biggest in tele thus far, since "Club" is aired six half-hours weekly. . . . WPIX, N. Y. Daily News station, will announce the appointment of two key execs this week, including its program chief. . . . English tele audience now close to 200,000, according to Josephine Terry, British video actress. Guesting on Margaret Arlen's WCBS show yesterday, she sez tele sets are the only thing John Bull does NOT export. . . . More film groups getting hep about tele as potential "threat" to their livelihood. So they're making themselves "available" to the medium.

**CROSBY'S** video outlet in Cincinnati drops the experimental tag and becomes WLWT officially this week. Outlet will jump to full power in February. . . . Meg Mundy, the fashion model, will emcee a Byron McKinney video package for the "aliterates" titled "Sundays at Mundy's." . . . Screen comic Roland Young, will make a plea for the March of Dimes when he guests on WABD's "Charade Quiz" Thursday night.

**TELE-VIEW:** Theater-Guild & NBC's presentation of Patrick Hamilton's "Angel Street" last Sunday (WNBT) was an occasion for rejoicing and possibly the most concrete argument to date that at least one phase of television programming has reached an early maturity. Here was a production of a contemporary classic that held the legit audience on B'way for several years, telescoped from a three-hour vehicle to one-third the time with pious fidelity and studied dramatic selection, that met and hurdled every obstacle involved in such an undertaking. Direction and acting established perhaps new standards for video drama, even if the latter was expected from so staunch a trio as Leo G. Carroll, Walter Abel and Betty Field. But a special bouquet is herewith presented to Betty Jo Jones, the comely lass out of Texas, for her bright, brash and convincing portrayal of Nancy.

### Dimes' Aid

Dennis James, sportscaster for WABD, has been named chairman of the television sports committee of the March of Dimes, currently in a campaign throughout the U. S. Grantland Rice, head of the Dimes' over-all sports committee, notified of the work James did recently (unsolicited) for the drive, made the selection at a meeting of Dimes' execs last week.

(Continued from Page 1)

video conference devoted exclusively to film usage at the Hotel Commodore. Because of the multitude of current problems which preclude the use of various types of films on tele, including price, distribution, quality of prints, etc., a committee will be formed to survey the requirements of the industry and to facilitate their use by broadcasters.

A warning note that Hollywood film producers and the tele industry will have to work together in the development of the medium "whether they like it or not," was sounded by Chet Kulesza, chairman of the confab and BBD&O exec. Even though the film business has lowered "some barriers" releasing a "trickle" of film fare to television, there will have to be a more concerted effort to mutual advancement of the new medium, Kulesza asserted. And while tele is a potentially strong market for film output, he doubted that it presents a threat to theater box office, remarking that alleged trends in that direction at the moment are nothing due to more than the "novelty" of the medium. Furthermore, the BBD&O exec said, the movie industry could realize a lucrative profit if it made available many old film features—"now gathering dust"—to broadcasters, thereby allowing both to make use of the other's facilities. Enlarging upon this theory was a statement by Tom Wright, also of BBD&O, who declared that tele programming will make heavier use of film as the medium progresses, to the extent that motion picture production lots "actually may become the annex to television studios." This would extend the limited amount of space now assigned to production by television broadcasters, he said.

Also reflecting the importance of

film in tele's future was a discussion by C. D. Ford, of E. I. du Pont, who announced that the photo products department of his company is currently engaged in a co-op research program with major video organizations which will, in time, provide greater "refinement of production processes of film than are available today."

Costs of television film fare, currently at higher levels than many broadcasters can afford, can be cut down to an economic level by a systematic and methodical appraisal of specific needs, Dave Grudebroh, head of the motion picture bureau of N. W. Ayer, told the conference. Elimination of certain operations in the making of a film can be achieved with a minimum loss of quality, he said.

Other speakers at the all-day sessions, which included screening of special films made for television, included: Charles J. Durban, U. S. Rubber Company; Paul Alley, director of film programs, NBC; Al Zink, WRGB, Schenectady, and Irwin A. Shane, publisher of Televiser, sponsor of the conference.

### RCA Tele Folder

Camden, N. J.—A new two-color television line folder presenting illustrations and descriptions of eight models in the current line of RCA Victor television receivers is being made available to the company's franchised television dealers through distributors serving their territories, and designed for use as envelope stuffers and counter literature. Space is provided for dealer imprints. The theme of the folder, according to the company's home instrument advertising department, is "RCA Victor Eye Witness Television Completes the Home."

## New Yorker To Install Tele In 100 Of Its Hotel Rooms

Hotel New Yorker becomes the second major hotel in this vicinity to install television service on a permanent, large-scale basis to patrons with the announcement yesterday that installation of 100 receivers in guest rooms will begin this week. Service is optional and will be provided on a rental basis of \$3 per day.

8" x 10" Screen  
Video sets will be constructed by Hotelvision, Inc., with screen size measuring approximately 8 by 10 inches, and will include both FM and AM channels. In addition, all receivers will include equipment necessary for the reception of color tele and facsimile when these two services

become available to the general public.

Installation, which is scheduled for completion by next May, will be made by Metropolitan Television and WABF, owners of Hotelvision, and the same firm which recently completed a video installation at the Hotel Roosevelt. Each receiver will offer the viewer a choice of three channels, it was explained, but other adjustments will be controlled by a central monitoring unit located on the 41st floor of the hotel. Distribution of the system throughout various rooms of the New Yorker, limited to 100 because of wiring complexities, will probably be provided via a multiple antenna system.

## \$50 Million 'Tele City' Mulled By Chi. Group

Chicago—A \$50,000,000 television city, covering 19 acres on the edge of Chicago's Loop near the lake front, is currently being considered by Dennis Scanlan, Minneapolis promoter, and the Illinois Central Railroad, it was disclosed here yesterday. Project is regarded as "sufficiently sound" for the Central to give it "further consideration," according to a spokesman for the road.

Plan contemplates erection of a huge structure over the Illinois Central tracks near the Loop to include tele studios, two auditoriums seating up to 15,000 people, a sports arena, exhibition halls, sports stadium, and other facilities. If project is approved, financing would come from the Walter Butler Company of Minneapolis.

## Oldsmobile Buys News For 13 Wks. On WNBT

The Oldsmobile Division of General Motors Corporation has purchased NBC Television's weekly "Review of the News" over WNBT starting Sunday, Feb. 1 (7:50-8:00 p.m., EST), it was announced yesterday by Reynold R. Kraft, sales manager of NBC Television. Compiled from newsreel reports by NBC Television cameramen all over the globe, "Review of the News" will be sponsored by Oldsmobile for 13 weeks. The newsreel includes highlights of the news of the week with live commentary handled by NBC television announcer Ray Forrest.

## Levin Gets New Post With CBS Tele Outlet

Samuel Levin, WCBS-TV, technician, has been named an assistant supervisor of the television technical field group, it was announced yesterday by Paul Wittlig, manager of technical operations for CBS television.

### Tele Spotlight

Washington—Senator Robert A. Taft, avowed candidate for the Republican Presidential nomination, will be interviewed by NBC news analyst Richard Harkness tomorrow night (8:45 p.m., EST) over the NBC east coast tele network. Interviews, during which Taft will answer questions submitted by the public, will originate in the WNBW studios.

# ★ ★ COAST-TO-COAST ★ ★

## —OKLAHOMA—

**OKLAHOMA CITY** — "Now Hear This" is the new all-Navy request program recently inaugurated by WKY. All sailors have been invited to send in their requests for songs to be dedicated to someone back home. As requests are received, the recruiting station notifies the person to whom the request is dedicated of the time and date of broadcast. The record show, sponsored by the Navy Recruiting station, is heard each Saturday from 4:00-4:30 p.m. . . . **TULSA**—Gustav K. Brandberg, KVOO commercial manager, has been elected president of the Tulsa Council of Churches for 1948. Brandberg is a past governor of the 10th district, Southwest of the AFA, a past president of the Tulsa Advertising Federation and past president of the Kiwanis Club of this city.

## —OHIO—

**CINCINNATI**—The second annual Golden Gloves Tournament, sponsored by WKRC will be conducted three consecutive Mondays starting today in Music Hall. This year 19 universities and clubs have been tendered invitations to enter teams and have accepted. Each contestant will receive a medallion emblematic of his participation, with the champions and runners-up receiving special awards donated by I. W. Engel of Dodd Jewelers. The Golden Gloves Committee is headed by Earl Butler. . . . **COLUMBUS**—Frank N. Jones, sales and promotion manager of WCOL, has resigned to become general manager of WJEL and WJEL-FM, Springfield.

## —NORTH CAROLINA—

**CHARLOTTE**—WSOC's president and general manager, Earle J. Gluck, has been appointed commander of the Charlotte, N. C., Naval Reserve by Rear Admiral L. T. DuBose, commanding officer of the Sixth Naval District in this city. . . . **TARBORO**—"Spellbound," the exciting spelling contest which has been running for the past five months over WCPS, is having its grand finals this Wednesday. The winner will be rewarded with a wrist watch.

## —KANSAS—

**KANSAS CITY**—John Krosier, former assistant advertising manager of Western Farm Life magazine, has joined the sales department of KMBC. New member of KFRM's news room is Henry Wheat, formerly newscaster and writer for KSEK, Pittsburgh. Station's home economist, Lucile Newlin, known professionally as Betty Parker, has joined the staff of KMBC, of which KFRM is an affiliate. Before she became KFRM's home economist, Miss Parker was director of home service for Oklahoma Natural Gas of Oklahoma City.

## Right-hand w/Brain!

Can you use one? Able writer, correspondent, administrator. Experienced all phases radio, publicity, advertising. Call EN 2-7647 or Box 107, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

## —INDIANA—

**COLUMBUS**—WCSI-FM has completed arrangements with the Indiana University journalism classes to have them visit the station on a regular schedule. Classes will inspect the station before broadcast hours at 11:30 a.m., the tour being part of the journalism course. . . . **INDIANAPOLIS**—George Higgins has been named general manager of WISH, succeeding C. Bruce McConnell. Higgins was formerly manager of KLO, Des Moines. . . . **WIBC** recently introduced "Country Hit Parade," featuring the leading folk tunes and ballads of the country by records and transcriptions. Show is heard each Saturday at 8:30 p.m.

## —UTAH—

**LOGAN**—New KVNU chief announcer is Tom Wayman, formerly traffic manager and chief announcer of the American Forces network station in Frankfurt, Germany, while serving in the Army. . . . **SALT LAKE CITY**—C. Richard Evans, chief engineer of KSL since 1943, has been appointed assistant manager of the station. Other new appointments include William Hardiman who has been added to the continuity staff and Elvon Orme who takes over as director of agriculture. The latter will have charge of the production of all farm broadcasts and will also arrange the regular Saturday broadcasts of the Utah State Agricultural College at Logan.

## —NEW YORK—

**BUFFALO**—Buffalonians recently enjoyed the rare privilege of hearing once again the team that put this city on the big time radio map when Col. Lemuel Q. Stoopnagle (F. Chase Taylor) joined his former partner, Budd Hulick, on the Let's Make Music with Budd program. They entertained their Buffalo audience with the same zany routines and clowning despite the fact that it was the first time in 10 years that they had appeared together on the radio. Taylor, or Stoopnagle, is now appearing on the Vaughn Monroe show while Hulick handles his disc-jockey chores with WEBR. . . . **SYRACUSE**—E. R. Vadeboncoeur, vice-president and general manager of WSYR, has been named chairman of the Radio Participation and Working Committee in this city's centennial observance.

## —MASSACHUSETTS—

**BOSTON** — In an effort to help the courts, social agencies and other authorities who have been showing growing concern over the great increase in family breakup and divorce, the Greater Boston Community Fund, in co-operation with WEEL, has inaugurated a new series entitled, "Marriage. . . for Better Or—Divorce?" Format consists of a panel discussion by experts of reasons for the present-day divorce rate, results of divorce and ways listeners can help prevent their own marriages from failing. Show is heard Mondays from 3:30-3:45 p.m. . . . **PITTSFIELD**—W. Wendell Budrow, commercial manager of WBEC, has been named by Governor Robert F. Bradford as fuel co-ordinator for Berkshire County.

## —CALIFORNIA—

**OAKLAND**—National Travelers Casuality Company, accident, health and hospitalization insurance, has contracted for two quarter-hour strips on KROW. They are "Tunes at the Top," aired Sundays, from 12:15-12:30 p.m., and the "Smokey" show, heard weekdays from 12:35-12:50 p.m. . . . **SACRAMENTO**—Keith B. Collins, manager of KMJ in Fresno for more than 10 years, has been named manager of KFBK in this city. He succeeds Leo Ricketts, who has accepted a position as commercial manager of KECA in Hollywood.

## —NEW HAMPSHIRE—

**PORTSMOUTH**—New series of programs on WHEB is "The American Way of Life," designed to show New England homemakers how the consumer's dollar is spread among production costs. Aired each Monday, Tuesday and Wednesday at 10:15 a.m., the series, for the first five weeks, will be devoted to the production of potatoes. Other subjects to be discussed in future series include research, promotion, marketing, transportation, processing and retailing. Speakers include representatives of the Maine Development Commission, Boston and Maine Railroad, First National Stores, Maine Department of Agriculture and the University. . . . **LACONIA**—Ross Stevens, WLNH commercial manager, has just sold the 7 and one-half hours of silence from sign-off to sign-on to the Laconia Studebaker dealer, Moor Motors.

## —NORTH CAROLINA—

**TARBORO**—New hillbilly singers at WCPS are Minnie and Kermit. They are given 10 minutes every morning by the station for their songs and chatter. . . . **CHARLOTTE** — The Rangers Quartet, popular radio and recording artists, usually heard over WBT each morning at 7:30 a.m., are now stars of a new morning show consisting of standard hymns and sacred songs. The group is also a regular feature of "The Carolina Hayride," Saturday-night program of popular tunes and novelty arrangements of old favorites.

## —WISCONSIN—

**MILWAUKEE** — New commercial manager of WMAW and WMAW-FM is James G. Sandison. Prior to heading the commercial department of this city's new 5,000-watt full-time independent stations, Sandison was manager of the Boston office of Edward Petry & Co., station representatives. . . . **WTMJ-FM**, the Milwaukee Journal frequency modulation station, has completed the building of a 550-foot steel tower with an 80-foot-high gain antenna near Ritchfield, 20 miles northeast of this city. The new tower replaces a 200-foot one and the first tests indicate that the higher tower and new antenna have increased the station's radiated power 25 times. **WTMJ-FM's** signal is now radiated in all directions instead of being beamed over the Milwaukee area as was the case with the old antenna system.

## BEHIND THE MIKE

By SID WEISS

**TWO** London Record salesmen had their cars robbed of 500 copies of Gracie Fields' platter of "Now Is The Hour." (They knew the record was in big demand but didn't realize any one was that desperate for 'em.)

Tin Pan Alleyites expect the Bob Hilliard-Carl Sigman tune, "The Big Brass Band from Brazil," to top the popularity lists by March.

WINS warbler, Christine Scott, will make recordings for speech teacher.

Bret Morrison to feature on a forthcoming stanza of "Song of the Stranger" a tune penned by his high-powered publicist, Jack Perlis, tagged "Heaven Only Knows."

John Bradford narrating a film of the history of medicine for video.

Myron McCormick will go to Hartford Sat. to play the lead in a preview over WDRC of a new dramatic package of Carl Beier's, "The Human Angle."

Sid Resnick, radio scribe, leaving for the coast with a new comedy package show.

Milton J. Kramer takes time off from his scripting chores to dash off pen sketches for the Television Weekly.

Bill Zuckert turned in a neat job on Mollie Mystery Theatre Friday night playing a crack-pot mugg.

The 3 Flames getting Mutual coast-to-coast shots from the Royal Roust

## CBC Against Government Says Canada Legislator

Winnipeg—J. R. Rowe, president of the Manitoba Liberal - Progressive Asso., has charged at the association's annual meeting that the CBC is "diabolical and persistent offender in broadcasting news 'hostile to the Government at Ottawa.'" He accused the news-gathering and broadcasting facilities of the CBC of "countless instances" of "slanting" news and cited the re-establishment of price controls on butter and meat.

"For 24 hours after controls were re-imposed, carping criticisms by Coldwell, Bracken, Douglas and others were broadcast, but not a word of favorable comment, he said.

"Everyone knew the action of the Government was made to check the spiral of profiteers and it was approved by consumers from one end of Canada to another," Rowe said. "The CBC was more anxious to disseminate propaganda hostile to the Government than to bring satisfaction to the consumer."

## Gets New Colgate Radio Post

James C. Douglass, formerly production manager of Colgate-Palmolive-Peet's radio unit in Sydney, Australia, has been appointed radio co-ordinator for the company's foreign department. In addition to his primary function in the foreign department, Douglass will also work with the domestic advertising department.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 19

NEW YORK, WEDNESDAY, JANUARY 28, 1948

TEN CENTS

## TRUMAN SIGNS 'VOICE OF AMERICA' BILL

### Coy, Sterling Okayed By Senate Committee

Washington Bureau, RADIO DAILY  
Washington—The Senate Interstate Commerce Committee yesterday voted without dissent to approve the nomination of Wayne Coy, Indiana Democrat, as FCC chairman, and George E. Sterling, Maine Republican, as a member of the Commission. Both names will go before the full Senate within a week, it is believed. The vote was taken yesterday afternoon in a closed session of the committee after Sen. Charles W. Tobey, acting chairman, had studied a reply by Coy to questions propounded by Tobey in a letter

(Continued on Page 6)

### WMCA Housing Show Will Fold Next Friday

"A Home to Live In," WMCA's nightly pitch for self-supporting public housing to ease the New York shortage will be terminated Friday night after five weeks, it was announced yesterday. Decision to end the series came after Mayor William O'Dwyer had announced that a revolving fund of 300 million dollars will be spent for such housing within the next two years.

Idea for the series originated six months ago when Nathan Straus,

(Continued on Page 6)

### Harvest Of Stars Set For Wednesday CBS Spot

"Harvest of Stars," with tenor James Melton, switches to CBS as a new Wednesday night series, 9:30-10:00 p.m., EST, effective April 7. The program is now on NBC, Sundays at 2:30 p.m., EST. Agency is McCann-Erickson, Inc.

### Record Entries

Columbus, O.—A record number of program entries and requests for entry blanks are pouring into the office of Ohio State's Institute for Education by Radio, at Columbus, as network, regional and local radio station and educational executives make their bids for honors in the 12th Annual American Exhibition of Educational Radio Programs. Although definite figures are not yet available, Dr. I. Keith Tylor, director of Ohio State University's 18-year-old Institute, said today that indications point to an all-time high total of programs to be entered in this year's exhibition.

### Presidential Action Gives Th's Country International Information Service; State Dept. Will Plan Budget

### CBC Shows Deficit For Past Fiscal Year

Montreal—CBC ended the 1946-47 fiscal year with a deficit of \$27,261 despite increased revenues from radio receiving set licenses and commercial programs, it was disclosed in the corporation's annual report tabled in the Canadian House of Commons by Revenue Minister McCann. A financial statement for the period from April 1, 1946, to March 31, 1947, listed rev-

(Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington—President Truman yesterday, with a stroke of his pen, gave the "Voice of America" a new authority, establishing it as a legitimate Congressional offspring for the first time since it came into being more than five years ago. In a brief ceremony at the White House the Mundt bill concluded more than two years of legislative struggle and became law. The United States now has a fully authorized permanent international information service.

The State Department is called upon

(Continued on Page 5)

### Nets Have AFM Offer; Meet Again Thursday

Contract negotiators for the networks and AFM called a 48-hour recess yesterday following a meeting lasting for over three hours and set the next session for 3 p.m. tomorrow, Thursday. No announcement was issued after yesterday's meeting, not even a "no comment," and as network representatives filed out of AFM of-

(Continued on Page 6)

### New Conn. Indie Web To Be Launched Feb. 7

Connecticut's Independent Broadcasters Association, known as CIB, goes into operation Feb. 7, with the airing of two state-wide programs which will be heard every Saturday morning.

The first show, a half-hour high school spelling bee will be broadcast

(Continued on Page 2)

### New Pakistan Net To Be Equipped By RCA

Plans for establishing a five station network in the newly formed state of Pakistan with headquarters in the capital of Karachi was revealed yesterday by Ambassador M. A. H. Ispahani following the signing of contracts with Radio Corporation of America for radio station equipment.

Two of the stations will employ

(Continued on Page 2)

### Columbia Protests Order Affecting William Costello

Protesting travel restrictions imposed on radio correspondents in the Far East, Davidson Taylor, CBS vice president and director of public affairs, yesterday communicated with Secretary of Defense James Forrestal

(Continued on Page 2)

### Shepard Again Chairman Of Yankee Network Board

John Shepard, III, has been elected to continue as chairman of the board of Yankee Network, Inc., and Thomas F. O'Neill has been elected a vice-

(Continued on Page 2)

### Deadline Near For Entry In CCNY Annual Awards

Deadline for submission of entries in the Fourth Annual Radio Awards presented by School of Business of the City College of New York is Sat-

(Continued on Page 5)

## Foreign Markets Included In Dorsey-ET Expansion

Expansion of operations to include coverage of the European, Australian and South African markets for the recorded Tommy Dorsey show was announced yesterday by Louis G. Cowan, producer of the program, in New York City.

First foreign presentation of the Dorsey show will begin on Sunday, Feb. 1, when Radio Luxembourg will begin a seven day week schedule of

broadcasts from 11 p.m., until midnight. Program is being launched as a sustainer with Harry Towers, president of Towers of London, handling commercial negotiations for time. Towers, in New York recently reported that one British industrial firm, had optioned 25 per cent of the time.

An investigation conducted by the Cowan office indicates that the tran-

(Continued on Page 5)

### BBC's Breaking Rule

London—Notable departure of the BBC's firm, 25-year-old policy of not advertising commercial names is planned in connection with new weekly radio feature "Progress Report." This will deal with special efforts being made by individuals and firms in the production drive to overcome the present economic crisis. Program started on BBC January 20.

### Inside Story

NBC tonight will broadcast from inside the world's largest electronic brain, the IBM's astounding device which completes calculations at a lightning speed formerly believed impossible. W. W. Chaplin, web newsmen, on "News of the World," 7:15-7:30 p.m., will broadcast his impressions as the "brain" seeks to determine the exact position of the moon 100 years ago.

Camel And 20th-Fox Sign Daily Video Newsreel [ TURN TO PAGE 7 ]



★ COMING AND GOING ★

Vol. 42, No. 10 Wed., Jan. 28, 1948 Price 10 Cts.

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

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Phone: Wisconsin 3271 Phone: Hobart 7627
CHICAGO BUREAU
Nat Green
1417 Ashland Bldg., 155 N. Clark St.
Phone: State 2332

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

FINANCIAL

(Jan. 27)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Hazeltine Corp., Nat. Union Radio, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Stromberg-Carlson.

WLAN Joining ABC

Effective May 1, WLAN of Lancaster, Pa., operating full time with 1000 watts on 1390 kc. will affiliate with ABC as a member of the Northeast Group. Owned by the People's Broadcasting Company, WLAN is managed by Frank H. Altdorfer. The addition of WLAN will increase the total number of ABC affiliates to 266.

Buys Three Spots On WCBS

Hom-Art Foods, Inc., has purchased three participations per week in the WCBS 6:00-7:45 a.m. Arthur Godfrey program on Tuesdays and Thursdays, and in the 6:00-7:45 a.m. Harry Marble program on Saturdays.

FOR SALE

Fearless Dolly—latest model. Brand new... \$2000. Also lights and camera equipment. Price to be negotiated. Call CI 6-0951, Miss Hartman.

EDWARD J. NOBLE, chairman of the ABC directorate; MARK WOODS, president; ROBERT E. KINTNER, executive vice-president, and C. NICHOLAS PRIAULX, vice-president and treasurer, led the large group of web officials who are in Washington for the Radio Correspondents Dinner.

ALLEN T. SIMMONS, owner of WADC, Akron, who was conferring last week at the offices of CBS in Gotham, has returned to his Ohio headquarters.

ALLEN PRESCOTT has returned to his WJZ microphone, following a three-week visit to New Orleans, where he recuperated from his recent illness.

BEN TUCKER, fur executive, has returned from Washington, where he spent five days discussing a series of television programs he plans to sponsor.

DON KYNASTON, commercial manager of WMBD, Peoria, Ill., paid a call yesterday at the station relations department of CBS in New York.

MILTON BACON, assistant to the manager of WCBS, is back from Stamford, where he spoke at the father-and-son banquet of the YMCA.

KEITH BYERLY, sales manager of WBT, Charlotte, has returned to the Carolinas following a few days in New York. Station is a CBS outlet.

TOM KNODE, press director for NBC, and JO DINE, left yesterday for Washington. They'll be back tomorrow.

LOWELL THOMAS, Columbia network newsman, will originate tonight's program at CKAC, Montreal outlet of the web.

GEORGE CRANSTON, station manager of WBAP, Ft. Worth affiliate of NBC, is here on a short business trip. He'll remain until Saturday.

WILLARD ALEXANDER, personal manager for Vaughn Monroe, Beryl Davis and Ray McKinley, is spending three weeks in Hollywood.

ANTHONY KOELKER, Central division manager of the American network's station relations department, is in New York for confabs with executives of the web.

PHIL ALAMPI, farm director at WJZ, today goes down to Trenton where he'll be one of the speakers at the New Jersey Farmers Week 33rd Agricultural convention.

ED BEGLEY, radio, stage and film actor, is back in Hollywood following an appearance in Oakland, Cal.

JAMES R. MEACHEM, owner and manager of WELM, affiliate of ABC in Elmira, N. Y., has joined the executive contingent currently in New York on business.

Columbia Protests Order Affecting William Costello

(Continued from Page 1)

Taylor and General Douglas MacArthur. Taylor revealed that a recent ruling denied correspondents in Japan the issuance of round trip orders for assignments outside the area in the Far East command. In registering a protest Taylor said: "We hope a corrective can be applied at the earliest possible moment in order to remove the restrictions of movement and the threat of eviction which now virtually imprisons the head of CBS news in the Far East."

William Costello, CBS chief correspondent in the Far East, according to Taylor, had applied for orders to take a round trip from Tokyo to Batavia and return on instructions from his home office. He was informed by General MacArthur's public relations officer, Colonel Frayne Baker that one way orders only would be issued and Costello would have to give up living quarters assigned to him by General MacArthur's headquarters.

Shepard Again Chairman Of Yankee Network Board

(Continued from Page 1)

president of the web and to membership on the board of directors, William F. O'Neil, president of the Yankee network, announced yesterday. Other officers of the company are George Steffy, vice-president, and Linus Travers, executive vice-president and general manager. Travers is also a director of Yankee Network.

Stork News

Dr. Harold A. Strickland, who handles music matters for ABC's publicity department, has become a grandfather. His daughter, Mrs. Arthur A. Shedd, gave birth to an eight pound, 11 ounce boy in Jacksonville, Fla., Jan. 22. Dr. Strickland's first grandson is named John Arthur.

New Conn. Indie Web To Be Launched Feb. 7

(Continued from Page 1)

at 11:30 a.m. over the combined facilities of member stations WAVZ, New Haven; WCCC, Hartford; WLCR, Torrington; WMMW, Meriden, and WNOC, Norwich. Stations are interconnected via a double network, eliminating the need for switching. Second show, which follows the spelling bee, will be a state-wide news roundup with each outlet reporting on its own area. Program will run 15 minutes.

Final plans will be set Tuesday at a meeting in the WMMW studios.

New Pakistan Network To Be Equipped By RCA

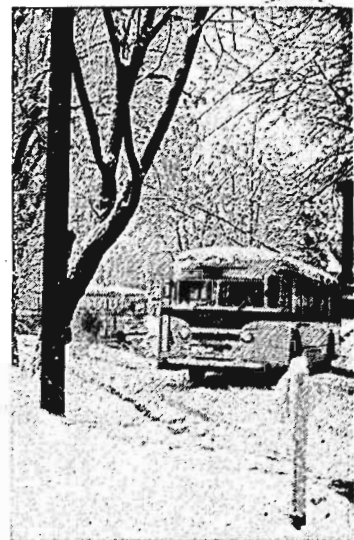
(Continued from Page 1)

50-kilowatt shortwave transmitters, two will have 10-kilowatt medium frequency transmitters and one will be 7 1/2-kilowatt shortwave, Meade Brunet, vice-president of RCA, stated. Also contracted for are associated antenna systems, power generating plants, test and measuring apparatus and studio equipment.

A novel feature of the installations will be the use of high fidelity FM equipment for relaying programs from the studios to the broadcasting transmitters, Brunet reported. He said shipment of material is under way and all installations are scheduled for completion by July, 1948.

Terry Plans Meeting

Plans for the 14th District NAB meeting to be held at the Brown Palace Hotel, Denver, on March 22 and 23 were announced yesterday by Hugh B. Terry, NAB district director and manager of KLZ. A delegation of NAB executives including Justin Miller is expected to attend. In addition Hugh Felts, president of BMB, will be in attendance.



Stalled

This Seattle, Washington storm can't begin to compare with the 1947 New York storm... but it shows how things can get fouled up.

It doesn't take much to upset a smooth-running schedule in certain situations, whether it's buses or sales.

When sales stall in the City of Baltimore, smart time buyers put W-I-T-H, the big plough, to work in this 6th largest city.

These are the time specialists who have to make every dollar count. And they know that when they buy W-I-T-H, they're getting more listeners-per-dollar-spent than any other station in Baltimore.

W-I-T-H, the successful independent, puts sales back on regular schedules. A lot of smart advertisers will tell you that.



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



# Aces high



**Now WINS holds not one but six aces to form a winning combination any time of day!**

- morning** Here we have Johnny Clarke and Jack Lacy. Johnny's on the spot bright and early to get listeners up and off to work on time while Jack brightens up milady's morning chores with his recorded musical sessions.
- noon** Noon and news mean Don Goddard and Jay Latimer to WINS listeners. Don rounds up latest world news while Jay gives New Yorkers an inside glimpse of daily events in their own town.
- afternoon** This is reserved for Mel Allen, ace sportscaster who sets a few records of his own on his daily three hour program, "The Mel Allen Show."
- night** New York and nightclubs go together and so does WINS and Jack Eigen, the Broadway-Hollywood reporter who takes the all night stand as he invites listeners and celebrities to "Meet Me At The Copa."

Thus around-the-clock WINS offers live talent—all ace personalities—who form a bloc of programs that total winning tallys every time. Now regardless of what time of day best suits your product, WINS means business! Try us and see why more and more advertisers are finding that in New York the winning combination is at 1010 on the dial.

**WINS**  
50KW NEW YORK

CROSLY BROADCASTING CORPORATION

# CHICAGO

By NAT GREEN

JOAN CAULFIELD, Paramount star, will make guest appearance on ABC's teen-age program "Junior Junction" Saturday, starring in a special drama written for her by Ed Skotch, producer of the show. "Junior Junction" celebrates its second anniversary on January 31.

Art Churvis, a member of Paul Gibson's department at WBEM, is doing a series of comedy routines at Northwestern University dances and parties. "Dance and Grow Slender" is the title of a new half-hour record show sponsored on WGN by Paul Shahin Enterprises, through the George H. Hartman agency. Show will be heard from 10:30 to 11 a.m. on Saturdays, for 13 weeks.

WIND sports announcer Bert Wilson is recuperating from a bad infection in his right arm.

Andy Christian, WBEM producer, is currently directing "Melody Lane" during the vacation of Jerry Dee.

Current WGN "Telephone Quiz" in which emcee Ed Cooper is asking "Who Is Mr. Question Mark?" had reached the \$500 mark Tuesday.

Jack Owens, the Cruising Crooner of ABC's "Breakfast Club," will vacation in Hawaii for three weeks. During his absence Clark Dennis, tenor, will replace him from January 29 to February 20. Owens and his wife, taking a "second honeymoon," will fly to Hawaii.

## FDR Birthday Program

Special program in observance of the birthday of Franklin D. Roosevelt will be aired by WLJB Friday, 1-1:30 p.m., featuring recorded excerpts from the late President's speeches. George Kleinsinger's cantata "I Hear America Singing" also will be heard. In addition, outlet's public service spots will be devoted to March of Dimes.

## WQXQ Switching Bands

WQXQ, FM affiliate of WQXR, discontinues operation of its high band, 96.3 mc., for two weeks beginning Thursday for the installation of a new 10 kw. Western Electric transmitter. During the shutdown, the outlet will be heard only on its lower band, 45.9 mc., but will resume broadcasts on both channels around Feb. 12.

1906 1948

*Henri*  
CONFISEUR

FRENCH RESTAURANT  
LUNCHEON DINNER  
COCKTAIL BAR

Famous French Candies  
15 East 52nd St.  
AIR CONDITIONED



## Notes From An Aisle Seat. . . . !

● ● ● Sherman H. Dwyer, producer of "Exploring the Unknown," has sponsor interested in a new series said to be one of the most revolutionary dramatic shows yet brought to the air. Understand it's a dilly. . . . Jerry Danzig exiting WINS program manager spot this week to go over to CBS' video dep't. . . . International Silk Corp. interested in air package with Nadine Conner, of the Met, and Milton Cross. . . . When Gen. Eisenhower announced he wouldn't run, it wasn't anything new, according to Tim Marks, sage of Radio Row. The Nazis learned that years ago. . . . Juke box ops set for blasting of television in public places such as bars where juke income has been badly dented. . . . Add thumbnail descriptions of WW's broadcasts, as seen by Ade Kahn; Tip-topics. . . . Expect an important announcement shortly showing that television has really come of age. National sponsors, such as underwriter of Betty Crocker Mag of the Air, are now studying video formats of their network productions. . . . Betty Garde back in H'wood making her 2nd film for 20th Century-Fox. . . . A new twist in production of fashion shows for video will be tried by Tele Fashions on Parade with its "Holiday in Spring" preem Friday nite on WABD, with Ray Nelson directing. Fashions will be highlighted by production rather than by display. . . . Possible Presidential candidates are Truman, Taft, Dewey, Vandenberg, Stassen, Warren, MacArthur and Wallace—making Henry the eighth. Ouch!

★ ★ ★

● ● ● The Frank Gallop Nite at the Havana-Madrid recently drew the biggest turnout in the history of the club's celebrity affairs. (All his creditors showed up, no doubt). . . . Valli, sensational new star of "Paradise Case," booked for "We the People" next week making the ninth air date Mel Strauss lined up for her in 10 days. . . . Jack Warwick, veepee of Warwick & Legler, flying to H'wood today to congratulate Jerry Devine on his Hooper jumped to 17.1 on "This Is Your FBI." . . . Dr. Bernard C. Gindes, Pres. of Nat'l Psychiatric Ass'n, signed for six television appearances. . . . Murray Dale re-reading his plans for a mike show on terpsichore titled "Questions 'n Dancers." . . . When Prof. Backwards dined at the Singapore recently, he ordered his meal backwards. To string along with the gag, the waiter handed him the check first. . . . Herb Sheldon sez most of the conceited radioites are forever rolling their Hoopers.

★ ★ ★

● ● ● "Anyone who says the average radio listener has the mentality of an 11-year-old prob'ly has the mind of a 12-year old and is just tryin' to feel superior," contends radio's newest pixie, Abe Burrows. (If you don't know who Abe is, he's the guy of whom Sinclair Lewis said: "He sounds like a bum who went to college"). . . . Eddie Arakelian, of the Calif. wine family, in town. Shopping for a radio show for his product? . . . Louie Armstrong headed for Paris in late Feb. . . . Jack Barry looking for moppets for his "Juvenile Jury." Incidentally, have you heard about the radio performer now in his 2nd childhood who asked his agent to book him on Juve Jury? . . . Robert Taylor's guest shot on the Bandwagon developing into a running gag situation and will reach its climax with an appearance on the Jack Benny show. . . . Political committees hiring quipsters and p.a.'s to coin the most devastating phrases and gags about opposing candidates. . . . Scene at Fireside Inn: The Artie Shaws, both scribbling books, betting each other on whose tome will outsell the other. . . . Beachcomber in Fladickering for Eddie Newman as competitor for Barry Gray at the Copacabana down there. . . . Basch Radio Prod. have the radio rights to the "John Doowinkle Attorney" series, currently running in the Satevepost. . . . Pete Donald, describing a commercial announcement, said: It seemed to go in one year and out the other.

# TIME BUYERS ARE PEOPLE, TOO!

DRAWN BY  
BASIL WOLVERTON



TREVOR EVANS

Radio Director

Pacific National Advertising  
Agency, Seattle

You've bought a lot of time on our station, "Trev" Evans, but that's not the reason why we're running your picture in a KGW ad. As one of the important radio time buyers on the Pacific Coast, you are interested in keeping up with market developments, but did you know that Oregon has "arrived" as a billion dollar state? Yes, the Oregon market, which KGW dominates, had a payroll of over a billion dollars in the year 1947, with bank clearings for the year of \$5,600,000,000, in round figures. You have read, of course that since 1940 Oregon has had a population increase of 39.2%—second largest in the nation. But here's the payoff—the Oregon labor force now numbers 631,700—29,200 more than the wartime peak. And these figures merely highlight the amazing growth of the KGW Market. Thanks for that last order Trev, we know we'll be hearing from you again soon!

# KGW

PORTLAND, OREGON

AFFILIATED  
WITH



REPRESENTED NATIONALLY  
BY EDWARD PÉTRY & CO.

★ AGENCY NEWSCAST ★

Dorsey ET's Expand To Foreign Markets

(Continued from Page 1)

scribed Dorsey disc jockey program will be the only program of its kind heard in England and on the continent between 11 p.m., and midnight. It was pointed out that BBC shuts down at 11 p.m., and the Armed Forces Network at Hamburg goes off the air at the same hour.

A similar deal for presentation of the Dorsey program abroad is being worked out by the Cowan office with the Major Network in Australia. Negotiations are nearing completion with Sir Keith Murdoch of Melbourne for presentation of the program on the Australian chain. Another deal is pending for the airing of the Dorsey show in South Africa.

Tieups With 400 Theaters

Plans for exploiting the Radio Luxembourg series of the Dorsey recorded shows include a tieup with a chain of 400 theaters in England which will carry a Radio Luxembourg-Dorsey trailer, the launching of a fan magazine called "The Swing Club" which will carry details of the Dorsey programs and transcribed interviews with English and European orchestra leaders which will be featured on the Dorsey show.

The foreign exploitation of the Dorsey show is designed to attract American advertisers who are interested in the export trade. Among potential sponsors are Alka-Seltzer, Lever Brothers (soaps) Coca-Cola, Philco, and overseas airlines.

Deadline Near For Entry In CCNY Annual Awards

(Continued from Page 1)

urday, January 31, it was announced yesterday.

Actual presentation of awards set to take place during the business conference next spring, and will cover various categories, including creation of commercial and sustaining programs, spot announcements and ET's, promotion of programs by stations, networks and regional networks, etc.

Mixed ET's

Chicago — Somebody's mistake caused a hectic mixup on station WGN last Friday night and swamped the station and the Tribune with 3,000 phone calls from listeners who wanted to know what had happened. The half-hour "Hollywood Theater" recorded program, which is on from 9:30 to 10 p.m., CST., started on schedule but with a recording which was not the scheduled "Alias John Smith." With the second 15-minute record the scheduled play came on. Apparently, a station official said, the recordings, made in Hollywood, had been mixed when they arrived at WGN.

RUDY STOLZ has been named manager of the Los Angeles office of Henry von Morpurgo & Co., public relations and advertising firm. Stolz formerly was account supervisor of the Los Angeles office.

PHYLLIS GEESEY, formerly of NBC Radio-Recording, has joined the staff of Charles Stark Productions.

MACKARNES GOODE has joined the executive staff at headquarters of the American Association of Advertising Agencies in New York. He will assist Richard Turnbull, assistant executive secretary, in the field of agency administration and mechanical production. Goode was formerly with Geffen, Dunn & Company, New York, specializing in corporate literature.

BEESTON-STOTT-PATTERSON of New York have recently designed and executed for the Charles W. Hoyt Company, Inc., New York advertising agency, a new reception room. This is the first step in the redesigning and rebuilding of the Hoyt offices, all of which will be under the direction of Beeston-Stott-Patterson.

PATRICK H. GORMAN, formerly assistant merchandising director, has been appointed advertising manager of Philip Morris and Co., Ltd., Inc.

ROY S. DURSTINE, INC., on Feb. 1st, will open offices in San Francisco and Los Angeles. Robert L. Nourse has been appointed Pacific Coast manager, with headquarters in Los Angeles. H. H. Hindley will be in charge of the San Francisco office. Both of these executives have been with Dorland, Inc.

CHARLES SWEENEY has joined the New York copy staff of the Gardner Advertising Company, assigned to the Monsanto Chemical Company account. He previously was a member of Monsanto's department of industrial and public relations. Prior to joining Monsanto, he was on the staffs of the United Press bureau in Boston and the Providence Journal-Evening Bulletin in Providence, R. I.

WALTER S. KLINE, who during the past year was manager of the Dallas office of Homer Griffith Co., station representatives, has taken over his new duties as manager of KWHN, Fort Smith, Ark.

NEW YORK SERVICE OFFICE of the Olan Advertising Company moved to 38 Central Park South on December 1st.

JOHN F. KURIE, former veepee in charge of merchandising at M & M, Ltd., has joined the Association of National Advertisers, where he takes charge of media research activities. Kurie is on the board of directors of the Point of Purchase Advertising Institute and is a member of the Market Research Council.

ARTHUR PINE ASSOCIATES have been engaged to handle advertising and publicity for the Casa Marina Hotel in Key West, Fla.

HIXSON-O'DONNELL ADVERTISING, INC., New York, announce that Muriel Johnstone, fashion advertising and merchandising specialist, joined the agency as vice-president on January 15th to head a Fashion Division. The agency's new Fashion Division will be located at 9 Rockefeller Plaza, New York City, while the headquarters of the agency will remain in the Empire State Building.

THE LONDON OFFICE of McCann-Erickson, Inc., has been appointed by Electric & Musical Industries, Ltd., to handle the advertising of Columbia, Parlophone and Regal Records.

OGDEN KNAPP, formerly with Music Corporation of America, has joined the radio department at Foote, Cone & Belding. He's working on the American Tobacco account.

WILLIAM W. MULVEY, formerly of Kenyon & Eckhardt, and BRUCE F. ELLIOTT, who until recently conducted the Elliott Business Promotions in Lansing, Mich., have joined the copy department in the New York office of Maxon, Inc.

Pres. Truman Signs 'Voice Of America' Bill

(Continued from Page 1)

to advise with and utilize wherever possible the facilities of the broadcasting industry. What differences the new legal status of the "Voice of America" will mean in its relationship with broadcasters cannot be told yet.

The arrival of Assistant Secretary of State George V. Allen, who will supervise, and the drawing up of budgetary plans will reveal more detailed information.

Sen. H. Alexander Smith (R., N. J.) said the bill as signed, "will record it as an important step in defeating the work of the purveyors of false propaganda who seek extension of their power throughout the world through chaos, hunger and the degradation of the war-stricken populations."

Named Night Mgr. WQXR

Jack Rayel, former NBC staff announcer, has been named night manager of WQXR effective Feb. 1, when Ed Deverill resigns to become manager of KDFC, new outlet slated to open in San Francisco in several months. Rayel, who joined the New York Times outlet this week, returned to NBC two years ago after three years in the Army.

Advertisement for WTIC featuring the text: "By every measurement WTIC dominates the prosperous Southern New England Market". Includes a star symbol at the top and bottom of the ad.

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr. WTIC's 50,000 watts represented nationally by Weed & Co.

## Coy, Sterling Okayed By Senate Committee

(Continued from Page 1)

released to the press earlier yesterday.

Tobey told the committee that he was "quite satisfied" with Coy's answers and had no objection to his appointment to the FCC.

In no uncertain language Coy declared his complete independence of any broadcasting interests and took issue with charges by Tobey and Maj. Edwin Armstrong that the Commission was a party to the withholding of data and alterations in the records of engineering conferences relative to the moving of FM in the spectrum. Said Coy:

"Assures" Committee

"I assure you and the members of the Senate Interstate and Foreign Commerce Committee that I will not be influenced in my decisions or actions as chairman and member of the Federal Communications Commission by the friendship of Messrs. Denny or Russell or any other person or persons. My conception of my position is that I am expected to use my best judgment in the public interest without being influenced or prejudiced by personal considerations."

## Ripley Co-op On NBC Gets Chicago Sponsor

Robert L. Ripley's "Believe It or Not," daily co-op on NBC, has just been bought in Chicago, where it's carried by WMAQ, by Bell Savings & Loan Association. Signing of the 52-week contract was handled by Ed Cunningham, WMAQ sales manager, with M. M. Fisher Associates representing the account.

Monday-Thru-Friday Show

"Believe It or Not," aired Monday through Friday from 1:45-2 p.m., EST, currently has 12 local sponsors in Sacramento, El Paso, Louisville, Richmond, Va., Peoria, Ill., Chicago, Bakersfield, Calif., Kingsport, Tenn., Charleston, S. C., Saginaw, Mich., Charleston, W. Va., and Washington, D. C. Show started sustaining on NBC last May and a month later shifted to a co-op. It started out as a co-op with 13 local sponsors. "Believe It or Not" is one of NBC's seven co-op shows, all others being news programs.

### "To Be," For Once

According to a legend of show business, every comedian has a desire to play Hamlet or other heavy roles. They will soon get their chance. On Sunday, 4 p.m., WNEW begins a new show, "Play it Straight," featuring leading comics in classic roles. For the premiere, Milton Berle will be heard as Romeo in excerpts from Shakespeare's tragedy. Others to be heard include Henry Morgan, Ezra Stone, Jack Pearl, Morey Amsterdam, Minerva Pious and Peter Donald.

## CBC's 1946-1947 Fiscal Year Ends With Deficit Of \$27,261

(Continued from Page 1)

venues at \$5,803,028 and expenditures at \$5,830,289.

The statement said receipts from radio receiving license fees had increased by \$132,556 during the year while revenue from commercial broadcasting had increased by \$116,017. Expenditures on CBC's international service, kept separate from expenditures on services in Canada, amounted to \$881,621, which under special arrangement is recoverable from the federal government. The report, which contained much information similar to that given to the radio committee of the Commons last year, said that during the year CBC broadcast 59,705 programs, taking up 17,843 hours on the Trans-Canada, Dominion and French networks. "Non-commercial programs occupied 514 hours more than during the 1945-46 fiscal year," said the report. "Commercial hours increased by 266 on the three CBC networks." While operations on the Dominion network—made up of some CBC and some private stations—changed very little during the year, non-commercial service increased while sponsored programs decreased. "The corporation originated 78.4 per cent of all network broadcasting," said the report. "Private stations originated 2.3 per cent, and the remaining 19.3 per cent was made up of exchange programs from the BBC and United States networks." Montreal again originated the great-

est number of CBC program hours, with 29 per cent of the programs coming from that point.

Much Business Refused

A "substantial volume of business was refused," to keep a "reasonable balance between commercial and non-commercial programs." Dealing with the CBC's news service, the report said: "There has been a distinct change in news preference and emphasis since the end of the war." While international developments are not neglected, there is a demand in all parts of the country for a greater interchange of Canadian domestic news, particularly news of a constructive character. "In the national news bulletins, it has been a definite policy to include a large proportion of Canadian news, it is felt that since these bulletins are heard in homes in every province, they perform a particularly important function in helping to keep Canadians informed of developments across the whole country. The important service of providing the listener, with strictly local news is considered to be the responsibility of the community radio station rather than the network." School broadcasts were continued on CBC networks. They averaged three hours a week in the maritimes and a little more than two hours in the rest of the country. On the Quebec French network—6½ hours a week were devoted to the broadcasts.

## WMCA Housing Show Will Fold Next Friday

(Continued from Page 1)

owner of the outlet and well-known housing authority, asked Leon Goldstein, special events chief, to investigate the city's housing crisis. Goldstein's staff came up with the following startling facts: (1) about 265,000 families, mostly veterans, were living doubled up with relatives or friends; (2) these families, for the most part, could not get into municipal housing projects because their income was over the maximum allowed for city-owned dwellings, while at the same time the high costs of private construction put these rents above the average family's means. It was decided that self-supporting public housing was the only solution to the crisis.

On Jan. 5, the outlet began airing the series titled "A Home to Live In," which was researched and scripted by Michael Sklar. The shows pointed out the need for such housing, offered the proposed solution and asked listeners to write to the Mayor urging him to call a public hearing on the question. To assure maximum coverage, each of the five basic scripts in the series was aired on a different night each week.

Within the first week of the campaign, O'Dwyer's office had received approximately 10,000 letters written in response to the shows, and an additional thousand were received by

## Nets Have AFM Offer; Meet Again Thursday

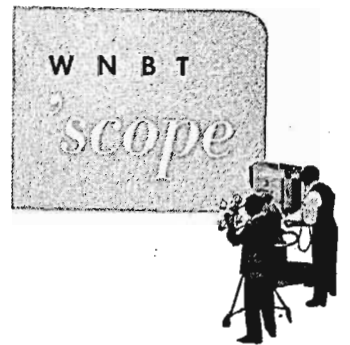
(Continued from Page 1)

ices, James Petrillo remained behind a closed door with the union's executive board.

According to the usual pattern, now that a 48-hour halt has been called in negotiations, Petrillo has made the networks an offer which they will bat around informally among themselves today. It was learned that several web representatives will meet today to decide upon the next move. Indication is also still strong that FM remains the key to the present negotiations.

WMCA. The outlet received heavy publicity on the series, both on the radio and news pages, with two New York dailies, Post and PM, supporting the drive editorially. While the Post got behind the campaign, however, its own station, WLIB, didn't touch the subject.

The series also occasioned wide discussion in the trade over whether or not it violated the Mayflower decision. Devoting his entire Sunday Times column to it, Jack Gould said that the scripts did editorialize. In a reply, Straus took the position that the series was not editorializing in terms of the Mayflower decision, but was instead a campaign for public welfare. In view of the apparent success of the drive, however, a test case seems unlikely.



ON THE AIR AT CHANNEL 4 . . .

WEDNESDAY, JANUARY 28

5:00 Playtime—from Washington  
7:45 UP News  
7:54 Television Press Release (Holt-DeLand)  
8:00 Americana Quiz—Marc Connelly, moderator  
8:30 In the Kelvinator Kitchen with Alma Kitchell (Kelvinator)  
8:45 Story of the Week—Richard Harkness—from Washington  
9:00 Kraft Television Theatre—Martin Flavin's "Criminal Code"

THURSDAY, JANUARY 29

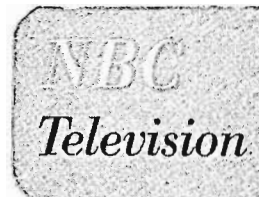
8:00 Eye Witness  
8:30 NBC Television News  
8:40 Telescreen Magazine  
8:54 Ski News  
9:00 You Are an Artist—Jon Gnagy (Gulf)  
9:40 University Museum—from Philadelphia

TODAY'S STORY . . .

With the first television broadcast from its New York newsroom, NBC added top-flight reporting to television's ever-increasing virtues. Fifteen of radio's first commentators and correspondents are signed for NBC television—and the trend toward regularly programmed news coverage is established. Informed presentation of the news—five nights a week—is the prospect planned for viewers. As soon as February too.

SECOND SCANNING . . .

It's nice to have such kind words so near at hand. Jim Owens' tele topics of yesterday heaped laurels on NBC-Theatre Guild's *Angel Street*. "An occasion for rejoicing . . ." he called it. Jim seemed particularly impressed that *Angel Street* . . . met and hurdled every obstacle . . . involved in trimming a three-hour play to one-third the time.



A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY—Wednesday, Jan. 28, 1948—TELEVISION DAILY is fully protected by register and copyright.

## CAMEL-20TH FOX SET DAILY TV NEWSREEL

### TELE TOPICS

By JIM OWENS  
Associate Editor

**A**NOTHER major advertiser poised to enter tele via the network newsreel, a Camel ciggies on NBC. (If this keeps up what becomes of station video newsreel staffs???) . . . Chief engineer at WPIX, Daily News station, will be a KSD-TV staffer who filled the post vacated at the St. Louis station by his ex-boss, Robert Coe, News' tele topper. . . Marsh Babbitt, the hypnotist who did a few guest shots on WABD last year, will attempt to dispel the fear of mass hypnosis occasioned by a recent BBC telecast. He argues that if you don't want to be put to sleep—you simply won't.

**N**IGHT club and tavern owners in Columbus, O., have been warned about tele set salesmen rushing the advent of the medium there. Better Business Bureau advises customers the city is months away from satisfactory reception. . . . Bob Loew will launch a contest on his "Photographic Horizon's" next week, in which the viewing audience will be asked to submit the best still photo of 16 mm. film on the subject "How Television has Affected our Home Life." . . . William Morris Agency prepping a video version of E. P. Conkle's "Prologue To Glory," which deals with the life of young Abe Lincoln. Plan is to air the show on Lincoln's birthday over a N. Y. station. . . . Ad agencies are getting more than merely interested in tele—they're popping up before the icons. Jonni Walker, Abbott Kimball exec, will guest on a video sports seg on Du Mont next week.

**A** WRGB (Schenectady) survey of its INS-IMP news pix shows they're rated as high by viewers as the fights from Madison Square Garden. . . . Du Mont Station's "Amateur Hour," snapping a strong following after only two performances. Ted Mack does a commendable job as emcee, with his Bowes-ian twang, but we'd prefer to see less of the stooge type and more of the simon pure tyro. . . . Church services as such don't make particularly exciting video fare, so a mid-west religious group is mulling a new angle. Instead, they'll dramatize religious themes, "love thy neighbor," etc.

#### Cross Plug

WGYN, local FM indie, is being plugged on tele over WABD, via a curious twist which came about last week in a deal pacted by Transmira Image Definer Company, manufacturers of screens to enlarge telo pictures. Company, which already has a show on the Du Mont station, decided to plug its new schedule on WGYN during its video commercials.

### Top Fashion Shops Set For WABD Tele Series

New half-hour video fashion series, titled "Television Fashions on Parade," will debut on WABD Friday night (8-8:30 p.m., EST) featuring first hand views of the works of outstanding designers and top manufacturers. Friday's production, titled "Holiday in Spring," will be the first of a series in which leading N. Y. department stores will present their wares to the tele audience. Participating in the opener are Henri Bendel, Bergdorf Goodman, Milgrim's, Saks Fifth Avenue, Bonwit Teller and Jay Thorpe.

Series, which is owned by Television Fashions on Parade, Inc., will offer leading stores to "host" various programs, and invite designers and manufacturers to participate in costs and presentation of their products.

### NBC Sets TV News Show From Network Newsroom

In line with the recently announced expansion of its news coverage, NBC television will present three top newsmen in the first video program direct from the network's New York newsroom tomorrow (9:15 p.m., EST).

The 15-minute program, "The NBC Television Newsroom," will feature W. W. Chaplin, NBC reporter; John MacVane, chief of the network's United Nations bureau, and Bob Trout, veteran radio reporter who recently joined the NBC staff in a report on the day's news.

Scheduling of the program follows closely on the announcement that the network has expanded its video news activities by the addition of 15 top radio commentators to the tele staff.

### Phila. Tele Audience Up 900% During '47

Philadelphia—WPTZ, Philco television station here, operated a total of 2988 hours during 1947—"the year television started to roll"—and noted an audience increase during that time of 900 per cent, according to a review of statistics released this week. Total program hours last year were 1458, while the average number of program hours was over 28.

Commercial sponsorship, which covered a large portion of over-all programming, increased over 600 per cent, the Philco station reported.

### Philco Set To Market Tele Model At \$199.50

Philadelphia—The Philco Corp. announced yesterday plans to market a new direct-view tele set with a seven-inch screen to retail for \$199.50, plus installation and tax. At the same time it was announced the company will bring out a new 10-inch receiver to sell for \$339.50. According to James H. Carmine, Philco is geared to produce "six times the number of sets" it turned out in 1947.

### Television And Films On ANFA Meet Agenda

Whether or not television is "threat or promise to 16mm" film industry will be discussed at a dinner meeting of the Allied Non-Theatrical Film Association Wednesday, Feb. 4, at the Williams Clubhouse. Point will be discussed pro and con, with broadcasters represented by Ed Evans of CBS, Robert Fraser of NBC, and Edwin T. Woodruff, of DuMont.

## Press-Time Paragraphs

### Tele's Long-Distance Hop

Los Angeles—Television set owners in San Diego achieve clear reception from both stations in this city—a distance of 115 miles—according to opinions reported to Don Lee tele execs this week. Station execs explain the phenomenon as one provided by the curvature of the earth, and that San Diego receives signals which "bend" downward due to coastal "temperature inversion."

### Selling's Top Aid

Pittsburgh—B. A. McDonald, general sales manager of Westinghouse Radio Stations, Inc., told members of the Pittsburgh Radio and Television Club yesterday that 1948 will be a critical year with far greater competitive selling. He was especially optimistic about television which he forseees as one of selling's greatest media. "Outside of person-to-person selling," he said, "nothing can beat television."

### NBC Tele Network To Air News Pix Mon. Thru Fri.

Camel Cigarettes, 20th Century-Fox and NBC combined forces yesterday for presentation of television's most extensive commercial program schedule to date,—airing of a daily newsreel film over the NBC network, effective Monday, February 16. Announced jointly by Frank E. Mullen, executive vice-president of NBC; Spyros P. Skouras, president of 20th Century; and Thomas J. Luckenbill, vice-president of William Esty, Camel agency, the deal marks the entry of a major film company into the medium and the first offering of a daily newsreel to the video audience.

Newsreel, which will be produced by Movietone News, will be aired Monday through Friday (7:50-8 p.m., EST) on entire east coast net WNBZ, N. Y.; WPTZ, Phila.; WRGB, Schenectady; and WNBW, Washington, with other stations added as the web expands. Although not specified, it's expected Baltimore, Buffalo and Boston will be added to the Camel schedule before next spring, and possibly Milwaukee.

### Converge On N. Y. By Plane

For complete news cover and timeliness in compiling the daily program, reels will be flown to the New York headquarters of Movietone from cameramen throughout the world. To fill unique requirements of tele, special techniques will be perfected in all phases of production, with emphasis on medium and close-up shots for greater clarity, etc. Deal is expected to involve considerable extra production since film companies normally produce two single newsreels per week of approximately the same running time as that set for tele.

"We regard this contract as one of the most significant steps in television history," Mullen said, "and we are proud that NBC will be associated with Camel Cigarettes and 20th Century-Fox in bringing television's first daily newsreel to the public."

### Beauty A-Plenty

New York video audience got its first official glimpse of what milady will wear come spring when WCBS-TV aired the N. Y. Dress Institute's fashion show for the March of Dimes at the Waldorf. Show also occasioned first appearance of many top theater stars, including Gloria Swanson, June Lockhart, Nanette Fabray, Basil Rathbone, George Sanders. The DeMarcos and The Hartmans.

## NEW STATIONS

## Southern FM'er Bows In

Toccoa, Ga. — Gov. M. E. Thompson was principal speaker at recent dedication ceremonies of WLET, 10 kw., FM affiliate of WRLC. Both outlets are owned by R. G. LeTourneau, manufacturer of construction equipment. Member of the Mutual web, the new outlet is on the air from 2 to 9:15 p.m., at 102.9 mc. Transmitter and 240-foot antenna are atop Currahee Mountain, elevation 1,700 feet. Studios are in WRLC building, 423 Prather Bridge Road. Execs of both stations include Virgie Craig, manager; J. Carl Meeks, chief engineer; Sam Gaines, commercial manager, and Carroll Lee, program director.

## FM For Capital Area

Bradbury Heights, Md.—Covering metropolitan Washington, and parts of Maryland and Virginia, WBUS-FM began full time operations this week with 1 kw., at 96.7 mc. Arthur B. Curtis, president, heads the staff of 26, which includes A. K. Porter, vice-president and commercial manager; L. L. Altmann, general manager and treasurer, and Gordon Shaw, program director. Studios and offices are in the WM&A Motor Lines Building.

## Texas Outlet Adds FM

Edinburg, Tex.—KURV-FM, operating with 1,000 watts at 104.9 mc., has gone on the air duplicating programs of KURV until sunset with local talent featured afterwards and until 9 p.m. According to general manager Louis Aiken, all AM commercials will be aired as a bonus on the FM outlet "until further notice." Jane Trimmer is manager of station operations of the new outlet; Marylouise Graymount, director of women's activities, and Dorothy Qualls, continuity editor.

## WKBW Post To Ansonbe

Buffalo—Alfred E. Ansonbe, formerly of Public Relations Associates. Buffalo, has been named publicity and public relations director of WKBW. Arthur Simon, executive vice-president, announced yesterday. During World War II, Ansonbe held the rank of a major serving as public relations officer of the New York Wing of the Civil Air Patrol. Following the war he organized Public Relations Associates.

## Novel "Dimes" Stunt

Maurice Dreicer, heard on WGYN-FM, New York, yesterday launched a novel pitch for the "March of Dimes" drive. Dreicer calls his stunt "Spin-a-Dime." He spins a dime in the studio and asks his listeners to do likewise in their homes. Those failing to match the heads or tails of his dime are invited to send their coin to the March of Dimes drive.

## COAST-TO-COAST

## —CONNECTICUT—

DANBURY—Jane West, author of "The O'Neills," recently commenced a new serial program over WLAD entitled the "Jane West Show." Program consists of a series of original sketches and is heard every Friday from 2:30-2:45 p.m. New Saturday airtel is "Stuart Haight Sings," which will be heard from 2:45-3:00 p.m. Accompanying the local professional singer is Betty Olson. . . . HARTFORD—WONS has begun a series of programs featuring spirituals and hymns and a 40-voice choral group from Holy Trinity Church of God in Christ in this city. The shows will be heard every Sunday from 10:30-11:00 p.m., and will include a sermon by the pastor, I. J. Jefferson.

## —MASSACHUSETTS—

BOSTON—New fathers at WEEL are Edward Lloyd, Jr., who became the proud papa of a baby girl, Susan Louise, on the 18th, and Charles Ashley, who welcomed his third child, Charles Jeffrey, on the 17th of this month. . . . HAVERHILL—Commencing February 1, WHAV will inaugurate an audience-participation show entitled, "Listeners Forum." Format includes 30 minutes of current events discussion with a local flavor, and questions, via phone, by the listening audience in the latter half of the show. . . . WARE—William C. O'Neill, former Ware newspaper man and more recently news editor at WTAG, Worcester, has become news editor and director of civic events at WRMS.

## —INDIANA—

COLUMBUS—Newest additions to WCSI-FM's staff include Phil Beck, as part-time night announcer and Julian Piercefield, as station sportscaster. . . . FORT WAYNE—Announcers at WOWO, WGL and WFTW, have joined the American Federation of Radio Artists, AFL and are holding elections sponsored by the NLRB. Votes were already taken at WGL and WOWO to determine whether there would be union shops, with WGL recognizing the election and including the "union shop" clause in its contract; while the Westinghouse radio station refused to recognize the "union shop" clause. Election is slated today for WFTW.

## —OHIO—

AKRON—Janet Geister, 16-year old Cuyahoga Falls High School student and mistress of ceremonies on the A. Polsky Company's "Teen Age Hi-Jinx" show over WHKK, has been named as one of the four national winners in the "Voice of Democracy" contest. The three sponsors of the competition, which awarded the winners \$500.00 each, were the National Association of Broadcasters, the Radio Manufacturers Association and the United States Junior Chamber of Commerce. . . . CANTON—New WHBC program director is Gervis Brady. He succeeds Richard Neher, who resigned. . . . CLEVELAND—Floyd E. Weidman, former press adviser to the Assistant Secretary of State for Occupied Countries in the State Department at Washington, has been appointed news editor of combined radio-television operations at WEWS.

## —MICHIGAN—

DETROIT — Ross Mulholland, WXYZ's morning disc jockey is sending personalized albums of his favorite records to his sponsors and station associates as a monthly gift. . . . KAL-AMAZOO—The Grand Rapids Unit of the Kroger Co., has assumed sponsorship of "Know Your Nabor," new giveaway show on WKZO in which both contestants and listeners may participate. Clues to the identity of the contestant are incorporated into the interviews on the air as the contestant is asked questions on food, movies, current events, etc. For each correct answer, the contestant wins one course of a meal for four. Answering all questions correctly wins a full meal for four persons which is also given to the first listener who correctly identifies the contestant.

## —MISSOURI—

KANSAS CITY—KCMO recently inaugurated a new series of 15-minute programs entitled "Time For Safety." Show, which is being produced in co-operation with the Kansas City Safety Council, features music by The Keystones and awards a \$25.00 United States Savings Bond for the best safety slogan submitted each week. . . . ST. LOUIS—France Laux, XKOK sportscaster, will again act as a judge in the second annual duck calling contest to be held during the Greater St. Louis Sports, Travel and Boat Show, February 7-15.

## —NEW YORK—

BUFFALO—As a public service, WKBW has made arrangements with the Buffalo Junior Chamber of Commerce for a weekly broadcast to be called "Your Community Spotlight." Show is aired each Monday evening and will be dedicated weekly to a local community problem as being acted upon by various committees of the Junior Chamber of Commerce. . . . Colin Male, WEBR, staff announcer, has replaced morning disc jockey Jim Frieling in the 6:00-9:00 a.m. slot, Monday thru Friday.

## —DISTRICT OF COLUMBIA—

WASHINGTON, D. C.—Gerald J. Engert, 41-year old employee of the F. B. I., was declared the winner of the \$5,500 "Mr. FM" contest conducted by WWDC and WWDC-FM, during a special two-hour inaugural broadcast celebrating the operation of WWDC-FM, with its full 20,000-watt power. "Mr. FM," whose identity was correctly given by Engert, was Peter Donald, well-known national entertainer and story teller who is heard on his own program over WWDC and WWDC-FM, in addition to being heard on the Fred Allen and "Can You Top This" shows. . . . WBUS-FM, this city's first full-time frequency modulation station, celebrated its first week of broadcast operations at a lively party in the Hotel Sheraton last Sunday.

## —FLORIDA—

MIAMI BEACH — Scott Bishop, WKAT continuity director, has joined WIOD, Miami as program director. Bishop is known to network listeners for his shows: "Dark Fantasy," "The Strange Dr. Karnac," "Southern Rivers," etc.

## PROMOTION

## Comic Book Giveaway

Hal Smith, promotion manager of WMAQ, Chicago, has completed arrangements with The Fair, Chicago department store, for distribution of 10,000 "On the Air" comic books, designed to tell the story of NBC and radio for the juvenile audience. Half of the books will be distributed through the children's shoe department and the remainder through the children's clothing department. An imprint on the books calls attention to the news programs broadcast daily, over WMAQ by The Fair and to the NBC-WMAQ Smilin' Ed McConnell program presented on Saturdays by the Buster Brown Shoe Co.

## Calendar Of Winter Events

Promotion by WWRL has placed the outlet's call letters and message on the back cover of "New York in Winter," a calendar of events in the city distributed free to visitors by the New York Convention and Visitors Bureau, Inc. Station plug reads: "For a full day of radio entertainment tune to WWRL, 1600 kc.—The High spot on your dial."

## Husing To Broadcast Race

Disc jockey Ted Husing reverts to his original role of sportscaster Saturday night when he describes the running of the Millrose Games Wana-maker Mile over WHN, 10 p.m.,



## HOTEL STRAND

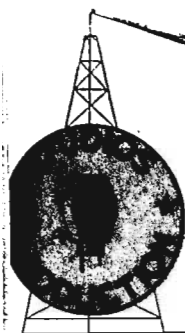
Atlantic City's  
Hotel of Distinction

A hotel planned and designed for your every comfort . . . assuring you absolute rest and relaxation . . . amid an atmosphere of refinement . . . Beautifully furnished rooms . . . Ocean front verandas . . . Rooftop solarium . . . Salt water baths . . . Cuisine unsurpassed . . . Garage on premises.

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Under Ownership Management

Exclusive Pennsylvania Avenue  
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 20

NEW YORK, THURSDAY, JANUARY 29, 1948

TEN CENTS

## AWB CONVENTION OPENING TODAY

### Mundt Does Broadcast To Foreign Countries

A greatly expanded information and education program, whose object is to make the United States and its people better known and more familiar to the people in other countries, will go into effect now that President Truman has signed into law the "Voice of America" bill, according to Rep. Karl Mundt, Republican of South Dakota, sponsor of the legislation.

Shortly after the President signed the bill the purpose of the legislation was explained to listeners in all parts of Europe and South America by Rep.

(Continued on Page 3)

### Mrs. Thackrey Not Selling KLAC, KYA—Fedderson

West Coast Bureau, RADIO DAILY  
Hollywood—Don Fedderson, executive vice-president and general manager of KLAC, Los Angeles, and KYA, San Francisco, after conferring with owner Mrs. Dorothy S. Thackrey, said KLAC and KYA are not for sale and all offers that have been made to Mrs. Thackrey have been turned down. This, of course, includes television. FCC video construction permit has, incidentally, been transferred

(Continued on Page 2)

### Seek Commission Approval For Sale Of Station KXYZ

Houston, Tex.—Approval of sale of KXYZ is being sought from the FCC by Glenn H. McCarthy, wealthy Texas oil man and members of his family who will buy the station in the name of the Shamrock Broadcasting Co., for an estimated \$875,000. McCarthy would move the station's studios to

(Continued on Page 3)

### False Economy?

A movement is underway among members of NAB in the 2nd District area to register formal protest with the board at the February 23 meeting regarding the closing of the New York office on Feb. 1 as an economy move. It has been pointed out that NAB needs the New York office in furtherance of its public relations program and that the organization will lose prestige without Manhattan representation.

### 714 Sponsors Listed On ABC Co-op Shows

Current crop of local sponsors chipping in on ABC's growing list of co-op shows, which will number 14 on Feb. 1, now totals 714 as the network adds its first dramatic program to the lineup. "Mr. President," a sustainer for the last six months, bows into the new category next Sunday, 2:30 p.m., EST, with a string of 22 local sponsors. Hudson Motor Car Dealers tops the sponsor list, having bought the

(Continued on Page 8)

### Detroit Symphony Stays Via Reichhold-ABC Pact

Last-minute deal made by ABC with Henry H. Reichhold, president of the Detroit Symphony Orchestra, will keep the musical group in the Sunday 8-9 p.m., EST, period as a sustainer, it was announced by Charles C. Barry, network program veepee. Show originally was sched-

(Continued on Page 6)

### Clark And Studebaker Heard As Essay Prizes Are Given

Washington Bureau, RADIO DAILY  
Washington—Attorney General Tom Clark yesterday presented awards to four young girl winners in the nationwide "Speak for Democracy" contest. The girls were presented \$500 scholarships, engraved wrist watches and scrolls marking their achievement in ceremonies at the Hotel Statler.

Clark told the assembled group of notables that "this could happen only in a land where equality of oppor-

### 200 Members of AWB in Washington For Annual National Convention; Many Social Affairs Set

### NBC Affiliate Staffs Set Workshop Clinics

NBC has scheduled three-day workshop meetings in New York, Chicago and Hollywood for affiliated station personnel who handle programming, production, publicity and engineering, it was announced yesterday by Easton C. Woolley, director of the web's stations department. First meeting will be held at the Waldorf-Astoria, New York, Feb. 9-11, the second at the Drake Hotel in Chicago, March 15-17, and the third in Hollywood at

(Continued on Page 2)

### Three New V-P.'s Announced By WJR

P. M. Thomas, George W. Cushing and George F. Leydorf were named vice-presidents of Station WJR yesterday by Harry Wismer, executive assistant to President G. A. Richards of Stations WJR, WGAR and KMPC. Wismer, now in daily conferences

(Continued on Page 2)

### WNBC Public Service Plan Offered To 90 Communities

In a continuation of its community service pitch, WNBC has begun a campaign to inform students and parents of school closings because

(Continued on Page 3)

Washington Bureau, RADIO DAILY  
Washington—Two hundred women broadcasters converged on the Nation's Capital yesterday wearing their Sunday best and acting a bit giddy about the three days' social whirl promised them as the convention of the Association of Women Broadcasters gets underway today. While the theme of the

(Continued on Page 3)

### CBC Board Acts On Applications

Montreal—The CBC Board of Governors disclosed in a statement yesterday that action on application for French-language radio station at Edmonton, Alberta, has been deferred to "permit further study by the board." The board is expected to hold its next meeting some time in March and possibly action then will be taken on the application. The board is limited

(Continued on Page 6)

### Concert Hall Soc. Starting WQXR Test Campaign

Using radio for the first time, The Concert Hall Society begins a test campaign on WQXR tomorrow night, 10:05-10:30 p.m. The weekly show will present music from the Society's limited edition recordings, which will be plugged in with the commercials. Schwab and Beatty is the agency.

### Last (?) Lap

Networks and AFM reps resume their "round and round" table discussions over new contract agreements at 3 p.m., today after a 48-hour recess. Odds remain heavily in favor of extension of the present pact after Saturday midnight, when it expires, since more time may be needed by representatives of both sides to work out all details. Both sides are still smiling.

### Radio Minded?

H. I. Phillips, conductor of the New York Sun's "Sun Dial," lampooned radio for its many bulletins on the blizzard forecast the past week-end in Tuesday's paper and then set out to identify "Truth or Consequences" walking man as Gene Tunney. Phillips, a network wag opines, must be a dyed-in-the-wool radio fans as well as a popular columnist.



★ COMING AND GOING ★

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

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Phone: Wisconsin 3271 Phone: Hobart 7627  
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1417 Ashland Bldg., 155 No. Clark St.  
Phone: State 2332

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**FINANCIAL**  
(Jan. 28)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Admiral Corp.	77 1/2	77 1/2	77 1/2	+ 1/4
Am. Tel. & Tel.	150 3/4	150 3/8	150 3/8	+ 3/8
CBS A	24 1/2	24	24	+ 3/8
CBS B	23	23	23	—
Farnsworth T. & R.	7	7	7	+ 1/4
Gen. Electric	34 1/4	34	34 1/8	+ 1/4
Philco	31	29 1/2	31	+ 2
RCA Common	8 3/4	8 1/2	8 3/4	+ 1/4
RCA First pfd.	69	68 1/2	69	+ 1/2
Stewart-Warner	14	13 7/8	14	+ 1/2
Westinghouse	27 1/4	26 3/4	27 1/8	+ 1/2
Westinghouse pfd.	90	89 3/4	90	+ 1/2
Zenith Radio	21 1/4	21	21 1/4	+ 1/4

**NEW YORK CURB EXCHANGE**

	Bid	Asked
Hazeltine Corp.	16 1/2	16 1/2
Nat. Union Radio	2 3/4	2 3/4

**OVER THE COUNTER**

	Bid	Asked
Stromberg-Carlson	12 1/4	13 1/2
U. S. Television	1 1/2	1 3/4
WCAO (Baltimore)	32	36
WJR (Detroit)	12	13 3/4

**Named KMOX Musical Director**  
Appointment of Stan Daugherty as musical director of KMOX, Columbia-owned and operated station in St. Louis, was announced yesterday. Daugherty joined KMOX as a staff organist in 1945 and last fall became assistant to the musical director.

**10 YEARS AGO TODAY**

(From the files of Radio Daily)  
Stations threatened increase in spot rates in protest over standing order by agencies for photostatic copies of station logs in checkup on station practices in handling spot campaigns. . . . Jay Iostyn signed to play male lead opposite Helen Menken on "Second Husband" series over CBS.

JOSEPH A. McDONALD, vice-president and general attorney for the American network, and RICHARD A. MOORE, of the web's legal staff, went down to Washington yesterday to attend the dinner of the FCC Bar Assn. McDonald is staying over for the Radio Correspondents dinner Saturday.

JACQUES LACOUR-GAYET, deputy chairman and managing director of Radio Luxembourg, and R. L. PULVEY, general manager, now are visiting in New York.

GEORGE HAMILTON COMBS, news commentator on WHN, left yesterday on a short trip to Washington, D. C.

L. C. KELLAM, general manager and station director of KTBC, Austin, Texas, has left town on the return trip to the station. He had been here for about two weeks of conferences at CBS.

D. ROY GLANTON, transmission supervisor of WOW, Omaha, Nebr., paid a call yesterday at the New York offices of NBC.

EVERETT ROSENTHAL, executive vice-president of Procter Radio Productions, leaves today on an extended trip through the Pacific Coast territory in connection with "The Big Story," produced by Procter and sponsored by Pall Mall cigarettes.

BLEVINS DAVIS, radio and stage producer, has left for Hollywood, where he'll spend two weeks preparing a new radio series.

BETSY REEVES, secretary to Dan Miller, sales manager of WCB, left yesterday for Clearwater, Fla., where she'll recuperate from a recent operation.

BLANCHE STUART LEE, of Mole-Davis, Inc., left yesterday for Washington, where she'll attend the meeting of the AWB at the Mayflower Hotel.

TONY PARKER, formerly of Owen & Parker, has arrived from Chicago for some radio guest appearances and nightclub engagements.

**Three New V.-P.'s Announced By WJR**

(Continued from Page 1)  
with Richards at Beverly Hills, Calif., announced Cushing as vice-president in charge of news and special events, Leydorf as vice-president in charge of engineering, and Thomas, WJR board member and secretary, as a general vice-president.

"Mr. Richards made the promotions in recognition of the faithful and meritorious services rendered by the men," Wismer said. "With these men in key positions, WJR is strengthening its position of leadership."

It was also revealed that WJR had the most successful operational year in station history in 1947 with gross sales for the year reaching a new high of over \$3,000,000.

**Mrs. Thackrey Not Selling KLAC, KYA—Fedderson**

(Continued from Page 1)  
from Mrs. Thackrey to KMTR Radio Corp., owner of KLAC license. All plans for construction and expansion will be carried out as originally scheduled.

**Comics Get Reprieve**

CBS has changed its mind about dropping the "Sweeney And March" comedy team. Although comics present series, Wednesday, 9:30-10:00 p.m., winds up this week, network will shortly reschedule the team in another spot.

WALTER J. DAMM, vice-president and general manager of WTMJ, Milwaukee, and WMJT, tele affiliate, is spending a few days in Gotham on business.

I. R. LOUNSBERRY is in town from WGR, Buffalo. Visited yesterday at the headquarters of the Columbia network, with which the station is affiliated.

ED YOCUM, general manager of KGHL, Billings, Mont., outlet of NBC, is in town. He plans to remain until the end of the week.

AUGUST W. GREBE, general manager of WBAX, Wilkes-Barre, Pa., conferred yesterday at the Mutual network offices.

ROGER BERK, vice-president of WAKR, Akron, Ohio, and KENNETH KEEGAN, commercial manager of the station, have arrived on a short business trip. Station is an affiliate of the American network.

AL GODWIN, general manager of WNDR, Syracuse, N. Y., and LAWRENCE BOVIK, of the station's staff, were welcomed yesterday at the headquarters of the Mutual network.

JAMES M. GAINES, director of NBC's owned-and-operated stations, leaves today for Cleveland, where he'll confer with executives of WTAM.

BENEDICT GIMBEL, JR., president and general manager of WIP, Philadelphia, is visiting at WJW in Detroit.

TOM PAGE, farm director at WNBC, is in Trenton attending the New Jersey Farmers Week convention. JINX FALKENBURG and TEX MCCRARY, who also attended, returned to New York yesterday.

FRED CUSICK and SYDNEY JONES, Columbia network technicians, have left for Toledo, where they'll set up broadcasting facilities for the Vaughn Monroe show, which will be broadcast Saturday night from Dayton's Macomber High School.

**NBC's Affiliate Staffs Plan Workshop Clinics**

(Continued from Page 1)  
the Roosevelt Hotel to be held from May 12-14.

All meetings are expected to follow practically the same agenda but there will be a difference in the make-up of attendance. In the three cities, one day will be devoted to programming, one day to production and the third to publicity and engineering.



**Storage for TNT**

That's a concrete bunker. It's a storage magazine for TNT at The Weldon Spring, Missouri explosive plant.

These concrete huts are placed at irregular intervals over the magazine area to lessen the chance of their being seen from the air.

There are a couple of radio points to be made about these military installations.

The first one, of course, is that the business future is full of TNT. And that it should be guarded. The second is that you've got to select and space out your protective covering.

In Baltimore radio, the smart time buyers turn to W-I-T-H, the successful independent, to guard their clients' interests. W-I-T-H is the station down here that delivers more listeners-per-dollar-spent than any other station in town.

If you're looking ahead . . . put W-I-T-H on that list right now!

**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. 10

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



# AWB Ready To Meet; 200 Members Attend

(Continued from Page 1)  
convention is "The Woman Broadcaster in Public Affairs" there is nothing on the agenda to indicate that some of the membership are at odds on the future of AWB. One faction seeks to have the organization continue under NAB guidance and another has discussed the possibility of reforming as an independent group of women broadcasters.

Among the early arrivals at the Mayflower Hotel was Dorothy Lewis, coordinator of listening activities for NAB and vice-president of AWB. Mrs. Lewis, flanked by her able assistant, Lillian Stewart, went into a huddle with Ruth Crane, AWB president and women's commentator on WMAL and WMAL-TV, Washington, about the program plans. Others on hand for the convention are Alma Kitchell, past president, of WNET, New York, and Marie Houlihan, AWB press relations representative, from WEEL, Boston, Mass., and Mary Margaret McBride.



DOROTHY LEWIS

### Many Social Activities

The highlight of the convention promises to be the White House tea by Mrs. Harry Truman on Friday afternoon and the Friday luncheon address of General Omar Bradley, future Chief of Staff.

Cocktail parties set for Thursday and Friday include one at the Philippine Embassy, another as guests of the Greeting Card Industry, one sponsored by the Can Manufacturers Institute and a buffet supper given by the J. Walter Thompson agency. Also on the entertainment side of Friday's session is a cocktail party tossed by the Grocery Manufacturers and a dinner party as guests of Mrs. George Mesta, Washington social leader.

### Business Session Tomorrow

The opening business session of the convention will get underway Friday in the East Room of the Hotel May-

### Mail Problem

Los Angeles—Ralph Edwards has been notified that NBC will no longer handle any "Truth or Consequences" mail as 90 per cent of mail addressed to network is for T. Or. C. Edwards was also advised that a form letter is being sent out in answer to all ticket requests stating that because of the many requests on file no tickets will be available until next fall. That's an advance sellout, with six months of the season to go.

### 3 New Wireless Stations For Canada Signal Corps

Montreal—Three new wireless stations have been planned to be added to the existing 21 of the Northwest Territories and Yukon Radio System, operated by the Royal Canadian Corps of Signals, Army headquarters has announced. The stations will be located at Brochet, Man., and Du-Brawnt Lake and Wrigley, Northwest Territories. Supplies are already being hauled by tractor into Brochet, but construction has not yet begun on the other stations. Wrigley, the site of a Royal Canadian Corps of Signals station which was closed down last year, is now being re-opened to operate on a permanent basis.

In addition to supplying communications throughout the north, the radio system is a valuable source of meteorological information.

### Same Cast For Morgan Show

Decision was finally made recently to continue the same cast as formerly in the new Henry Morgan show which starts over ABC today at 7:30 p.m., EST. Cast includes Arnold Stang and announcer Charlie Irving with Bernie Green handling musical chores. Charles Powers is director. Show presumably will have the old format since the same three writers, Carroll Moore, Norman Barasch and Joe Stein, are on the payroll.

flower with greetings from Ruth Crane, president of AWB. This will be followed by a panel discussion on retail advertising presided over by Lee Hart, NAB assistant director of broadcast advertising. At 11 a.m., Hugh Feltis, president of BMB, will be heard on "Counting the Customers" and Bert Lown of Associated Program Service will make a presentation entitled, "Meeting the Petrillo Emergency."

### Willard Also to Speak

Following the luncheon session at which General Bradley will speak, the afternoon session will get underway with an address by A. D. Willard, Jr., executive vice-president of NAB, speaking on "The NAB and the AWB."

"Television Techniques" will be described by Alma Kitchell in the evening with WMAL-TV originating a telecast from 9 to 9:30 p.m.

Dorothy Lewis will preside at the Saturday morning session at which the theme will be "The Woman Broadcaster and Her Public."

### WNBC Public Service Plan Offered To 90 Communities

(Continued from Page 1)  
of weather or other emergencies in some 90 communities within its listening area.

Originated by James M. Gaines, manager of the outlet, the plan has the cooperation of school superintendents in each town, who notify the station in advance of any shutdown. The information is aired on Bob Smith's early morning show. To prevent students or other unauthorized persons from phoning in erroneous information, the station has given the superintendents a code word which will identify the caller.

The NBC flagship is plugging the plan with ads in 103 dailies and weeklies in the area. The ads, three-and-a-half inches on three columns inform readers of the plan and at the same time get across a strong plug for Smith and the station.

### Ballou Joins NBC

Lance C. Ballou, Jr., formerly sales promotion and advertising manager of U. S. Television, has been appointed assistant to William E. Webb, sales promotion manager for NBC Television. A native of Lynnfield, Mass., Ballou was graduated from Dartmouth College in 1941. He served four years in the U. S. Navy, as executive officer aboard a light destroyer, saw action in all war theatres and was a Lieutenant, senior grade, when he was released from active duty.

### Hotel Chain Buys Spots

Knott hotel chain has assumed sponsorship of WOR's 11:25 weather report thrice weekly, through Moore and Hamm agency. Firm will plug its New York hotels and new plan whereby out-of-town reservations may be made by collect wire to the outlet.

### Westinghouse Appointment

F. M. Sloan, manager of the Westinghouse Home Radio Division, recently announced the appointment of Gilbert C. Larson as chief engineer.

# Mundt Does Broadcast To Foreign Countries

(Continued from Page 1)

Mundt and his co-sponsor, Sen. Alexander Smith, R. of New Jersey, over WRUL, shortwave station with transmitters located in Boston, and operated by the World Wide Broadcasting Foundation. The broadcast originated Tuesday night in the Washington studios.

### Lauds Private Organizations

Rep. Mundt pointed out that private enterprise organizations, such as the World Wide Broadcasting Foundation, which have proved themselves an excellent means for carrying out the international good-will building envisaged by the "Voice of America" bill probably will receive assistance from funds provided in the Act as an independent agency.

"In this Act," Rep. Mundt explained, "it is emphasized all the way through that as far as possible, private organizations and facilities such as WRUL, existing educational foundations and others, shall be incorporated in this work. So far as the government can stimulate co-operation from these private agencies, the government itself will withdraw because we want to encourage the private initiative in the way Americans do things in this entire enterprise."

Rep. Mundt congratulated Walter S. Lemmon, president of the World Wide Broadcasting Foundation, who acted as moderator on the international broadcast, for the work which WRUL has done in the past.

### Seek Commission Approval For Sale Of Station KXYZ

(Continued from Page 1)

the new 12 million dollar Shamrock Hotel he is building here.

KXYZ is owned and operated by the Harris County Broadcast Co., headed by M. Tilford Jones and operates on 1320 kilocycles with 5,000 watts.

Tag  
Central New England  
With WTAG

Station  
**WEAT**  
Lake Worth, Fla.  
**NBC Affiliate**  
**Serving**  
PALM BEACH, LAKE WORTH, and WEST PALM BEACH  
Announces the Appointment  
of  
**LORENZEN & THOMPSON**  
Incorporated  
As Exclusive National Representatives  
Clarence L. Menser                      Frank R. Knutti  
President                                      Manager  
ON AIR JAN. 15, 1948

# The Music Hall of Fame

STARRING the Musical "Who's Who" of the World

NOW AVAILABLE IN FIFTEEN-MINUTE OPEN-END RECORDINGS



WILLIAM KAPELL  
pianist

*Distinguished Transcribed  
Program For  
Prestige Advertisers*

52 SHOWS AVAILABLE



ROSE BAMPTON  
Met soprano

THE MUSIC HALL OF FAME features the nation's biggest *names* in the concert and opera field. The quality of their performances and the constant publicity given them throughout the nation give local advertisers the assurance that they are sponsoring the *best* in radio.



REVELERS  
concert male quartet

Such outstanding artists as those pictured here and others of equal stature are interviewed by Walter Preston, regular host on the program. Colorful incidents in their careers are related . . . stories that emphasize the warm human qualities of these great performers. Then, these same artists perform several selections in their own glorious styles which have made them America's favorites.



BARTLETT & ROBERTSON  
duo-pianists

THE MUSIC HALL OF FAME is a 15-minute program designed for one-a-week broadcast. The present series composed of 52 programs will probably be expanded to 156 programs for 2 or 3-a-week scheduling.



MONA PAULEE  
Met mezzo-soprano

This program is not suitable for *every* advertiser in your town. There might be only a choice few advertisers who would be "eligible". But, for the sponsor who is discriminating in his musical tastes . . . demanding in the type of program that represents his business . . . interested in the "prestige" value of *this* program . . . THE MUSIC HALL OF FAME is his show.



TOSSY SPIVAKOVSKY  
violinist

SEND FOR AUDITION RECORD



DOROTHY KIRSTEN  
Met soprano



SANROMA  
Puerto Rican pianist



NADINE CONNER  
Met soprano



WILLIAM PRIMROSE  
violinist



WALTER CASSEL  
Met baritone

**TIME BUYERS! THE**

MARKETS	MUSIC HALL OF FAME	FUN AT BREAKFAST	W. REGION
<b>ALABAMA</b>			
Birmingham	\$14.00	\$ 3.00	
Mobile	10.00	2.00	
<b>ARIZONA</b>			
Phoenix	14.00	3.00	
<b>ARKANSAS</b>			
Little Rock	10.00	2.00	
<b>CALIFORNIA</b>			
Fresno	10.00	2.00	
Los Angeles	75.00	12.00	
Sacramento	14.00	3.00	
San Diego	20.00	3.40	
San Francisco	75.00	12.00	
<b>COLORADO</b>			
Denver	30.00	6.00	
Pueblo	10.00	2.00	
<b>CONNECTICUT</b>			
Bridgeport	14.00	3.00	
Hartford	25.00	4.40	
New Britain	10.00	2.00	
New Haven	14.00	3.00	
Waterbury	10.00	2.00	
<b>DELAWARE</b>			
Wilmington	10.00	2.00	
<b>DISTRICT OF COLUMBIA</b>			
Washington	50.00	8.00	
<b>FLORIDA</b>			
Jacksonville	14.00	3.00	
Miami	14.00	3.00	
St. Petersburg	14.00	3.00	
<b>GEORGIA</b>			
Atlanta	25.00	4.40	
Columbus	10.00	2.00	
Macon	10.00	2.00	
Savannah	10.00	2.00	
<b>HAWAII</b>			
Honolulu	10.00	2.00	
<b>IDAHO</b>			
Boise	10.00	2.00	
<b>ILLINOIS</b>			
Chicago	90.00	14.00	
Peoria	10.00	2.00	
<b>INDIANA</b>			
Evansville	14.00	3.00	
Fort Wayne	14.00	3.00	
Indianapolis	25.00	4.40	
South Bend	10.00	2.00	
Terre Haute	10.00	2.00	
<b>IOWA</b>			
Cedar Rapids	10.00	2.00	
Davenport	10.00	2.00	
Des Moines	10.00	2.00	
Sioux City	10.00	2.00	
<b>KANSAS</b>			
Topeka	10.00	2.00	
Wichita	14.00	3.00	
<b>KENTUCKY</b>			
Louisville	20.00	3.40	
<b>LOUISIANA</b>			
Baton Rouge	10.00	2.00	
New Orleans	25.00	4.40	
Shreveport	14.00	3.00	
<b>MAINE</b>			
Portland	14.00	3.00	
<b>MARYLAND</b>			
Baltimore	35.00	5.40	
<b>MASSACHUSETTS</b>			
Boston	75.00	12.00	
Fall River	10.00	2.00	
Haverhill	10.00	2.00	
Holyoke	10.00	2.00	
Quincy	10.00	2.00	
Springfield	10.00	2.00	
Worcester	14.00	3.00	
<b>MICHIGAN</b>			
Detroit	75.00	12.00	
Flint	10.00	2.00	
Grand Rapids	10.00	2.00	
Lansing	10.00	2.00	
<b>MINNESOTA</b>			
Duluth	10.00	2.00	
Minneapolis	50.00	8.00	
<b>MISSOURI</b>			
Kansas City	25.00	4.40	
St. Joseph	10.00	2.00	
St. Louis	45.00	7.40	
<b>NEBRASKA</b>			
Lincoln	10.00	2.00	
Omaha	20.00	3.40	
<b>NEW HAMPSHIRE</b>			
Manchester	10.00	2.00	
<b>NEW JERSEY</b>			
Atlantic City	10.00	2.00	

**FORD BOND RADIO PROGRAM**

810 RCA Building West, New York 20, N. Y.

LOCAL REPRESENTATIVES AND SALES



## AGENCIES

**RADIO ADVERTISING COMPANY** effective Feb. 1, will change its name to Robert Meeker Associates, Inc. Apart from the adoption of the new corporate name, there will be no changes in personnel, addresses or list of stations represented. Robert D. C. Meeker is general manager; Louis J. F. Moore, eastern manager; E. E. (Jim) Eshelman, midwest manager, and Tracy Moore, West Coast manager.

**JOHN J. VAN NOSTRAND, Jr.**, manager of the Hollywood office of Sullivan, Stauffer, Colwell & Bayles, Inc., has been elected vice-president of that firm.

**THE WILLIAM WARREN AGENCY** has been appointed to handle the television advertising for Lucele, Ltd. Stevens P. Jackson is the account executive.

## CBC's Directorate Acts On Several Applications

(Continued from Page 1)

to making recommendations on licenses. The final authority on licenses rests with the Transport Department.

Included in applications, recommended for approval were the following:

1. C. A. Pollock, vice-president of Electrohome Industries, Ltd., of Kitchener, for a 10,000-watt frequency modulation station at Kitchener.

2. Charles H. Llewellyn of Summerside, P. E. I., a builder, for a 250-watt station at Summerside.

3. T. A. McDonough of Kirkland Lake, chief engineer at Wright Hargreaves Mines, for amplitude modulation and frequency modulation stations at Haileybury.

4. The National Defense Department for a 100-watt station at Churchill, Manitoba, to serve the armed forces in the area.

Also recommended for approval were application from CFPL, London, Ont.; CHUM, Toronto; CJAD, Montreal, and CFOS, Owen Sound, for FM licenses.

The board recommended for denial an application of Moncton Publishers, Ltd., Moncton, N. B., for an FM station at Moncton.

"The board is of the opinion that the area cannot support two stations, both giving good broadcasting service," said the statement.

An application of CKAC, Montreal, for a power increase was partly recommended for approval. The station, owned by La Presse Publishing Co., Ltd., asked for permission to go from 5,000 to 10,000 watts temporarily, with-



## Windy City Wordage. . . !

● ● ● Local radio eds are mixing their drinks with lemon juice these days. The NBC press department having thoughtfully distributed bottles of ReaLemon to remind the scribes that as of January 26 the bottled juice firm is sponsoring the Dave Garroway platter show on WMAQ.

**Chicago** . . . Jack Bailey, emcee of "Queen for a Day," which drew thousands of women to the Sportsman's Show at the Coliseum last week, had a lot of fun during the engagement. One day he had a good chance to relax when he was interviewing a young lady who proved to have a natural gift of gab. Jack calmly sat down, lit a cigarette, and puffed nonchalantly as the lady talked and the audience chuckled. . . . Ellen White and Earl Tanner, vocalists, and the Honey Dreamers Quintet are featured on the new one-hour program of music on ABC which started last Saturday under the tentative title of "The Hour of Music." Show, which replaced "Tommy Bartlett Time," is produced by Hunter Reynolds.

★ ★ ★ Alex Tellis of WIND says the station weathered 30 mechanical failures and 49 storm and utility failures of their transmitter in 1947 with the loss of only one one-hundredth of one per cent of air time—a remarkable record. During 79 failures the station was off the air for only one hour, 16 minutes and 37 seconds out of a total of 8,548 program hours on the air. Tellis credits the record to Kenneth C. Shirk, chief engineer.

★ ★ ★ Jane Burrows, radio writer for seven years, has joined WIND as assistant program director. . . . Norman Ross is offering a glossy print of himself to listeners who write in to his WGN "Blue Moon" platter show—the picture a montage of six views of Ross in various stages of his checkered career. . . . Herbie Mintz, heard on WENR's program "But Not Forgotten," celebrates his 26th year in radio on Lincoln's birthday. . . . Marshall Kent, new announcer at WGN, has a new daughter, Mary Margaret Kent, born January 12 at Mercy Hospital. . . . Don E. Kelley, WBBM's director of public relations, back at his desk after having nursed a sprained ankle, from a fall on the ice, for a week. . . . Hank Grant, funmaster on WGN's "Let's Have Fun" and "Teens and Tunes" shows, has a new name—Metuxnahneh, conferred on him by Chief Needahbeh of the Penobscot Indians in honor of Hank's work in fighting juvenile delinquency by taking his programs to youth canteens about the city. Name means "leader of boys."

out directional antenna and to 50,000 watts eventually with directional antenna. The board opposed the temporary increase but recommended in favor of the long-term increase.

An application of CKLW, Windsor, for a power increase of from 5,000 to 50,000 watts was again recommended for deferment as no additional technical information had been supplied.

A license to Wilna Moore of Dawson Creek, B. C., for the broadcasting of commercial messages over CJDC, Dawson, was recommended for approval. The board recommended against granting CFBP, Grande Prairie, Alberta, a change of hours for broadcasting commercial messages.

CJFX, Antigonish, N. S., applied for the transfer of one share in Atlantic Broadcasters, Limited; CHUM, Toronto, applied for the transfer of 799 shares in York Broadcasters, Limited, and CKBW, Bridgewater, N. S., applied for changes in share subscribers of Acadia Broadcasting Company, Ltd.

## Detroit Symphony Stays Via Reichhold-ABC Pact

(Continued from Page 1)

uled to cancel out Jan. 25 when Musical Digest, owned by Reichhold, dropped sponsorship.

Trouble began a few weeks ago when friction arose between Reichhold and the local Detroit musicians' union over a new contract. Dispute now has reportedly been settled but in the meantime Reichhold came to ABC and offered the Detroit Symphony, without any cost for musicians, to continue on Sunday evenings, as a sustaining program. A 13-week agreement was signed.

Although the program now will contain no plugs for Musical Digest, circulation of which has jumped considerably since the show began, Reichhold himself will get air credit as the president of the Detroit Symphony.

## LOS ANGELES

By RALPH WILK

**THE** Ronald Colmans make their second appearance of the season on the Jack Benny program, Sunday February 1, over NBC. Guest show marks the eighth appearance of the Colmans on the Benny show.

Leonid Kinsky will be starred in a new transcribed half-hour series planned by Jack Rourke under title of "Those Were the Days," dealing with a zany vaudeville troupe. First show will be recorded this week.

The Disc Club of Ohio, which consists of radio station platter spinners has named Doris Day as "The Outstanding Disc Discovery of 1948." Doris, who hails from Cincinnati, is the first native to win this honor since the club was founded in 1940.

First newscast in Southern California to spotlight events in Long Beach and the teeming harbor area is now airing on KGER, 5,000-watt Long Beach station. Harborside Headlines cover news of the vast Long Beach trading area and follows station sporadic at 6:15 to 6:30 p.m. Editor-narrator, Tom Hotchkiss.

Following the announcement that the St. Louis Legion of Decency presented Parkyakarkus with a citation for his clean presentation of his radio show, the Kansas City branch of the Legion of Decency has also awarded Parky a citation for his "Meet Me At Parky's" show.

Paula Stone has received a 13-week renewal on her "Raggedy Ann" children's stanza from RCA Victor. Show which is heard via Mutual, across the board, is aimed at youngsters in the pre-Lone Ranger age group and peddles kiddie platters.

## Gets CBS Promotion

Norman C. Hadley has been named chief accountant of the Columbia Broadcasting System, under the general supervision of Assistant Comptroller W. J. Flynn, in which capacity he will be responsible for all operations of the general accounting department, it was announced by S. R. Dean, treasurer. Hadley, formerly assistant to Dean, joined CBS in 1933.

## KWFT Deal Okayed

Wichita Falls, Tex. — Edward H. Rowley and H. J. Griffith, southwest broadcasters and theater operators and Kenyon Brown have received FCC approval for the purchase of KWFT and KWFT-FM here for a reported price of \$690,000. Brown is managing director of the stations. Station was sold by Joe B. Carrigan and others.

## WMBR Power Increase

WMBR, CBS affiliate in Jacksonville, Fla., began operating with its increased power of 5000 watts full time on 1460 kcs. Sunday, January 18, it was announced by Herbert V. Akerberg, CBS vice-president in charge of station relations. Station previously operated on 250 watts.

**ANIMATED COMMERCIALS FOR TELEVISION**

**FLETCHER SMITH STUDIOS, INC.**  
1585 Broadway, New York City  
Circle 6-5280-1

# TELEVISION DAILY

Daily section of RADIO DAILY—Thursday, Jan. 29, 1948—TELEVISION DAILY is fully protected by register and copyright.

## SET-PRICES DIPPING; SEE MASS MARKET NEAR

### TELE TOPICS

By JIM OWENS  
Associate Editor

**HARVEY MARLOWE** has been named program director for WPIX, N. Y. Daily News Station. He's a former ABC staffer and one of the most able execs in the business. . . . Columbia Pictures becomes the second major movie outfit to use tele as an ad medium. Firm's newest release "To the Ends of the Earth," is currently plugged via trailers on KTLA (Hollywood) prior to the pic's premiere this week-end in Movie-town. . . . Debut of that fashion series on WABD tomorrow night will cost approximately \$4,000—something of a new wrinkle for an OPENING show in tele. Trade execs see show as the beginning of heavy use of video by the fashion industry. . . . Universal Television Corporation, a Chicago firm, has completed the first of a string of video "salons" planned for U. S. cities having video service. Idea is to display leading models in a plush atmosphere without actually writing orders.

**CINCINNATI** will have its "T Day" on February 15th with gala programming and promotion set by the Crosley outlet there. Station has delayed official assumption of call letters WLWT to the 9th of the month because of technical difficulties. . . . Comstock-Merton Productions, coast outfit, readying a 30-minute package with a format usable on both tele and radio by a single sponsor. Titled "Patent Pending," show deals with careers of well-known inventors, etc., with Ken Niles as emcee.

**RCA** has sent a jeep unit to Cleveland for that city's co-op video demonstration with WEWS. Unit will be installed in the Higbe Department store and will demonstrate intra-store video. . . . Walter Damm, gen'l mgr. of WTMJ-TV (Milwaukee) in town to huddle with industry execs this week, says video sets are selling like crazy out there. Over 1,000 sets installed in the past few weeks, and the figure is mounting daily. . . . The "52 Association" dinner, in honor of wounded war vets next Tuesday at the Waldorf-Astoria, will be aired by WCBS-TV with Harry Hershfield, and Milton Berle heading a roster of top notch funnymen. Group entertains wounded vets the year 'round.

#### Johnny On The Spot

Washington—Johnny Olson, one of radio and television's most popular performers, will emcee the Association of Women Broadcasters shindig here tomorrow night, which will be televised by WMAL-TV, ABC outlet in the Capital. Program, which starts at 8 p.m., will be led to New York, Philadelphia and Baltimore via coaxial cable.

### Television Will Aid Movie Biz—Fairbanks

Television will be a terrific boon to the motion picture industry rather than impose a threat, Jerry Fairbanks, West Coast film producer, predicted yesterday. Hollywood exec, who recently signed a deal with NBC whereby he will deliver all the network's video film for the next five years, declared it is impossible to compete with the feature type production on which the film industry has based its success because of high costs.

"Films for television," Fairbanks said, "will be of a completely different nature and in no sense vie for the favor of the top quality motion picture audience. They will, in the main, be capsule entertainment." Fairbanks also foresees the use of trailers as an invaluable means of attracting the video audience into the movie theater.

### Lilienthal's REC Talk To Be Tele'd By NBC

David Lilienthal, chairman of the Atomic Energy Commission, will be televised by NBC's station WNBT as he addresses a luncheon meeting of the Radio Executives Club of New York next Thursday, Feb. 5 (1:30 p.m., EST).

### Dewey To Be Televised

New York's Governor Thomas E. Dewey, Rep. Joseph W. Martin of Massachusetts, and Sen. Homer Ferguson of Michigan, will be televised by the NBC network when they address Lincoln's Birthday dinners both here and in Boston on Thursday, Feb. 12 (9:30-10:30 p.m., EST).

## Mexico Capable Of Rapid Use Of Television, Says Engineer

Mexico City—Television could have a wide field of development and expansion in Mexico "due to special favorable conditions," in the opinion of Gonzalez Camarena, industry engineer who recently completed a trip to various countries including the U. S. and England to survey progress in the field. "Studies made in Mexico up to the present time constitute a solid base for the immediate development of television," he asserted, adding that aid from the government would spur activity in development of the medium. At the moment research in the field has been carried out only by private enterprise, Cama-

### Construction Starts At WENR-TV ABC Sta.

Chicago—Construction of television facilities for WENR-TV, the American Broadcasting Company's station here, have already begun, it was announced yesterday by E. R. Borroff, vice-president in charge of the network's central division. Although the arrival of supplies and material has been delayed during the past few months, it is anticipated that television operations will commence by September 1. The tower, an RCA super-turndisc type, will be installed on the highest ridge of the Civic Opera Building, located at 20 N. Wacker Drive.

Complete construction plans and antenna designs are now in the final process of approval. The main television studios will be located on the 44th floor of the Opera Building and outside studio space will be rented temporarily, until such time as permanent studios can be obtained or built. The station will operate on Channel 7, with a frequency of 174 to 180 megacycles. Video is 15 kilowatts and aural is 7.5 kilowatts.

### Danzig Joins CBS Tele As Senior Producer

Jerry A. Danzig, veteran radio executive, has been appointed Senior Producer for CBS Television, effective Feb. 2, according to an announcement made by Worthington C. Miner, director of television. Danzig will head up the development of all entertainment programs, as distinct from news and special events for the divisions.

rena explained. He also said the industry here places its hopes in the Instituto Nacional de Bellas Artes, which financed his trip, to exert influence in bringing about assistance to radio researchers "especially those interested in television problems, which is the immediate future of the industry." Camarena cited as an advantage Mexico has in the development of video the use of electrical current which ranges from 50 to 60 cycles, thereby allowing a greater number of lines and a greater fidelity in the transmission in television images.

### Mrs. Try To Sell For The Lowest Possible Cost

Television receiver prices, slowly but steadily decreasing in several instances during the past six months, may soon reach the range of mass-market acceptance if production schedules and labor conditions continue to improve in all phases of the industry during the next 12 months, according to opinions of major manufacturers. Current trend of lowered prices—as distinguished from actual price reduction on existing models, reflects the manufacturers' earnest attempts to give the public "more television at the lowest possible cost," according to one industry executive.

Emphasizing the attempt at lower prices is the fact that three major manufacturers are now producing models under the \$200 figure, and one other is out with a set under \$300. Latter is Emerson Radio & Phonograph Corp., among the leaders in the low-priced radio field, which stated flatly a few weeks ago at a dealer confab the need for a low-priced model "within reach of the general public."

Latest to announce the availability of lower-priced sets was Philco which is offering two new models, a 7-inch screen at \$199.50 and a 10-inch screen at \$339.50. Latter set is described as a new design of an earlier model that sold for \$395 six months ago. Furthermore, it's pointed out that the 7-inch set revealed this week was originally scaled well above the \$200 mark, but engineering design and production facilities made possible the current price while maintaining highest quality standards. Others in the \$200 range are Hallcrafters, with a 7-inch screen selling for \$169, and Motorola with a 7-inch screen at \$179.

### Gerstin Joins Caldwell

Stanley Gerstin, formerly editor of Telecasting Publications, Inc., has joined Caldwell-Clements, Inc., as assistant publisher of Tele-Tech, telecommunications magazine.

### Ice "Show"

Operations of The Eastwind, Coast Guard cutter rushed to N. Y. from Boston this week to clear shipping channels in the ice-clogged Hudson River, will be shown during the WCBS-TV news program tonight (8 p.m., EST.) Cutter was rushed to Gotham because of the threatened oil shortage in this area, and it's expected some 2,000,000 tons of the precious liquid will move into town as a result.

## 714 Sponsors Listed On ABC Co-op Shows

(Continued from Page 1)

Edward Arnold show on six West Coast stations—KECA, Los Angeles; KTMS, Santa Barbara; KENO, Las Vegas; KITO, San Bernardino; KCOY, Santa Maria, and KMPC, Bakersfield.

A change in ABC's co-op schedule will come after Feb. 13 when Walter Kiernan, heard daily 2-2:15 p.m., EST, will drop out of his web show to devote full time to his new morning program on WJZ. He will be replaced, however, by another co-op series to be announced later.

Boston Symphony, said to be the first symphony offered as a major network co-op, has picked up 17 sponsors in 16 cities since the switch was made in the first half of December, this in the face of a very cloudy future over AFM-network relations after Jan. 31. Murray Grabhorn, chief of ABC's co-op department, feels many potential Boston Symphony sponsors are merely waiting until Petrillo settles with the webs before committing their signatures.

Breakdown of sponsors using the Boston Symphony includes four music dealers, two auto dealers, two banks, two contractors, a shoe store and a department store. Des Moines Register & Tribune sponsors the show in the Iowa city while the Owl Drug Store is the bankroller in Wenatchee.

Among ABC co-op's, Martin Agronsky, heard daily at 8 a.m., EST, is pulling the top number of sponsors with a total of 104. He is followed by Baukhage, broadcast at 1 p.m., EST, who is sponsored by 97 local advertisers. "America's Town Meeting of the Air," which went co-op last fall, has 71 sponsors.

ABC's co-op sponsor list of 714 local advertisers shows that 105 car dealers and auto accessory firms outnumber all other types of businesses, followed by 93 department and clothing stores. The network and its affiliates have signed 16 newspapers for various co-op series, more than half of which sponsor "America's Town Meeting of the Air." Other co-op sponsors, totaling over the 30 mark, are furniture stores, bakeries, brewers, banks and grocery firms.

### New "Ace" Series

"Mr. Ace and Jane," new comedy series starring Goodman and Jane Ace, starts on CBS, Saturday, Feb. 14, 7:00-7:30 p.m., EST. New situation comedy series, with each show a complete episode, will be scripted by the Aces and will present Goodman in the role of an advertising man who narrates the proceedings.

### Joins Rural Radio Web

H. Stilwell Brown has joined Rural Radio Network, Inc., with headquarters at Ithaca, N. Y., as assistant to the general manager, R. B. Gervan. Brown, a Cornellian, was formerly sales manager of Station WHCU, Ithaca, account executive at Agricultural Advertising & Research, Inc., and assistant to the publisher, Roy H. Park, Inc., Ithaca.

## COAST-TO-COAST

—ALABAMA—

**BIRMINGHAM**—A state-wide campaign for Christian education, sponsored by the Methodist Birmingham-Southern College and Baptist Howard College in a united drive for funds, was recently aired as a public service by 27 Alabama stations. The half-hour program originated in this city and was picked up by other stations on transcriptions. . . . **ANNISTON**—Jeanna Aly, formerly with KFRU, Columbia, Mo., has joined WHMA as director of women's affairs, and WHMA-FM as traffic assistant. . . . **HUNTSVILLE**—A citation for aid in sponsoring the VFW program of national welfare was presented WHBS by the local Gentry-Isom Post. Presentation was made on the air at the conclusion of the program with Jimmy Gregory, manager, receiving the citation from Johnson Wyatt, VFW quartermaster.

—MICHIGAN—

**DETROIT**—With the idea of keeping its listeners better informed on national and world affairs, WWJ has added Michigan Congressmen Report to its weekly schedule, as a new public service program. The show, which is aired each Monday, features the Congressmen who represent Greater Detroit in the House of Representatives, in short talks on national and international questions with three Republicans and three Democrats alternating, the former appearing one week and the latter, the other. . . . **GRAND RAPIDS**—New staff member at WJEF is June Lewis, formerly of WMFF, Youngstown, Ohio, who will do a women's feature program on this city's station, entitled, "Women Today."

—MASSACHUSETTS—

**LAWRENCE**—Up until March 8, WLAW is rebroadcasting the noon services attending the Novena to Our Lady of Fatima, originating in St. James Church, Boston. The programs are heard each Monday from 7:00-7:15 p.m., and include talks by Rev. Michael J. Ahern of Weston College and the Ceremony of Consecration by the congregation. . . . **PITTSFIELD**—In line with the public service program of WBEC, program director Frank Weiner has instituted an extra-curricular radio course at the Pittsfield High School which is aimed at developing high school script writers and actors to the point of eventual air shows as well as dramatizing and transcribing selections covered in school for use in classes and acquainting the students with radio techniques. Given in the form of weekly meetings of the "Pittsfield High School Radio Club," the course covers all of the production aspects of small station broadcasting.

—NEW YORK—

**BUFFALO**—WBEN-TV, which is scheduled to put its initial telecast on the air about February 1, has made the following staff appointments: J. Woodrow Magnuson, war-time program director of WBEN and more recently in charge of WBEN-FM, was named television director. Edwin W. Reimers, WBEN night su-

pervisor, will become actively engaged in tele with emphasis upon out-of-the-studio sports and special events telecasts. New member of the WBEN-TV studio and film production staff is Edward J. Wegman, assistant director of WBEN. On the technical side, Howard J. Bergmann, transmitter supervisor of WBEN, has been named transmitter and control-room supervisor of the new tele station. . . . **PLATTSBURG**—New members of WMFF's engineering staff include Henry Uostils and Harry Hochberg.

—OHIO—

**WORTHINGTON**—New feature on "The Kitchen Kettle" program, aired on WRFD, is "The Good Cook of the Week" which brings to the microphone, each week, a rural homemaker from this state who gives her favorite recipe. The Good Cook of the Week is selected by nominations from listeners or by Polly, keeper of the Kitchen Kettle. All of the recipes are filed and will appear at some later date in a special WRFD cook book, compiled wholly by the Kitchen Kettle's rural listeners. . . . **TOLEDO**—Francis McNerney has resigned as promotion and public relations director of WTOG to become manager of WABJ, Adrian, Michigan. Replacing him is Herbert R. Lafferty, Jr., formerly with the production staff of the Mutual Broadcasting System in New York.

—OREGON—

**CORVALLIS**—The American Chemical Society is co-operating with KOAC in a new series of broadcasts entitled "Headlines In Chemistry." Chemistry reporter is Joseph Schulein, associate professor of chemical engineering and chairman of the Oregon section, American Chemical Society. Show is aired each Wednesday at 6:30 p.m. . . . **EUGENE**—Glenn Starlin, production director for the Eugene studios of KOAC, recently announced the student staff for the University of Oregon radio programs. They are John H. MacDonald, student program manager; John Tasnaday, assistant and continuity director; Ken Lomax, in charge of announcers, and Harry S. White, supervisor of sound effects.

—PENNSYLVANIA—

**LEBANON**—New member of WLBR's announcing staff is Lloyd Moss, formerly staff announcer at WPAT, Paterson, New Jersey. He replaces Al Bruce, who resigned to become chief announcer for WLNP-FM. . . . **PITTSBURGH**—WWS, in co-operation with the Foreign Policy Assn., of Pittsburgh and the city's five colleges and universities, (Duquesne, Carnegie Tech, Mount Mercy, Pitt and the Pennsylvania College for Women), recently inaugurated a new type of collegiate forum entitled, "The World Affairs Student Radio Program." The shows, which are moderated by Dr. J. Warren Nystrom, head of the geography department of the University of Pittsburgh, are extemporaneous, unrehearsed, feature campus goers, and are aired each Wednesday night.

## Clark And Studebaker Present Essay Prizes

(Continued from Page 1)

with the stations on which their winning "oral essay" broadcasts on "Speak for Democracy" were made:

Janet Geister, Cuyahoga Falls, Ohio; WHKK, Akron; Laura Shatto, Hagerstown, Md., stations WARK and WJEJ, Hagerstown; Alice Wade Tree, Lawton, Okla., KSWO, Lawton and Rose Ellen Mudd, Missoula, Mon KGVO, Missoula.

**Calls Contest "Significant"**

Dr. Studebaker termed the contest "significant" and called upon "our schools and colleges together with the radio, the press and other instrumentalities of free inquiry and free communication . . . to make clear to our own citizens, and indeed to all men wherever they can be reached, the crucial differences between Democracy and its rivals."

Dr. Studebaker also congratulated broadcasters upon their "growing interest and effort" in the field of educational broadcasting. He announced that the Office of Education would endorse and support a "Voice of Democracy" contest again next year.

### Dorsey's Air Tour

Tommy Dorsey and his orchestra will leave La Guardia Field tomorrow on a "Flight For Dimes" which will take him to Philadelphia, Baltimore, Washington, Charleston, W. Va., Cincinnati and Indianapolis. The band will stage a "March of Dimes" rally at each airport. A send-off broadcast will be staged by WMCA, New York.

### Nola Luxford Returns

Nola Luxford, foreign correspondent, who introduced more than 6,000 Australians to their native country, men via short-wave broadcasts from New York City as director and founder of the famed Anzac Club, has returned to New York to resume her radio career.

WTA-g SHEET

Our Educational Director  
speaks 7 languages - -  
including yours.

WTAQ

GREEN BAY

5000  
CBS  
1360

WEED speaks OUR language

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 42, NO. 21

NEW YORK, FRIDAY, JANUARY 30, 1948

TEN CENTS

## WEBS-AFM TO NEGOTIATE NEW CONTRACTS

### NAB Asks FCC Study Of 540 Kc. Frequency

Washington Bureau, **RADIO DAILY**  
Washington — The NAB yesterday asked the FCC to probe the "most effective" use of the 540 kc., frequency in this country. In a petition filed at the Commission, the NAB said that "if the characteristics of this frequency are to be fully utilized for the benefit of the people of the United States, it is clear that studies . . . will be necessary after execution of the agreement reached at the forthcoming NARBA conference."

The NARBA conference is scheduled (Continued on Page 3)

### Transit Firms In Cincy To Carry FM Programs

Bus and street car riders in Cincinnati will be entertained by FM programs originating with stations WCTS and WKRC through the installation of receiver equipment by Transit Radio, Inc. The new service expects to become effective on May 1.

Through arrangements with the Cincinnati, Newport and Covington Railway Company and its affiliate, the Dixie Traction Company, the Transit Radio, Inc., is providing the FM re-

(Continued on Page 2)

### 100 Special Programs For WNYC Music Festival

More than 100 special programs, including a dozen free public concerts, have been skedded by WNYC for its ninth annual American Music Festival, which will be held from Feb. 12 to 22.

Between 50 and 60 of the city's musical organizations and schools will participate in the fete. Featured mu-

(Continued on Page 8)

### Reply To Priestley

BBC will do a clean up job on J. B. Priestley's recent talk to the British people on New York City in which he criticized the city and its people, when Alistair Cooke, BBC's special American correspondent, is heard on WNYC, Sunday, at 1:30 p.m. Cooke's reply to Priestley on Sunday will be exactly as it was broadcast to the British audience on his program.

### Spot Campaign

Bendix Home Appliance, Inc., South Bend, Ind., will inaugurate a new spot radio campaign for dealers on Feb. 10 when six one-minute musical spots will be released for commercial radio use. The spots, featuring radio artists, were produced by the Tatham-Laird, Inc., agency.

### Chesterfield-Giants Sked Set At \$650 G's

Formal signing of Chesterfield Cigarette's sponsorship of the New York Giants baseball schedule over NBC television and WMCA during the 1948 season was announced yesterday and described as the largest expenditure of a commercial sports schedule in both mediums.

According to Giant execs, entire schedule will cost \$650,000 for air and tele time and rates, plus announcers salaries. Close to \$250,000 will be paid for air rights alone, plus another

(Continued on Page 2)

### Minnesota Station Wins Ford Promotion Contest

Walter T. Bruzek, promotion manager of KROC, 250-watt NBC affiliate at Rochester, Minn., yesterday was judged the winner of the Ford car in the promotion contest sponsored by the Ford Theater of the Air through the Kenyon & Eckhardt agency.

Bruzek's campaign, which covered 13 weeks, embodied all the agency.

(Continued on Page 2)

### Mrs. Truman To Be Hostess To AWB Members In Capital

Washington Bureau, **RADIO DAILY**  
Washington—Jess Willard, NAB executive vice-president, will address an anticipated 225 members of the Association of Women Broadcasters this afternoon on the relationship between NAB and AWB. He will speak at length on the current and future relationship between the two organizations.

Following Willard's talk today, the members of the association will be

### Announce Extension Of Old Contracts For Sixty Days Starting February 1; AM-FM Music Duplication OK'd

Major networks and AFM agreed jointly yesterday to a 60-day period of "status quo," after contracts expire at midnight tomorrow, Saturday, and further announced that FM duplication of AM musical programs will start Sunday, Feb. 1. All webs said they would start duplication either Sunday or Monday on their owned-and-operated FM outlets and notified affiliates with FM stations that they may duplicate the entire network schedules. NBC said that its two owned-and-operated outlets, WRC-FM, Washington, and WNBC-FM, New York, will begin duplicating at 12:01 a.m., Feb. 1, and will carry the full network schedule as fast as operating conditions permit. Heretofore, WNBC-FM has been on the air only from 3 p.m. to 11:30 p.m.

ABC was another reporting its four owned-and-operated FM stations will carry the full network fare. WCBS-FM and WBAM,

WOR's FM outlet, had not decided last night on increased hours of operation. About 242 AM affiliates of the four major networks have FM stations on the air now. A recap shows ABC

(Continued on Page 3)

### Chicago News Bureau May Enter Radio Field

Chicago—The City News Bureau, which furnishes local news to Chicago dailies, is conducting a survey to determine whether to enter the radio news field. Decision, which probably will not be made for a month or more, will depend upon the judgment of the bureau's board of directors as to whether such a service is needed and would be financially worth while. A check of local radio executives by **RADIO DAILY** indicates considerable in-

(Continued on Page 2)

### Richards' Stations Report Record Sales

Los Angeles — Sales volume for WJR, Detroit; WGAR, Cleveland, and KMPC, Los Angeles, for the year 1947 was over \$6,000,000, the most successful year in the history of the three stations. Harry Wismer, assistant to G. A. Richards, president of the stations, announced at the closing ses-

(Continued on Page 3)

### "Pattern for Peace"

"Pattern for Peace," latest of a film series on the United Nations, will be shown to the New York public for the first time at the RCA Exhibition Hall in Rockefeller Center. Starting Feb. 2 and continuing throughout the month, the film will be presented at 7:30 p.m., Mondays through Fridays in the showroom's Johnny Victor Theater. There will be no admission charge.



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

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**CHICAGO BUREAU**  
 Nat Green  
 1417 Ashland Bldg., 155 No. Clark St.  
 Phone: State 2332

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★ **COMING AND GOING** ★

**LUIS G. DILLON**, vice-president of McCann-Erickson Corp., and **WALTER SAUER**, assistant advertising manager of Home Products International, Ltd., leave tomorrow on a joint trip to all the major markets of South America.

**LES ATLASS**, vice-president of the Columbia network in charge of the Central division and general manager of WBBM, Chicago, is completing his current trip to New York and will leave Sunday on the return trip to the Windy City.

**WILLIAM J. NEWENS**, general manager of KOIL, American network outlet in Omaha, Nebr., is in town this week for conferences at the offices of the web.

**HARRY C. BUTCHER**, owner of KIST, Santa Barbara outlet of NBC, is conferring these days at the New York headquarters of the network.

**MARGARET WHITING**, of "Club 15," heard on CBS, is expected in town by plane today from the West Coast. Tomorrow she'll go down to Washington, where she will sing at the Radio Correspondents Dinner.

**C. R. JACOBS**, acting director of construction and building operations for CBS, is spending a few days in Boston.

**E. R. VADEBONCOEUR**, vice-president and general manager of WSYR, Syracuse, in conference this week at NBC, with which the station is affiliated.

**STANLEY E. HUBBARD**, president and general manager of KSTP, St. Paul outlet of NBC, has arrived from Minnesota on a short business trip.

**BOB NOVAK**, publicist, and **TERRY TULLOS**, the March of Dimes poster boy, are touring the South, where Terry is scheduled to make several appearances to wind up the campaign. They'll visit Louisiana, Mississippi and Alabama, also St. Louis.

**BERT LOWN**, director of station relations for the Associated Program Service, is in Washington, where today he will address the Assn. of Women Broadcasters.

**ERNEST MARTIN**, director of network programs on the West Coast for CBS, who spent the past two weeks in New York, now is en route back to Los Angeles.

**JACK MILLS**, president of Mills Music, Inc., leaves tomorrow for Florida, where he'll spend a month at the Boca Raton Club. He will be accompanied by MRS. MILLS.

**ELEANOR SANGER**, program director of WQXR, and **ALMA DETTINGER**, mentor of "Other People's Business" heard on the station, leave today for Washington to attend the conclave of the AWB.

**MIKE JABLONS**, of Gainsborough Associates, publicists, on another quick trip to Washington, his second in 10 days.



**Missed the turn!**

That bridge carries the tracks of the Toledo, Peoria, and Western R.R. over the Illinois River at Peoria.

That's no place for an auto! It seems the driver missed a turn in the road, drove out over the bridge . . . and was finally towed out by a locomotive. The driver was lucky.

There's a lesson in this story for time buyers: that is it's so easy to miss the turn when it comes to selecting stations. Many times there's no chance of rescue! To get on and stay on a straight road down here in Baltimore radio . . . pick the station that delivers more listeners-per-dollar spent than any other station in town. That would be W-I-T-H, of course. W-I-T-H is the successful independent that puts curves on a sales chart . . . all up!



**W-I-T-H**  
 AM and FM

**Baltimore 3, Maryland**  
**TOM TINSLEY, President**  
 Represented Nationally By Headley-Read

**Chicago News Bureau May Enter Radio Field**

(Continued from Page 1)  
 terest in the plan as suggested by the news bureau.

At present the membership in the City News Bureau consists of the five dailies—Tribune, Daily News, Herald-American, Sun and Times; the Associated Press and the Journal of Commerce. The last two named have no vote in any action taken by the bureau. The United Press and television station WBKB have recently sought membership, and it was these applications that brought about the present survey. Under the current setup no local news goes directly to the radio stations from the press bureau. However, the affiliation of WGN with the Tribune, and of WJJD with the Marshall Field papers, the Times and Sun, gives those stations a new source. AP cannot release any local news direct to radio stations, but once news is on the national wire it is available, though not as quickly as it would be if released locally.

At a meeting of the bureau's board of directors on Tuesday, January 27, it was decided that all phases of the proposition to go into news coverage for radio be gone into thoroughly. Addition of such a service would entail the establishment of an entirely new department, the requirements of which would be considerably different from that of newspaper coverage. A report on the findings is expected in about a month.

**Contest Winner On CBS**

Iris Haverstack, Canton, O., school teacher, who won the AWB-RMA letter writing contest, will appear on "CBS Is There"—the program she described in her prize letter, on Sunday, 2 p.m. She will be introduced by Robert Lewis Shayon, producer-director of the show. Contest sought best letter on "What is your favorite radio program and why?"

**Minnesota Station Wins Ford Promotion Contest**

(Continued from Page 1)  
 network and Ford Motor company publicity and exploitation ideas as well as many original tieups for sustaining interest in the program.

The announcement of KROC's winning the contest came after a committee of trade paper editors reviewed the 85 campaigns submitted by the stations. William A. Chalmers, agency account executive for the Ford program, who directed the contest, was present at the judging.

Among the runnersup in the contest were WPRZ, WAZL, WLW, KDYL, WIS, KVOO, KOA, KDKA and KYW. Judges were Bruce Robertson, Broadcasting; George Rosen, Variety; Jerry Franken, Billboard; Joe Kochler, Sponsor, and Frank Burke, RADIO DAILY.

**Chesterfield-Giants Sked Set At \$650 G's**

(Continued from Page 1)  
 \$400,000 for broadcast and television time and salaries, it was said.

Deal also calls for complete purchase of all advertising space in the Polo Grounds, home park of the Giants, to be used for spotting Chesterfield advertisements by the video cameras.

**Transit Firms In Cincy To Carry FM Programs**

(Continued from Page 1)  
 ceivers at no cost to the transportation companies. Uniform reception will be made possible by the use of four or more speakers distributed over the length of the vehicle. Control of the sets and program will be maintained by the broadcasting station and not by the passenger or driver.

**FINANCIAL**

(Jan. 29)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Admiral Corp.	8	8	8	+ 1/8
Am. Tel. & Tel.	151 1/2	150 7/8	151	+ 1/8
CBS A	24 5/8	24 1/4	24 5/8	+ 5/8
CBS B	22 3/8	22 7/8	22 3/8	+ 3/8
Fornsworth T. & R.	7 1/2	7	7	.....
Gen. Electric	34 1/2	34 1/4	34 1/2	+ 3/8
Philco	31	30 5/8	30 5/8	- 3/8
RCA Common	8 7/8	8 5/8	8 3/4	.....
RCA First pfd.	68 3/4	68 3/8	68 3/4	+ 1/4
Stewart-Warner	14 1/2	14	14 1/2	+ 1/8
Westinghouse	27 7/8	27 1/4	27 3/4	+ 5/8
Westinghouse pfd.	96 3/4	96 1/4	96 1/4	- 3/4
Zenith Radio	22 3/4	21 1/2	22 3/4	+ 1 1/2

**NEW YORK CURB EXCHANGE**

	Bid	Asked
Nat. Union Radio	23 1/2	23 3/4

**OVER THE COUNTER**

	Bid	Asked
DuMont Lab.	8 3/4	9 1/2
Stromberg-Carlson	12	13 1/4
U. S. Television	1 1/2	2
WCAO (Baltimore)	30	.....
WJR (Detroit)	12	13

**10 YEARS AGO TODAY**

(From the files of Radio Daily)  
 Reversing original plans for radio measure to pattern U. S. broadcasting after British system. Sen. Clyde L. Herring, of Iowa, said proposed bill would look more toward regulation and placing censorship powers with FCC. . . . Josef Cherniavsky was appointed musical director for WLW.

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



## Richards' Stations Report Record Sales

(Continued from Page 1)

sion of station executive conference here yesterday.

The future of television played a vital role in the discussions held by President Richards. He predicted a brilliant future for the new art and disclosed plans for modern new television buildings in Detroit and Cleveland. Two million dollars has been set aside for television development, Richards said, and will be used for video construction, installation and operation during the next three years.

Executives of the Richards' stations in attendance at the week's conference were: Harry Wismer, assistant to G. A. Richards; P. M. Thomas, secretary-treasurer of WJR and WGAR; George Cushing, news director of WJR; John Patt, vice-president and general manager of WGAR; Carl George, assistant manager of WGAR; R. Morris Pierce, vice-president in charge of engineering for WJR, WGAR and KMPC, and Robert O. Reynolds, vice-president and general manager of KMPC.

## NAB Asks FCC Study Of 540 Kc. Frequency

(Continued from Page 1)

uled to be held in Canada in August, 1948. The preliminary meeting of engineers was held in Havana in November and December. It was limited to discussion of technical problems, to the exclusion of policy matters.

The 540 kc. channel was added to the standard broadcast band for American regions at the Atlantic City International Telecommunications Conference last summer.

The NAB petition also pointed out that preliminary studies of the channel's best use would be necessary to provide a basis on which United States proposals for NARBA may be submitted, and in order that the United States delegation may be fully instructed.

NAB, during the 1944 meetings of the Radio Technical Planning Board, advocated not only 540, but 530 kc.'s as well, for inclusion in the standard broadcasting band. The NAB board at its November, 1947, meeting also favored the inclusion of 520 kc's.

• THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...

**WING** The Dayton Station

WEED & CO. National Representatives

## Webs-AFM Extend Contracts; Allow FM To Duplicate Music

(Continued from Page 1)

with 70 FM outlets, CBS, 45, MBS 65 and NBC has 62. Other FM transmitters are going on the air almost daily.

The two months period of "status quo" was agreed upon because of the impossibility of concluding a formal agreement by tomorrow night. Deadline for final settlement is now April 1 and the next negotiating session is scheduled on March 1 at a place to be decided later.

The joint statement implied possibly a new high in the way of cordiality between networks and the musicians' union, leading off with the announcement that satisfactory progress is being made in negotiations. AFM disclosed that it will make no request of the networks for commitments relating to employment of musicians by web affiliates and that continuing discussions will relate to hiring of musicians on television.

Presumably FM duplication is here to stay, considering of course that the proper contract agreements have to be made, since the announcement did not limit the duplication period but merely said it would begin Feb. 1. Release pointed out the "desirability of broadening public opportunity to hear more music on FM broadcasts" and the "expectation that FM broadcasts will provide additional employment opportunities for musicians." This will be the first time that FM duplication of web musical shows has occurred since October,

1945, when the webs and James Petrillo came to the end of a year-long showdown. At that time Petrillo ruled standby musicians must be employed for duplication and ended his message, "Kindly govern yourself accordingly."

Network and AFM representatives met yesterday just long enough to draw up their joint statement. After web officials filed out in an air of welcome relief for both sides, Petrillo sat around chuckling in a relaxed air with the union's executive board members.

### Meet Continental Next Week

Meantime, it was learned that a meeting of Petrillo and representatives of the Continental Network will be held next week to talk further of a contract with the FM hookup. First meeting of these two sides was held in New York earlier this week but no agreement was reached.

First reaction from FM spokesmen yesterday was that FM listening will now take a considerable jump and that the FM set market will be stimulated tremendously. One spokesman pointed out, however, that the listener will get true FM fidelity only if he is listening to a program which originates with the station to which he is listening. Much fidelity is lost in a wire transmission, it was said, since transcontinental lines only carry 5,000 cycles. The spokesman said, however, that total quality of FM will still be better than AM.

## WOR's 1948 Sales Plans Will Be Mapped Monday

Overall sales plans for the coming year will be mapped by WOR Monday when the station's top execs meet with local and out-of-town staffs for their annual sales meeting in the New York offices.

Present at the confab, which will include sales reps from Boston, Chicago, Baltimore, Philadelphia and New Jersey, will be Theodore C. Streibert, WOR prexy; R. C. Maddux, veepee in charge of sales, and Eugene Thomas, sales manager, who will preside.

Following morning meetings, group will dine at Sardi's restaurant with outlet's leading artists who will be present for guest shots on "Luncheon at Sardi's" stanza. Later they will watch debuts of two new WOR shows, Movie Matinee, with Johnny Olsen, and the new Barbara Welles program.

## Dunphy To Speak

Don Dunphy, sportscaster on ABC's Cavalcade of Sports, will be the principal speaker at the Veterans' Association of West Warwick dinner on Sunday, Feb. 8. Also listed on the speaker's roster are Freddy Fitzsimmons, veteran major league pitcher, and Jerry O'Brien, public relations director of the Brooklyn (baseball) Dodgers.

## CBS Planning Revival Of "Fighting Senator"

"The Fighting Senator," a CBS half-hour package show, is slated for future airing, the exact date to be announced. Series was presented on CBS in 1946 as a Lever Brothers summer replacement show. Harry Ackerman, now executive producer for CBS in New York, and who produced the show for Young & Rubicam, Inc., in 1946 when he was with that agency, will produce the CBS series.

## WINS Announces Winner Today

Almost 10,000 letters were received by WINS in response to its "scrambled word" contest which ended last week. Winner will be announced today and will collect prizes valued at \$2,000 at a special broadcast Monday night, 7:45 p. m.

Mail pull of the contest, which was termed satisfactory by the outlet, included letters from six states and one from Nova Scotia. Station execs, apparently pleased with agency response to the promotion, plan additional stunts in the near future.

## Olsen Returning To WJZ

Johnny Olsen's Rumpus Room, long a favorite "witching hour" audience participation funfest of New York listeners, will return to WJZ in a new, full-hour version from midnight to 1 a. m., EST, beginning Monday.

## Mrs. Truman Hostess To Members Of AWB

(Continued from Page 1)

be followed by Justin Miller, president of the NAB.

Feltis will talk on BMB survey activities, Lown on the Petrillo transcription and recording ban, and Miss Hart will chair a panel on retail advertising. To be heard with her are Enid Day, WSB, Atlanta; Nancy Grey, WTMJ, Milwaukee; Mildred Bailey, WCOP, Boston, and Dorothy Shank, WEBR, Buffalo.

### Welcomed At Embassies

The early arrivals were welcomed yesterday at the British and Philippine embassies, and were formally recognized from the floor of the House of Representatives by Representative Frances Bolton, R., Ohio, as they gathered in the House Gallery. In the evening they were guests at a cocktail party given by the greeting card industry.

The Can Manufacturers Institute will be host for the cocktails, and J. Walter Thompson advertising agencies for a buffet.

In the evening AWB members will be featured on a WMAL-TV video program to be relayed into Baltimore, Philadelphia and New York, with an address on television techniques by Alma Kitchell, one-time AWB president.

**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 Hoop-creating proves that honoring local institutions creates high listener loyalty.

**NEW ORLEANS WDSU ABC Affiliate**  
1280 kc 5000 Watts

## LOS ANGELES

By RALPH WILK

**K**MPC bridge expert, Robert Lee Johnson, begins his 2nd ten-week course in Contract Bridge at Sawtelle Veterans Hospital this week with a class of over 100 veterans. This class is offered under the auspices of the American Legion.

Eddie Chase has arrived from Detroit to prepare for his forthcoming KFVD debut.

Lee Strahorn, Foote, Cone & Belding radio production supervisor, is in San Francisco for program conferences.

Lathrop Mack has resigned as western manager of national spot sales for the National Broadcasting Company, effective Jan. 31. Mack joined NBC in New York in 1938, and came to Hollywood in 1946. He was a news-writer in New York as well as assistant manager of special events there. Mack is one of the founders of the Southern California Broadcasters League.

Judy Canova, officially named the National March of Dimes Girl for 1948, has a busy week ahead. Following the announcement by Basil O'Connor, national director of the National Foundation for Infantile Paralysis, Miss Canova has been scheduled to appear on many major radio shows where she will make a personal appeal on behalf of the March of Dimes.

"A Few More Kisses," latest tune published by Dennis Day's Patmar Music Publishing firm, was introduced on the airlines recently by Perry Como on the Chesterfield Supper Club broadcast. Day has recorded the ballad for RCA-Victor.

## Fred G. Knell

Fred G. Knell, father of WBT's news editor and director of special events, Jack Knell, died at his home in Winthrop, Mass., yesterday. Jack Knell and his son, Donald, left Charlotte late yesterday afternoon for Winthrop.

Mr. Knell was born in Roxbury, Mass., in 1870. Surviving him are his wife, Mrs. Flora B. Knell; his son, Jack, of Charlotte, and three grandsons, Dane, Donald and Derek Knell. Burial will be in Mount Auburn Cemetery at Cambridge, Mass.

### Outstanding Spot Radio Salesman . . . available

New York executive with established contacts agencies - advertisers. Has sold successfully for Networks and National Representatives.

Interested in selling Television; service to Television stations or as special representative for station. Box 108

RADIO DAILY

1501 Broadway, New York 18, N. Y.



## Mainly About Manhattan. . . !

● ● ● Sid Strotz (who used to say he wouldn't live in N. Y. if they made him pres. of NBC) is reported to be taking over as head of television here. . . . Bob Hope's sponsor thinking of switching products. . . . Johnny Mercer may be added to the Dinah Shore-Harry James setup. . . . NBC bought two soapers from C & F Radio Prod., Inc.—"Dr. Paul" and "Aunt Mary." Both have only been heard on the Coast 'til now. . . . Andy Russell, Pied Pipers, Marion Hutton and Ernie Felice quartet start a 15-minute nightly session for Revere Camera Co., March 11th on Mutual. . . . Carlo De Angelo, one of radio's top directors, turns actor as the lead in a new comedy show, "Mr. Patsy," being produced by the Bruce Chapman Co. . . . Interviewing Southern Cal's gridiron coach, Jeff Cravath, the other p.m., Harry Wismer asked him what his phone number was. "Michigan 49-O-O-ooooh!" replied the unhappy Jeff. . . . Radio production and writing courses at Columbia U. given in conjunction with NBC attracting five applicants for every student accepted. . . . At Salvin's, a refugee from H'wood and a New York scripster were talking things over. "How did you find the radio market out there?" the localite wanted to know. "Very simple," was the retort. "I merely bought a train ticket back to N. Y."

● ● ● LUFF 'n KIXXXX: Milton Rettenberg's pianoings via his own show on WOR Sundays. (On a Winter Spinnet yet—altho' his listeners swear he must be using a Grand). . . . Hank Sylvern's great job on the Bob Hawk quizzer. (Hawk kids with Hank and latter answers him on the organ. Cute stuff). . . . Vic Damone's solid sending on the Sat. Nite Serenade. . . . Alan Courtney's gimmick of using his audience as a gag-meter on his daily WNEW stanza. . . . Alan McPaige Trio's rhythmmms at the Warwick. . . . Noro Morales' new MGM platters. . . . Landt Trio's new Camel spot series—their best yet.

● ● ● Ed Fitzgerald, of the breakfast team of Ed & Pegeen, must be quite a guy. In Vance Packard's article, "Married Life In A Goldfish Bowl," (due in the Feb. American mag.), we learn that Ed is not a man who believes in inhibition. Packard points out that one morning Pegeen kept needling Ed about his allegedly uncouth behavior while visiting friends the night before. Suddenly, right in the middle of the broadcast, Ed announced that he was fed up with her everlasting nagging. With that he stalked out of the room and went back to bed. Mrs. FitzG somehow finished out the half-hour alone, convinced that they were ruined on the air. As it turned out, the sponsors were delighted, because sympathetic husbands by the hundreds wrote in congratulating Ed for his manly self-assertion. Another time Pegeen, being low on cash, helped herself to several dollar bills in Ed's pants. The next morning at breakfast she noticed he seemed unusually grim, but thought no more about it. A few seconds after they got on the air, however, he accused her of being a pickpocket and uncorked all of his pent-up fury on her. Yes, anything can happen when the Fitzgeralds take to the air—and usually does. Such is the charm of this couple who pioneered the whole trend.

● ● ● SID-BITS: "Since I'm the guy who thinks he created 'kidisk' for a record with juve appeal," writes Len Traube, "why not 'kideo' for television geared for the little people?" . . . Barbara Hotchkiss, radio writer, assisting Roger White in new comedy series with Lou Holtz. . . . Harvey Stone sez he's gonna invent some Adler elevated scripts so your Hooper can be taller. . . . Sudden thawt: On his new CBStanza, Danny Thomas shows plenty of promas. . . . Herb Sheldon creating plenty of Herba-Herba among the femme patrons at "Luncheon at the Latin Quarter." . . . Les Tremayne adds a new ABC series to his current list tagged "Living with the Stars" featuring human interest anecdotes related by Les.

## AGENCIES

**T**OM McCABE, for the past three-and-one-half years with the Ted Bates Advertising Agency's press department, has been added to the New York staff of Margaret Ettinger & Company. Prior to his Bates association, McCabe worked for Richard Condon, Inc., United Artists, and 20th Century-Fox. Ethel Kirsner heads Margaret Ettinger's New York office. She is assisted by Joan Golding.

**THE KALART COMPANY, INC.**, of Stamford, Conn., makers of Kalart Synchronized Range Finders, Kalart Speed Flash Synchronizers, and other photographic equipment have, appointed the Charles W. Hoyt Co., Inc., New York, as their advertising agency. Appointment takes effect March 1, 1948.

**RICHARD E. GREEN**, manager national sales and sales service at KOMO, Seattle, has been elected secretary-treasurer of the Washington Generators, a state-wide organization of manufacturers representatives, jobbers and food brokers.

**GRACE GIBSON**, owner of Grace Gibson Radio Productions, leaves Hollywood February 5th for her home in Sydney, Australia. She and her husband, internationally-known polo player, R. R. M'D Parr, are on the last lap of a six months' trip around the world. Mrs. Gibson has given exclusive United States sales rights to 37-year-old Berenice Eaton Lawrence, formerly sales manager for Harry Jacobs Productions, and mother of movie starlet Barbara Lawrence. Mrs. Lawrence will operate independently as B. Eaton Lawrence, producers' representative. She is co-owner of Lawston Productions in which she will remain actively engaged.

## Fuel Oil Forum

Newark—WAAT, Newark, will broadcast forum on "How Can Fuel Oil and Gasoline Shortage Be Remedied?" today, Jan. 30th, from 8:30-9:00 p.m. Participants include Edwin Collins, manager wholesale marketing, Esso Standard Oil Co. of New Jersey; John Dressler, president, Gasoline Retailers Association of New Jersey; Economics Professor William Leonard of Rutgers University, and New Jersey State Fuel Coordinator Joseph McLaughlin.

## Easy Way Out

Washington—When Charles W. Trippe took over as WINK sales chief two weeks ago, he faced a sales blank in the 11:30 p.m.-1 a.m., seg, which featured a new show, "The House That Jack Built," with Harold Jackson. By yesterday, the time had been completely sold out, and 'twas not done with mirrors. Trippe merely upped rates on the previously hard-to-sell time to premium prices.

1938 · TENTH ANNIVERSARY · 1948

Co-Chairmen:

CHARLES C. BARRY  
Vice-President, ABC

HUBBELL ROBINSON, JR.  
Vice-President, CBS

**1948 MARCH OF DIMES 1948**  
NATIONAL RADIO DIVISION COMMITTEE

JUSTIN MILLER, *Chairman*  
President, National Association of Broadcasters

Co-Chairmen:

EDGAR KOBAK  
President, MBS

KEN R. DYKE  
Vice-President, NBC

**THANKS**  
from the  
**1948 MARCH OF DIMES**  
**TO ALL**

**including:**

**American Federation of Musicians**

**American Federation of Radio Artists**

**Local Advertisers**

**National Advertisers**

**National Networks — ABC, CBS, MBS, NBC**

**Hollywood Coordinating Committee**

**Radio Stations (both independent and affiliated)**

and all others who so generously contributed time and talent to the 1948 MARCH OF DIMES Campaign.

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THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC. — 120 BROADWAY — NEW YORK 5 — NEW YORK

Franklin D. Roosevelt, Founder

HOWARD J. LONDON, Radio Director

BEckman 3-0500

## 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 wonder song Ballad

**"Story Telling"**

GEORGE OFF MUSIC PUBLISHING CO.  
1650 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

From 20th Century-Fox's

**"YOU WERE MEANT FOR ME"**

**YOU WERE  
MEANT  
FOR ME**

MILLER MUSIC CORPORATION  
1619 BROADWAY • NEW YORK 19

## WORDS AND MUSIC

By PINKY HERMAN

● ● ● **TIN PAN ALLEY OOPS:**—Last week we listed the names of 'second generation songpluggers.' . . . evidently we didn't omit any for our mail didn't contain one time-bomb, brickbat nor teeny-weeny atom bomb. . . . so we'll press our good fortune and print offsprings of songwriters. . . . Doris and Marvin Fisher, children of the late Fred (Dardanella) Fisher; Nacio Porter Brown, son of Nacio Herb Brown; Fred Ahlert, Jr., son of Fred (I'll Get By) Ahlert; Steve Nelson, son of Ed (Peggy O'Neil) Nelson; W. C. Handy, Jr., son of W. C. (St. Louis Blues) Handy; Jerry Gottler, son of Archie (America I Love You) Gottler; Andre Baron, son of Maurice Baron; Joan Whitney, daughter of Zoel Parenteau; Paul Mills, son of Irving Mills; if we've left out some, please send in their names.

★ ★ ★

● ● ● For the first time in tin pan alley history, a father and son combination are getting respective simultaneous plugs on songs. . . . Stuart Music is working on "Who Put That Dream In Your Eye?" written by Nacio Porter Brown and Al Stewart; Miller Music is setting a great pace on the revived "You Were Meant for Me," written by Nacio Herb Brown and Arthur Freed. . . . latter ditty was a hit back in 1930. . . . ● Charles Wynn has been named Gen. Prof. Mgr. of Pat Ballard Music Co., currently boosting "The Olive Song." . . . ● Watch for some big radio news involving Johnny (Rumpus Room) Olsen. . . . ● The Frank Sinatra's will welcome the Stork for the third time in July. . . . ● Transcriptions of the Peter Donald Comedy shows are being sent to Vet Hospitals with producer Charles Stork footing all the bills. . . . nice goin', Charlie. . . . ● Radiolites are discovering the Italian culinary artistry of Mrs. Sardi at Da Cinto's on W. 46th St. in Gotham. . . . ● Ed Begley and his son Tom, have written a novelty ditty titled "You're In." . . . ● Johnny Thompson will resume his Saturday morning ABCaroling for Benjamin Moore Paints, starting March 6. . . . series will be Produced and directed by George Weist. . . . ● Jack Costello signed to announce the new Shell-sponsored "11th Hour" news NBCasts by Ken Banghart.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Columbia should do well with Frank Sinatra's latest pairing of "You're My Girl" and "Can't You Just See Yourself?" both from the "High Button Shoes" score. . . . fine musical support by Axel Stohrda's orchestra. . . . ● Igor Gorin's Red Seal Album for Victor, a standard item. . . . ● Rainbow Records has a collector's item in Esy Morales' platter of "Jungle Fantasy," backed with "Easy Does It." Esy's flute tricks, amazing. . . . ● Korn Kobbler's newest MGM disk, coupling "The Dum Dot Song" and "I'm Acomln' Acourtin' Corabelle," will zoom this musical aggregation to the top. . . . A MUST for jocks and juke. . . . ● Produced by Alan Courtney, Lissen Records has a commercial platter in "Lovers Waltz" flipped with "Only Lonely Me," sung by Artie Malvin with musical support by Dave Matthews' Ork. . . . ● The style and voice blend of the new Beale Street Boys Quartet should zoom this group to the top. . . . they record for MGM. . . . ● Anne Shelton's London Platter of "My Silent Love," backed with "You've Changed" is a disk jockey delight. . . . orchestral support by Tools Camarata's band.

★ ★ ★

● ● ● **SHARPS AND FLATS:**—BMI's new deal with seven Italian publishers adds over 5,000 compositions to its repertoire. . . . ● Favorite Music Co., starting on a new ballad, "Red Camellias," written by Glad R. Youse, Frank Stanton and Helmy (That's My Desire) Kresa. . . . ● Jack Robbins, who parlayed a one-room publishing house into a five million dollar musical set-up (Robbins-Feist-Miller) will write a book on the inside of the t. p. a. titled "Mister Music." . . . this autobiography is a cinch to be grabbed for a motion picture. . . . ● International Silk may sponsor a radio show to star Nadine Conner and Milton Cross. . . . ● Composer-arranger Ted Ralph, who pens the music for "It Pays To Be Ignorant," has compiled a functional course in music "Creative Professional Arranging" which is must for arrangers.

W N B T

'scope



ON THE AIR AT CHANNEL 4 . . .

FRIDAY, JANUARY 30

1:00 Home Service Club with Tex and Jinx (Swift)  
1:30 NBC Television Newsreel  
7:30 UP News  
7:45 Musical Merry-Go-Round  
8:00 U. S. Royal Sports Time (U. S. Rubber)  
8:15 Travel film of Nations  
8:30 Ski News  
8:34 Cavalcade of Sports—Madison Square Garden—Boxing  
10:00 Feature Bout—Jackie Cranford vs. Jino Buonvino (Gillette)

WEEKEND HIGHLIGHTS

SATURDAY, JANUARY 31

5:00 Puppet Playhouse  
8:30 Basketball Game—Penn. vs. Lafayette—from Philadelphia

SUNDAY, FEBRUARY 1

7:50 Review of News (Oldsmobile)  
8:00 Author Meets the Critics—"Del Palma" by Pamela Kellino (Mrs. James Mason)  
8:30 ANTA Play—Judith Evelyn in the 3rd Act of "The Bachelor Queen"

TODAY'S STORY . . .

A television production of a Broadway play was a real novelty when NBC first produced "Susan and God" in 1938. Now NBC presents plays before they hit first nighters—as witness the NBC-ANTA "The Bachelor Queen" broadcast next Sunday (8:30-9:00 p.m.). All that's left is for NBC to televise a playwright in the act of composition. And that wouldn't be at all surprising.

GRATIA AD VARIETAS . . .

Variety box: "Just 10 years ago, William Morris, Jr., points out, a contract involving sale of a story to a film company had the following phrase concerning the protection of the authors' rights"—excluding, however, the process commonly known as television, 'Tempus fugit.' Who's right today?"

NBC  
Television

A Service of Radio Corporation of America

# TELEVISION DAILY

Daily section of RADIO DAILY—Friday, January 30, 1948—TELEVISION DAILY is fully protected by register and copyright.

## FCC GETS FLOOD OF TELEVISION APPLICATIONS

### TELE TOPICS

By JIM OWENS  
Associate Editor

**FERRY FAIRBANKS** Productions, which recently snagged an impressive video tie-up with NBC, may get the nod from Camel ciggies to provide celluloid commercials on the latter's daily newsreel. Coast firm's readying three samples for sponsor OK, which are said to follow the client's ad pattern of using top sports comes, etc. . . . WNBT will go on a 7-day schedule next week when it resumes pick-ups of pro wrasslin' at the St. Nicholas arena. NBC outlet aired the grunt 'n moan sessions as a regular before the war. . . . Top industry execs are said to be privately convinced Petrillo will give "his eyes" the green light to make music for television when the new contract is inked.

**HENRY MACKAY**, U. S. Rubber's director of television, will dissect video from an advertiser's point of view tonight at the Television Workshop. . . . Ben Frazer, guy who announces a couple of thousand network shows a year, has a few free moments next Sunday. So he'll help Mrs. James Mason defend her tome on "Author Meets the Critics" (WNBT). . . . KSTP (St. Paul) prexy Stan Hubbard is gonna get tough with tavern operators or anyone else barging admission to see video shows on his station. If necessary, he'll haul the culprits into court to prove his point. . . . Daily station WFIL-TV begins a series of bridge programs tonite, but they'll be mere quizzes,—so no slugging permitted.

**REAL** estate firms in Philadelphia and Washington suddenly becoming aware of tele's pulling power. A major broker is leading a heavy campaign in the Quaker City, feels it's a "prestige builder" as well as a sales medium. . . . Bell Television moving into larger quarters in midtown N. Y. next month—its offices in the Salmon Tower too small to handle the mushrooming video rental biz. . . . Bob Stanton and Jim Evenson, NBC sports gabbers, will represent the web at the Sports Broadcasters Annual feedfest at Rupperts Brewery.

#### How It's Done

**St. Louis**—Dramatic story of how an alert ex-GI aided in the capture of an escaped German prisoner of war by the FBI recently was outlined over KSD-TV here last night, when Government agent Herbert Moss questioned on a special public service show. Moss explained details of the capture and used films and slides to explain how the Dept. of Justice reacts to a tip regarding a "wanted" person.

#### WFIL-TV's Large-Screen Tele

Philadelphia—WFIL-TV will participate in the premiere demonstration of a new type of large screen television projection equipment tonight at 8:30 p.m. During the course of the demonstration of the new method by the Tele-Screen Company, station will present a special television show from its studios in the Widener Building. Special program, including music by a teen-age choral group, and an explanation of the new television receiver-projector, will be picked up in the Panorama Room of the 2601 Parkway building and projected on a nine by seven foot screen by the new commercial television set during this first local public demonstration of the equipment.

### Nation-Wide Tele Tour CBS' Tele Web To Air Set By Kaiser-Frazer U. S. Rubber Sport Seg

Kaiser-Frazer Corp., sponsor of the "Original Amateur Hour" on the DuMont network, will also bankroll a country-wide tour of the DuMont television mobile unit scheduled to start Feb. 15, it was announced yesterday by John McNeil, web's commercial manager. Mobile unit comprises a studio with cameras, sets, with a 20-inch receiver built in the side.

Unit will visit small towns and cities through U. S. and will park in front of K-F showrooms, in which DuMont sets will be installed.

#### Not Interfering, Say Hams

Video set owners will continue to suffer "disrupted picture reception" if present receiver standards and frequency assignments are not changed, according to the engineering staff of the American Radio Relay League, organization of "ham" radio operators. Presenting its opinions at a special hearing before the FCC this week, ARL denied that video interference was caused "mainly" by amateurs, and that, actually, they were fourth among such "offenders" in this regard.

### WBKB Sets Deal To Televis, Book "Own" Fight Schedules

Chicago—Ambitious step to prove tele coverage of sports events does not adversely affect gate receipts will get under way here shortly via a contract entered into yesterday by WBKB in which the outlet will "create" a new boxing center in which it will share both the profits and the losses.

Station has signed an agreement with the city council of Michigan City, (Indiana) its school board and two promoters to start a weekly program of Tuesday night fights originating in the Isaac C. Elston Auditorium. Fights

U. S. Rubber Company is expanding coverage of its National Sportsmen's Show broadcasts, previously announced for WCBS-TV Saturdays, Feb. 14 and 21, (8-8:30 p.m.) to include the CBS television network of New York, Baltimore, Washington, and possibly Philadelphia.

Outlets include WCBS-TV, New York; WMAR, Baltimore; WMAL-TV, Washington, and WCAU-TV, Philadelphia, if latter has begun operations by that time. This is the second consecutive year that U. S. Rubber is sponsoring the National Sportsmen's Show, to be held at Grand Central Palace, N. Y. C.

#### DuMont Sales Up 381%

DuMont Laboratories earnings statement for the fiscal year ending Dec. 31 last showed a gain of 381 percent in the gross sales of the company, it was revealed by Allen B. DuMont at a meeting of the New York Society of Security Analysts. Sales during 1947 it was pointed out, were \$11,000,000, as compared with a total of \$2,387,167 reached for the firm's 1946 fiscal year.

will be seen both by the in-person audience and the tele audience in Chicago. Besides the financial tie-up WBKB will have an active voice in scheduling of events.

Paramount station will use relay facilities built last fall for airing football games to Chi area and will also feed other outlets as they're added to the web. Deal will also permit the outlet to deliver fights to a sponsor on a package basis, with commercials originating from the Michigan City auditorium as well as the events themselves.

### Video Drive Grows In New Spurt; 10 Apply

Washington Bureau, RADIO DAILY

Washington—Concerted rush towards television continued yesterday, with ten more applications for new video stations received by the FCC.

Television box score now reads: Seven stations licensed; 71 construction permits awarded; 55 pending and 44 in hearing. New applications include: American-Republican, Inc., Waterbury, Conn., to be operated on Channel No. 12; Indianapolis Broadcasting Co., Inc., Indianapolis, Ind., to be operated on Channel 8; Broadcasting Foundation, Inc., Buffalo, N. Y., to be operated on Channel 9; TV, Inc., Columbus, Ohio, to be operated on Channel 6; New England Television Co., Inc., Springfield, Mass., to be operated on Channel No. 3; same, for St. Louis, Mo., to be operated on Channel 4; Cleveland Broadcasting, Inc., to be operated on Channel 2.

Also KCMO Broadcasting Co., licensee for KCMO and KCFM, affiliated with ABC, to be operated on Channel 5; KIOA, Des Moines, Iowa, owned and operated by the Independent Broadcasting Company.

### Tele Station For Columbus Sought By New Company

Columbus, O.—Picture Waves, Inc., recently incorporated with \$317,000 authorized capital, has asked the FCC for authority to build a television station here. This is the second firm to enter the video field in Columbus, with the Crosley Corp., Cincinnati, having been granted a permit to build a station here.

#### No "Contempt"

Wilmington, Del.—Telicon Corp. will not at this time be held in contempt of court for alleged violation of a preliminary injunction restraining the company for doing business under that name, although the rule to show cause will not be dissolved. Federal Judge Paul Leahy said in a memorandum yesterday. Company, which distributes television and radio sets, has changed its name to Telcor Corp. Original complaint was brought by Telechron, Inc., manufacturer of electronics products.

## COAST-TO-COAST

—DISTRICT OF COLUMBIA—  
**WASHINGTON, D. C.**—New WRC chief engineer is Donald H. Cooper, formerly station operations supervisor in charge of broadcast activities. Replacing Cooper in his former position is Robert Terrell. . . . Milton Q. Ford, WDC and WWDC-FM "rise and shine" personality, recently began a high school talent hunt. Each day Ford visits a different high school and conducts auditions for the students, the most talented of which appear in person on his early morning program. This portion of the show is known as "Hi-Time." In addition, a portion of Ford's morning program is being made available for high school request tunes, the organist playing the "Alma Mater" of one high school each day, as a signal for playing the request of any student from that school.

## —NEW JERSEY—

**NEW BRUNSWICK**—Ed Peck, formerly of WSPR, Springfield, Mass., is now a staff announcer at WCTC. He handles "Sunny Side of the Street," a two-hour daily record stint and also does two hours of jockeying on WHBL, Newark. . . . **TRENTON**—The New Jersey Department of Economic Development has arranged a second script-writing contest for elementary schools throughout the state in conjunction with "This is New Jersey," weekly dramatized feature, produced by WTTM. Transcriptions for later broadcast are used by WAAT, Newark; WSNJ, Bridgeton, WFPG, Atlantic City; WPAT, Paterson; WCTC, New Brunswick, and WJLK, Asbury Park.

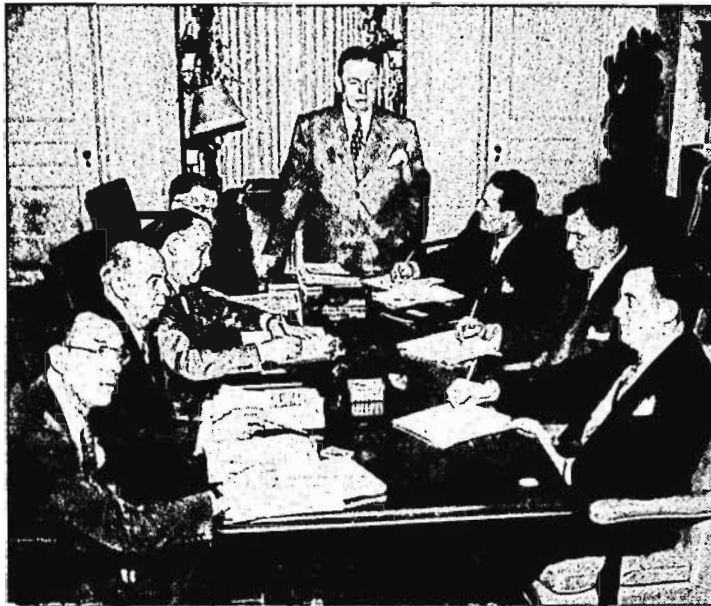
## —MICHIGAN—

**DETROIT**—Thrilling glimpses of backstage life, the complications of staging elaborate musical productions and interviews with some of America's foremost stars of opera, stage and screen, are being broadcast each Tuesday over WJBK and WJBK-FM. The series is built around the Civic Light Opera Association of Detroit and the 1948 array of musical hits scheduled between February 2 and April 11. . . . **KALAMAZOO**—New WKZO feature, built around Freedom Train, is a program which invites essays on that subject, awarding the author of the winning essay a book containing articles and document about the Train and its contents. Grand prize of \$50 will be awarded the best essay of the 26 submitted up to the time the Freedom Train arrives in this city in July. Sponsor for the series is Reber H. Petson, city realtor.

## —OHIO—

**TOLEDO**—J. Harold Ryan, vice-president of the Fort Industry Co., which operates WSPF, has been elected treasurer of the Toledo Chamber of Commerce for 1948. . . . **WORTHINGTON**—New half-hour show on WRFD is "It's In The Bag," heard every Tuesday and Thursday afternoon at 12:30. Format of the show includes a summary of timely farm news, a review of market conditions by station market analyst, Lloyd Stiles and several novel musical selections. . . . **CANTON**—The Sanitary Sealtast Maidens, winning team of the Canton, Ohio, Women's Bowling Tournament, has been

## PICTURE OF THE WEEK



*Executives of the Richards stations met this week at the Beverly Hills, Calif., home of the company's president, G. A. Richards to discuss operations of WJR, WGAR and KMPC. Left to right in the picture are: R. Morris Pierce, vice-president in charge of engineering for WJR, WGAR and KMPC; P. M. Thomas, secretary treasurer of WJR and WGAR; Carl George, assistant manager of WGAR, George Cushing, news director of WJR, G. A. Richards (standing) president of WJR, WGAR and KMPC, Harry Wismer, assistant to the president; Robert O. Reynolds, vice-president and general manager of KMPC and John Patt, vice-president and general manager of WGAR.*

## 100 Special Programs For WNYC Music Festival

(Continued from Page 1)

sic will run from folk songs to symphony, including premieres of 30 new works by American composers.

Opening concert will be held in Carnegie Hall at 5 p.m. on Lincoln's Birthday and will feature the 102-piece U. S. Army Band. Morton Gould will appear as guest conductor for two of his own compositions.

Other scheduled events include the Stuyvesant String Quartet, at Town Hall, 3 p.m. on the 17th; Stradivarius String Quartet, at the Frick Museum, 3 p.m. on the 15th; the N. Y. U. Festival at the University Auditorium, 9 p.m. on the 16th; Cantata Singers, 18th at 9 p.m. at Metropolitan Museum; National Association of Conductors and Composers, Times Hall, 8:30 p.m. on the 20th; Ascap concert, at Times Hall, 3 p.m. on the 14th; Juilliard School of Music, 8:30 p.m. on the 13th. Two concerts of folk songs will be aired, one on the 15th and the other on the 22nd.

awarded the "WHBC Bowling Trophy" by sportscaster, Jim Muzzy of WHBC. This is the third consecutive year that a similar trophy has been awarded by the station.

## "New Look In Radio" Will Be Confab Theme

Norman, Okla.—"The New Look in Radio" will be the theme of the annual radio conference of the University of Oklahoma to be held here Feb. 26-28, it was announced yesterday by Sherman P. Lawton, director of the confab.

Topics to be discussed during the three days include: transcribed spot campaigns; disc jockey shows; international radio; public relations; news; continuity; editorializing; indie operation; promotion; radio law; measurement; farm broadcasts, and women's shows.

## Speakers Listed

Included on the list of speakers are: Jack Leach, Runkle Co.; Vernon Reed, KFH; J. Soulard Johnson, KMOX; John Tinnea, KWK; Commissioner George E. Sterling, FCC; Roy Hofheinz, FMA; William O. Wiseman, WOW; Monty Mann, Tracy-Locke; Bob Eastman, KOMA; Virgil Sharpe, KOIL; Arnold Hartley, WOV; Clyde B. Melville, Taylor - Howe - Snowden; E. L. Morris, Pabst Sales Corp.; Kenneth Baker, NAB; George Jennings, WBEZ; Edd Lemons, WKY; Charles Worcester, WMT; Violet Short, KTSA; Robert K. Richards, NAB, and R. L. Harlow, BMI.

## NEW BUSINESS

**WGN, Chicago:** Solvent Chen Products, Inc., three weekly participating spots on the "June Ba program for 13 weeks, effective February 17; Standard Brands, three weekly participating spots "Melody Memos" and three on "Er's Spotlight" for 11 weeks; Ur Fruit Co., three weekly spots "Baker's Spotlight" for 25 weeks; Purity Bakeries Corp., six weekly station breaks for 26 weeks; A Candies Shops; three weekly station breaks for 13 weeks; U. S. Tob Co., three weekly station breaks four weeks, effective February 3. The "Two Ton Baker" morning program and the evening "Tele Quiz" show were renewed by Hi Clothing Co., for 52 weeks. "Sally Megowan Biscuit Co., renewed "Shadow" for 13 weeks, and Hollan jewelry and radio store, renewed contract for three weekly station breaks for 52 weeks.

## Shortwave Feature

**WRUL, the World Wide Broadcasting Foundation** outlet with transmitters in Boston, is arranging two quarter-hour interview shows with English casts of two Broadway plays "The Winslow Boy" and "Po Without Glory." Players will be interviewed and put their impressions transcriptions next week and WRUL will beam the programs England.

## Send Birthday Greetings To—

January 30

Walter Damrosch Dick Kelly  
 Lawrence W. Lowman  
 Gene Norman  
 Reg. D. Marshall  
 Clarence Gilbert Cosby

January 31

Eddie Cantor Alton Cool  
 Bob Novak Garry Moore  
 Robert Maxwell Norman Nosbit  
 Roy Porteous Isham Jones  
 Leonard H. Hale T. A. M. Craver

February 1

Hildegarde Frank Engle  
 John L. Anderson Betty Lawford  
 Arch Morton H. M. Overstreet

February 2

Cal Tinney Veronica Wiggins  
 Joseph E. Baudino Benny Rubin  
 Paul G. Gumbinner

February 3

Martin Block Nelson Case  
 Nick Kenny Mary Carlisle  
 Charles J. Correll Jack Weldon

February 4

Jack R. Poppele Jane West  
 A. Walter Socolow John G. Frasset  
 Alice Hill

February 5

Ed Abbott Thor Ericson  
 Rupe Werling Eddie Stanley