FCC States Case Re CP

4th Capital Tele Band
Awarded To Du Mont

The FCC on Friday accepted the request of Philco to withdraw from the Washington television field following a reiterated claim of the company's stand by President John Ballantyne. At the same time, the Commission granted the fourth Washington television channel to Allen B. DeMont Laboratories. The other three grants went to Grant Broadcasting System and NBC. The FCC decision to accept Philco's

NAB, NBC, WNAV Cited
By Public Relations Assn.

Awards for "outstanding achievement" in public relations were presented to the NAB, Station WNAV, WJZ, WOR, and NBC Saturday by the American Public Relations Association. The awards were presented by the Secretary of Agriculture, Clinton F. Anderson, at the annual banquet, which climaxd a three-day convention in Washington, D.C.

New Public Service Show
Debuts On Mutual Apr. 5

The influence of radio, movies and comic strips on the minds of young children will be openly discussed on three forums in which educators, psychologists, jurists, child guidance authorities and literary critics will express their views on successive Fridays during April 5 over the

Beauchamp Birthdays

Extra Stone, star of the "Aldrich Family" CBS, became a father again last week, and found himself in the middle of coincidence. His second child, a daughter, was born March 29, exactly two years after his son. Furthermore, the birthday is also the birthday of Clifford Goldsmith, author of the program. Stone was discharged from the Army a short while ago.

FCC To ViewTele
Members of the FCC have been invited by CBS to attend a demonstration of color television at the network's New York studios today. Commission will be shown color film and slides as contrasted to black-and-white video and will learn first hand from Dr. Peter Goldmark slides made in the color field.

Coulter Resigns Post
As Columbia V. P.

Douglas Coulter, vice-president and director of commercial program development for the Columbia Broadcasting System has resigned, effective April 12. Frank Stanton, president of CBS, announced Friday. Coulter is withdrawing from CBS nearly ten years after he joined the network organization following eleven years as vice-president in charge of

House Passes Lea's Bill:
Measure Goes To Senate

Washington Bureau, RADIO DAILY
Washington—The House on Friday passed, by a vote of 183-16, the Lea bill to curb the "coseive" activities against broadcasters of the AFM and its president, James C. Petullo. The conference version, which still awaits Senate action, was hardly altered from the original bill voted last month in the House.

Broadcasters Meet In L. A.,
For NBC West Coast Clinic

West Coast Bureau, RADIO DAILY
Los Angeles—Seventy representatives from 20 NBC affiliated stations in 12 states will gather at the Ambassador Hotel today for a three-day session, marking the fifth and final cross-country meeting of network officials with their regional representatives. Other sessions were held in New York, Atlanta, Fort Worth and Chicago.

Points Out "Some Radio Construction"
Would Not Affect Veterans Housing;
NAB To File Brief For Industry

Washington Bureau, RADIO DAILY
Washington—Following a series of conferences with officials of the Civilian Production Administration, the FCC on Friday submitted a statement, pointing out that "some radio construction" would have "no adverse effect" on the veterans housing program and further stating that the commission "proposes to continue processing applications with understanding that the final decision on whether construction will be authorized remains with the CPA."

At the same time, the NAB an

Avery Hits FCC Report
In Talk At Kansas City

Kansas City, Mo.—Taking the FCC to task because of its recent 130-page report on programming, Lewis H. Avery, president of Lewis H. Avery, Inc., and formerly director of broadcast advertising for the Mutual Broadcasting System, appeared in Kansas City for the keynote speech before the Heart of America Radio Exhibit staged at the Adver

KBS Sells 15-Min. Series
On 226 Stations Of WEB

Manufacturer of Flit, through McCann-Erickson, has placed a 15-minute musical variety program entitled "Flit Preludes," twice

WHIN To WQXR

"The Author Meets the Critics" moves to WQXR on May 23. It will be heard each Thursday evening from 8:30 to 9 p.m. The broadcast will be carried at 8:00 on WHIN. This was announced Friday by Elliott M. Sanger, executive vice-president of WQXR, and Maxine Stone, producer and creator of the series, sponsored by Book-of-the-Month Club.
Avery Hits FCC Report In Talk At Kansas City

(Continued from Page 1)

Radio City and Sales Executives Club second largest in the country.

Stations from Kansas City and St. Joseph, Kansas City, conducted the first "Radio Day" last Friday morning at the Municipal Auditorium. The event was attended by representatives of nearly all the Kansas City stations. The program included presentations on "The Importance of Radio to Business" by Mr. Charles A. Atkinson, President of the Kansas City Radio Club; "The Importance of Radio to Industry" by Mr. G. H. Shapiro, Manager of the Kansas City Board of Trade; "The Importance of Radio to Commerce" by Mr. J. L. Basinger, President of the Kansas City Chamber of Commerce; "The Importance of Radio to Education" by Mr. C. H. Faust, Superintendent of the Kansas City Public Schools; and "The Importance of Radio to the General Public" by Mr. A. S. Hord, Chairman of the Board of Trustees of the Kansas City Public Library.

In his talk, Mr. Atkinson emphasized the importance of radio in the business world, pointing out that radio is a powerful tool for public relations and advertising. He also stressed the importance of quality programming and the need for station management to work closely with advertisers to ensure that the programming meets the needs of the audience.

Mr. Basinger spoke on the role of radio in education, noting that radio is an effective medium for reaching out to students and parents. He also discussed the need for radio stations to work with schools to develop educational programming.

Mr. Faust talked about the importance of radio in commerce, emphasizing the need for stations to work with businesses to promote their products and services. He also discussed the role of radio in promoting community events and activities.

Mr. Hord concluded the program by discussing the future of radio, pointing out that radio is a dynamic medium that is constantly evolving. He highlighted the need for radio stations to stay informed about the latest trends and technologies, and to adapt to changing market conditions.

New Public Service Show Debuts On Mutual Apr. 5

(Continued from Page 1)

Mutual network. Subject of the opening forum on the series, which will be heard from 10 to 10:30 p.m., EST, will be "The Importance of Radio to Children:"

Debating the pros and cons of present radio standards on mounding the conduct and mental attitude of children will be Dr. Harcourt Peabody, acting head of the Bureau of Child Guidance of New York City Board of Education; Miss Josette Frank, radio consultant to the Child Study Association of America; Judge Jacob Panken of the Domestic Relations Court of New York, and William F. Sorkin, psychologist at the Habib Clinic for Child Guidance in Boston. The panel will discuss whether certain types of radio programs are responsible for certain behavior patterns of children or whether the influence of these programs have been overstated by some critics.

Dr. Austin H. McCormick, executive director of the Osborne Society and former assistant director of the U. S. Bureau of Prisons and commissioner of the Correction of the City of New York, will be the moderator for the series of three forums.

Truman Talk April 6

Scheduled On 4 Webs

(Continued from Page 1)

Field, Chicago. Other participants in the program are Governor Dwight D. Eisenhower, Mayor Edward J. Kelly, of Chicago.

In addition to the President's speech, the web will have special tie-in shows for the event. ABC will air a description of the Army Day parade at 12:15 p.m. NBC will air a talk by Joseph M. Stack, commander of the VFW, and at 5:15 p.m., while WCAF will carry a special program from the New York Sub-Treasury Building on April 5, 12:30 p.m. Col. William G. Boyce, director of the WAC, will speak over MBS on the 8th and Maj. Gen. J. W. Byron, special service director, will appear on the web the following day.

Tele Show Returning

One of video's oldest commercial shows, "The Magic Carpet," starts its third year on April 17 at 8 p.m., from the WABD studios in the Wannamaker store in New York. Program is sponsored by Alexander Smith and Sons, carpet weavers, and is produced by Anderson, Davis and Plate advertising agency. Bud Gamble directs the show.

Upstream

That Chinook salmon finally jumped five feet to get over that counting board at Bonneville Dam.

That's a fighting' species for you.

And that's the kind of persistence, aggressiveness and spirit that business is going to need when markets really open up.

We can give your plans a big lift in the country's sixth largest market.

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

That's a fundamental fact to keep in mind when you look at Baltimore radio. W-I-T-H is the big buy.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED
Announcing
A Monthly Release of Hit Tunes
from the BMI PIN UP SHEET

FOUR CONCERT ORCHESTRA SELECTIONS
by Enoch Light and his orchestra of twenty-eight carefully chosen musicians, each in his own right an accomplished instrumental artist.

FOUR DANCE ORCHESTRA SELECTIONS
by Enoch Light and his famous dance band of eighteen performers, especially qualified to provide the colorful dance music demanded by today's discerning radio audience.

ADVANCE RECORDINGS
This service will enable you to provide your audience with top quality renditions of your own BMI Pin Up Sheet Hit Tunes while they are brand new and before they can be secured from any other source.

QUALITY TRANSCRIPTIONS
Each transcription will be recorded, processed and manufactured on Western Electric equipment under Western Electric Company, Incorporated patents, by World Broadcasting System, Incorporated, supplied with either vertical or lateral cut, on sixteen inch discs, pressed on vinylite.

RELEASED FOR OUTRIGHT SALE
Each monthly transcription will immediately become the exclusive property of the subscribing station. Your BMI Hit Tunes will thus be permanently available for rendition on your station.

TOP FLIGHT VOCAL TALENT
The vocalists supporting both orchestras will include the Song Spinners, Ilene Woods, Harry Prime and Daney Sullivan. This impressive array of accomplished featured artists will provide the instrumental renditions with the glamour and sparkle of their own inimitable interpretations.

$15 PER TRANSCRIPTION ON A SUBSCRIPTION BASIS AT $180 per year

For audition purposes, a transcription will be shipped, prepaid on request.

SPOT SALES, Inc. • 400 Madison Ave. • New York 17, N. Y.
California Commentary . . . !

- - - Jack Haley has organized a group of radio actors to study development of television insofar as it affects performers. Under the title of the Los Angeles Center of Television Technique, the thespians have banded together for the purpose of preparing themselves for the new visual medium, and technicians will be admitted to the sessions on a cost-sharing basis.

Los Angeles

Bob Garred, CBS news reporter recently discharged from the Navy, has been signed by 20th-Fox to do the narration on a new short subject dealing with the Navy's part in the Pacific war. Garred served as a Naval Intelligence officer on an aircraft carrier and took part in several major campaigns. Curt Massey will have two new members for his ballad-loving audience sometime in May. The Massey medic reports that it will be twins. Cass Daley, who in addition to her radio chores, is under contract to Paramount, is slated to be cast in another film after the "Fitch Bandwagon" takes its summer hiatus in June.

—Give To Conquer Cancer—

- - - As a result of his singing efforts on "The Great Gildersleeve," Hal Peary is now being paved by three major recording companies to platter some of the songs he has done on the broadcast. One of the deals is near the signing stage. By the way, Jack Meakin, music director of the "Gildersleeve" show, had his new tune, "Out California Way," recorded by the Sons of the Pioneers for Victor. Foster Carling wrote the lyrics. Dale Evans, featured vocalist on the "Durante-Moore Show," is taking a busman's holiday from her strenuous activities in western films by embarking on a five-day riding and hunting trip near Tucson following her next broadcast. Several sponsors are reported interested in Maestro Henry Russell's summer show idea, an all-musical based on unique effects Russell developed with arrangements combining a 24-piece orchestra and an 18-voice chorus. Its limited use on the Case Daley show, for which Russell conducts, proved to be an attention-getting showcase.

—Give To Conquer Cancer—

- - - Squibb's "Academy Award Theater" was launched March 30 with a party at the Beverly Hills Hotel. Celeb Collins, advertising man of E. R. Squibb and Sons, made the arrangements for the affair, which was attended by leading members of the film industry, who have won the "Oscars" during the 18-year history of the awards. Jay Scott and Bob Whelan of the Benjamin Sonnenberg office of New York, have been here, aiding in publicizing the show. Charles F. Ryder, auditor for KNX and Columbia Pacific, has returned from a business trip to San Francisco. Cliff Eagle, newly appointed Western representative for C. P. MacGregor, has begun a tour of the Northwest. He was with MacGregor in 1933-34, ten years with NBC and more recently with the Armed Forces Radio Service.

—Give To Conquer Cancer—

- - - As a result of a large number of requests received by Parryakarkus about what happened to the pompous Mayor on his NBC show, "Meet Me At Parky's," the comedy star, and Hal Flimberg have written the character back into the script. He is played by Arthur Q. Bryan, absent from the program for several weeks. Harry W. Flannery, CBS new analyst, who briefed many groups of service men during the war just before they embarked for battle scenes, turns about and welcomes returning men of the Knights of Columbus at a huge breakfast in Los Angeles April 7. Maestro Vic Schoen, who left the "K-N Musical Showroom," will devote his full time to working on Decca recordings with the Andrews Sisters and in scoring a new Walt Disney picture. He has been replaced on the show by Dave Rose. Conductor Meredith Wilson and his music will be honored by a half-hour broadcast over KMPC in two weeks. Wilson's popular tunes, including his famed number, "Iowa," will be featured.

Herrmann To Westinghouse

Edgar G. Herrmann, veteran radio sales and advertising executive and former assistant vice-president of the Zenith Radio Corporation, has recently been named sales manager of the Westinghouse Home Radio Division in Baltimore, Maryland. Announcement of the appointment, which completes organization of the division's headquarters staff, was made by manager Harold B. Donley. Herrmann, recently resigned as sales manager of the Emerson Radio and Phonograph Corporation, will head all sales activities of the more than one hundred distributors and approximately fifteen thousand retailers handling Westinghouse home radio receivers in the United States, and possession of the country, including Alaska and Hawaii.

Named To Finch Post

Captain W. G. H. Finch, USNR, president of Finch Telecommunications, Inc., of Passaic, N. J., developers and manufacturers of facsimile equipment and other electronic apparatus, has announced the appointment of Major Frank R. Brick, Jr., as assistant to the president. Major Brick has been associated with the Finch Company for a period of ten years. He is a Major in the Civil Air Patrol.

Durham

North Carolina's third largest city. (1940 U. S. Census) City-county is one compact unit, with estimated 100,000 pop. Durham makes 25% of nation's cigarettes.

Duke

University is another factor which helps make Durham an unusually steady market. For dominant coverage, one inexpensive buy does the trick. To control Durham you must have . . .

WDNC

OWNED BY DURHAM HERALD-SUN NEWSPAPERS

Represented by Howard H. Wilson Co.
He Buys $100,000,000 Worth of Grocery Products Every Year. He Has Bought WCAU for 15 Years.

William H. Eden, Vice-President of American Stores with headquarters in Philadelphia, directs the purchasing as well as the merchandising and advertising for the company's vast chain of retail outlets. For American Stores radio advertising he has selected WCAU continuously since 1931.

Here is billion-dollar buying judgment and sales experience for you to profit by in your selection of a Philadelphia radio station. It is further proof that firms who know Philadelphia know that WCAU is their best radio buy.

If you want to sell to the nation's third largest market in a big way, do as leading Philadelphia firms do... sell on WCAU.

POWER + PROGRAM = SALES

WCAU

50,000 WATTS • CBS AFFILIATE

Philadelphia's Leading Radio Institution
FCC Okays 7 CPs; Rejects Gannett Bid

radio stations. In making its decision the FCC said:

"An important factor which has led to the grant of the Southern Tier application is that the new station would complement the two stations that are already operating in the area. The latter do not serve the grant to the latter to better serve public interest, convenience, and necessity, in that there will be added to the area a medium for the dissemination of news and to the public which will be independent of, and afford a degree of competition to, such other media."

Six Other CPs

Six other applications for CPs for new radio stations were granted last week by the FCC. They included:

D. O. Kinman, Visalia, Calif., to operate on 1360 kc, 250 watts, unlimited, Leo H. Beckley and Louise L. Beckley, doing business as Beckley Radio Co., Vernon, Wash., to operate on 805 kc, one kw, daytime; Herbert W. Brown and David A. Brown, a partnership, doing business as Central Valley Radio, Lodi, Calif., to operate on 1570 kc, 250 watts, daytime; The Bethlehem Globe-Publishing Company, Bethlehem, Pa., to operate on 110 kc, 250 watts, daytime; and also Valley Broadcasting Co., San Jose, Calif., to operate on 1170 kc, five kw, 24 hours; and KXK, Seattle, Wash., from American Radio Telephone Company, to KXK, Inc., for consideration of $250,000 for the 1,000 shares of outstanding capital stock.

KWA Sale Approved

The FCC approved the sale of KWA Seattle, Wash., from American Radio Telephone Company, to KXK, Inc., for consideration of $250,000 for the 1,000 shares of outstanding capital stock.

O'Dwyer Enters Dispute Between IBEW and IATSE

Settlement seemed nearer last Friday in the jurisdictional row between the IATSE and the IBEW over the handling of cameras for the televising of the UNO conferences at Hunter College. It was disclosed that Mayor O'Dwyer of New York is making arrangements for a conference between the two unions.

Meanwhile, the decision of those in charge of the UNO sessions to recess until Wednesday morning provides a respite in the tussle between the IBEW and the IA.

Benton Program Up Tues.

Washington, D.C. Rules Committee on Friday again failed to act on the bill to authorize the short-wave activities and other cultural replacement plans at the station. This service directed by Assistant Secretary William B. Benton, Action was postponed until Tuesday because some members of the committee were on hand.

Runyon Story On CBS

An adaptation of Damon Runyon's "A Very Honorable Guy" was presented on the "Columbia Workshop" last Saturday, March 30 (WABC-CBS, 2:30-3:00 p.m., EST). Director of the broadcast was Jack Mosman who has just been discharged from the Navy.

FCC Replies To CPA Edict: NAB Will File Industry Brief

nounced that it will file with the CPA a brief setting forth radio's position in the matter.

CPCA Administrator John Small has already stated that radio's position is included in the ban on all commercial construction, although several "clarification" sessions with CPA officials have been held. Other parts of that radio might be given a break under certain conditions.

Text of the statement issued by the FCC follows:

"During the war the Federal Communications Commission, in co-operation with the War Production Board and the Board of War Communications, adopted certain policies which substantially froze civilian radio activities at the deadline. This freeze was essential because the same materials, factories and personnel were essential to the war effort."

The Civilian Production Administration and the Federal Communications Commission believe that the situation is now materially different and one that, except for the actual housing structures and facilities (e.g., transmitter houses, studio buildings, etc.), the construction of radio stations need not have the adverse effect on the veterans' housing program.

"It is pointed out that the CPA limitation order does not halt the construction of radio towers, panel boards, transmitters and other similar apparatus or equipment and that the erection of new buildings can go forward if the new construction does not cost in excess of one thousand dollars. If the cost exceeds one thousand dollars, the program must be submitted to the nearest CPA office for authorization, where it will be measured by the yard stick of essential and desirable." The one-thousand-dollar figure is the ceiling also for building repairs and alterations. However, there is no ceiling on repairs to mechanical equipment.

In view of the above, the CPA and the FCC further believe that, by limiting the housing plans for radio stations to absolutely essential construction, a considerable number of permits will be available to operate satisfactorily until materials for more elaborate structures become available.

"Therefore, the FCC proposes to continue processing applications with the understanding that radio's position in the case as to whether construction will be authorized remains with the CPA."

The NAB is expected to stress the apparent fact that tight interpretation of the order would slow many technological advancements made by radio, particularly in the field of television and FM.

At least two chances for relief were seen by some industry and FCC officials:

(1) The CPA might look with a favorable eye on AM stations in areas where there are no AM facilities.

(2) Some loosening of the CPA construction might be okayed because of its developmental nature.

Much of the industry planned their hopes, too, on the local committees set up by the CPA. It was thought that these local committees may be able to modify or take care of extension of some radio facilities.

There was some chance, however, that AM applicants for FM facilities may be able to squeeze their FM broadcasting into existing buildings. Since the order does not prohibit construction of radio towers, panel boards, transmitters and similar equipment.

Washington, under a strict interpretation of the order, would be one of the hardest hit cities. However, even here, there seems to be "out" for four successful television applicants. NAB, DuMont and Bamberger have signed up and the fourth, the Evening Star, has been set up.

The first to offer European Radio Coverage!

For Best Available Coverage of European Markets

WEAF Revamps Schedule

WEAF is in the process of revamping its program schedule and one of the first changes will be the dropping of "The Housewives" on the calendar. This schedule service directed by Assistant Secretary William L. Benton. Action was postponed until Tuesday because some members of the committee were not on hand.

Weeks of Pizzazz!

Benton Program Up Tues.

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Pianist Series On WJZ

Vladimir Brenner, pianist, inaugurates a weekly series of recitals over WJZ radio on Sunday, April 15. The program will be heard from 12 to 12:30 p.m., EST.

Coulter Resigns Post As Columbia Web V.F.

Radio at N. W. Ayer & Son, Inc., came to CBS as assistant director of broadcast advertising in 1936, and in 1941 he was named director. In November, 1944, he was elected vice-president in charge of programs. In a fall he took the assignment of coordination of CBS programs and station operations.

While Coulter could not be reached Friday for confirmation it is rumoured in radio circles that he plans to return to the agency field. One report is that he may become an executive of McCann-Erickson.

Commenting on Coulter's leaving, CBS, President Stanton said: "During a decade of close association with the progress of this network, Coulter has established a reputation for work that prove valuable in whatever undertakes. With him go the company's sincerest wishes for continued success."

New Coast Company

Hollywood—In a move to expand on their current radio activities, Hal-Parke-Hal, "Farkyarkikus" and "P party's "Meet Me at the "Parky's" have formed a new radio production company to be known as Hal-Parke Productions for the purpose of creating and packaging radio programs.
**THE WEEK IN RADIO**

**UNO's Opening On Radio and Television**

**By JIM ONEW**

Radio began coverage of one of the greatest special events in history—the UNO Security Council sessions in New York City. More than 150 radio representatives were accredited to cover the proceedings for the major networks and independent stations... ABC and CBS filmed the session for radio. The State Department put a short-wave network for world coverage.

According to an FCC report, time sales for the four major webs during 1945 topped all previous years with a figure exceeding 100 million dollars. The Commission declined to act on Philco's withdrawal from the Washington television picture. Philco was assured that current grants are not final... Directly following completion of final arrangements for radio coverage of the atom bomb tests, the White House ordered a postponement... F. A. LaGuardia was expected to accept the top UNRIA post, thus relinquishing his radio chores. The Civilian Production Administration threw a wrench into construction plans for television, AM and FM with its order to halt "non-essential" building. Newspapers covering UNO proceedings were found to accept present black-and-white video in a Radio Daily poll. Ascap held its annual meeting at the Ritz-Carlton in N. Y., and announced a gross revenue for 1945 over eight million dollars... Justin Miller, NAB president, continued to say FCC's programming report at the Chicago district meeting... Senate and House conferences agreed to the latter's version of the anti-Petrol bill.

FCC denied a petition to withhold license renewal of KRLD, Dallas, because of liquor advertising. The Commission, however, classified ads "a species of propaganda." First television films of the UNO opening at Hunter College were shown by ABC in Philly... NAB asked President Truman to name a broadcaster to the FCC vacancy. NAB feels industry should be represented by a man actually trained in radio... CPA reported that 700,000 radio sets were delivered to consumers in February, an increase of 27 per cent over January.

The Supreme Court may be asked by NAB to review certain points of the FCC programming report. American radio men are in Europe considering transmitter sites for short-wave broadcasts to Russia... ABS closed its N.Y. headquarters Saturday... NBC's Chicago press department survey revealed a 100 per cent increase in radio space in newspapers last year.

**AGENCIES**

**HOFFMAN BEVERAGE COMPANY**

has engaged Warvic & Logler, Inc., to place its advertising, effective today. Donald Gibbs will be the account executive.

**ARNOLD COHAN**

formerly with The John Price Jones Corporation and account executive and director of radio and television for Jones and Brakley, Inc., has established The Arnold Cohan Corporation to handle general advertising and public relations in New York City. Cohan has served as publicity director for the American Red Cross War Fund, the National War Fund, and the New York University Alumni Fund Committee.

**MARYLAND AIRLINES**

newly organized, and serving Washington, D.C., Wilmington, and Baltimore... and featuring vacationland flights to Shore points in Maryland and Delaware... has selected the Robert J. Roders Agency of Washington, D.C., to direct its advertising campaign. Media will include radio. The account executive for the airlines is John X. Espey.

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**Baltimore's Great Food Salesman**

**Bob Bright**

Featured M.C. Starts 3rd Year TODAY—Bob Bright's Bandlestand—WPAT—3 to 4:30 P.M. Daily

One of the favorite programs in metropolitan New York.
Broadcasters Meet In L. A.,
For NBC West Coast Clinic

(Continued from Page 1)

grams”; Niles Trammell, president of NBC, vice-president in charge of sales; Easton C. Woolley, director of station relations; Sheldon B. Hickox, Jr., station relations department manager; Noran E. Kerst, manager of NBC television department; Robert E. Shelby, director of advertising and promotion; Clarence L. Menzer, vice-president in charge of programs, and Charles Det-


Monday, April 1, 1930

RADIO DAILY

WMT Serves One-Fourth
of all U.S. Grade A
Farm Land

...With Farm Programs
That Have REAL Farm Appeal!

An audience of thousands of farm families who rank far above the national average in income and educational background is served with programs BUILT to meet their daily needs.

The WMT policy of spotlighting a farm idea, dramatizing the solution, then following it up until it is thoroughly sold, has developed a permanent farm following that makes WMT a MUST!

* The half-milliwatt contour of WMT (5,000 Watts at 600 KC) includes nearly one-quarter of all the Grade A Farm Land in the U.S.

Member of the
Mid-States Group

Represented by
KATZ AGENCY
TBA Protests CPA Order

Added Time Given For Program Logs

With the industry still discussing the FCC's programming report, the majority of broadcasters have received "additional time" to turn in their new program logs to the Commission, it was learned yesterday. Of 179 logs received for 1946 and 1947 stations, 106 were turned in by the "deadline" set Friday.

The FCC's request for new logs was based on new definitions set forth in the Commission's report. Many of the broadcasters, however, asked for additional time before putting them in order.

Elliott Roosevelt's Sign For Transcription Series

Consumption of a deal whereby Elliott and Faye Roosevelt will market series of 15-minute open end transcriptions, titled, "Elliott and Faye Roosevelt At Home—Brady Pack," was announced yesterday by Ray Green, producer. First of the series will be made live with William Henry of their house guest, Jim Abercrombie, who will handle the announcing and the script.

Plan For Daylight Time Developed by ABC Web

American Broadcasting Company has adopted a plan, which, during the 22 weeks of Daylight Saving Time, will maintain its programs in all time zones at the same time the hour is turned round. The plan, which ABC will put into operation when Daylight Saving Time begins, will be announced.

Early Bird

Art Ford, WNEW's "Momma's Milkman" jockey, was probably the first perpetrator of an April fool this year. At 12 midnight Sunday, Ford opened his program with Martin Black's theme on the "Make Believe Ballroom," thereby confusing listeners and ended his stunt with the inevitable "April fool, folks!"

FCC Officials Shown RCA And CBS Video

Eighteen members of the FCC, including acting-chairman Charles Denney, made a television inspection tour to Princeton, N. J., and New York yesterday for the purpose of viewing developments in black-and-white and color television.

In Princeton, guests of RCA they viewed present day black-and-white and color television, using five models.

Dick Pack Rejoins WOR; Oppenheim In New Post

Richard Pack returns to his position as publicity director of WOR, New York, after three years of service with the Army Air Forces. Charles J. Oppenheim who served as head of the department during Pack's absence, moves to the newly-created post of Director of Exploitation, and will concentrate on agency contracts.

Objects To Inclusion Of Video Industry In Ban On Building, To Aid Veterans; Cites Employment, Entertainment

Business Increase For 50 Kw. Stations

Washington Bureau, RADIO DAILY

Washington—Total set sales reported by the 50 standard broadcast stations of 50 kilowatt power located in the United States for the year 1945 amounted to $80,515,658. Preliminary reports submitted to the FCC this was an increase of 4.3 per cent over the 1944 total of $80,020,000. Forty of the 53 stations reported in.

Award Dates Set For CCNY's Entries

Entries from 110 stations, networks and agencies in the U. S. and Canada have been received for the Second Annual Radio and Business Conference sponsored by CCNY's School of Business and Civic Administration. The conference is to be held April 30 and May 1 at the ABC, in five sessions to be concluded.

Trammell, Witmer Speak At NBC Meet On Coast

West Coast Bureau, RADIO DAILY

Hollywood—Niles Trammell, president of NBC, opened the network's three-day stations meeting here by emphasizing that "despite the war" the business can flourish.

First Philippine Radio Web Plans To Link Six Stations

The first radio network in the Philippine Islands, with outlets in the five principal cities, is expected to be in operation by Jan. 1, according to Norman Paris, former ABC correspondent. The new system will carry music and news from Manila and is expected to begin operation July 1. Power will be 1 kw, AM with simultaneous transmission on 1 kw, FM and 3 kw, shortwave. The other five outlets, each with 1 kw output, will be in Tacloban, Iloilo, Cebu, Davao and Zamboanga.

Commission May Release Set-Mtx. Poll Tomorrow

Washington Bureau, RADIO DAILY

Washington—The FCC will release the results of its poll of radio manufacturers tomorrow, with the set activity this year expected to be quite low.

Canada Viewpoint

Montreal—While the United Nations Security Council meetings are being held at Hunter College in New York City, shortwave transmitters of the CBC international service carry the voices of delegates to all parts of the world. Canadian commentators will give daily reports from a Canadian point of view. Many of these will be heard also in Canada.

(Continued on Page 10)

www.americanradiohistory.com
Coming and Going

EDWARD TAWLINGTON, commentator and ad-
vertiser on KRDJ, Dallas, has moved to the
KNWX, Dallas, where he is now handling national
station meetings.

RADIO DAILY
Price 10 Cts.

FRANK BURKE . . . . . Editor
MARVIN KIRCH . . . . . Business Manager

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FINANCIAL

NEW YORK STOCK EXCHANGE

[Stock prices and related information]

William B. Miller Named Assistant Mgr. of WEAF

William Burke Miller, recently returned after
three years overseas with OSS, and former public service
and war program manager of NBC, has
been named assistant manager of
WEAF. It was announced yesterday by
James M. Gaines, manager.

Miller: a former Pulitzer Prize winner
in journalism when he was on the
staff of the Louisville Courier-
Journal, joined NBC in 1927. Three
years later he organized the network's spiritual activities
department and in 1938 he set up NBC's night
radio program which provided a functioning organization
outside of business hours.

Dick Pack Rejoins WOR: Oppenheim In New Post

(Continued from Page 1)

ENGLISH · JEWISH · ITALIAN

National Advertisers consider WEVD

a "must" to cover the great Metro-
nopolitan New York Market.

Send for WHO'S WHO on WEVD
WEVD - 117 West 46th Street, New York, N. Y.

MAY 5000 WATTS 1330 KC.

W I T H

IN BALTIMORE

TOM TINLEY, President

REFRENCHE RecORDINGS IN Chicago

L. S. TOO GOOD RECORD CO.
723 N. LA SALLE ST., CHICAGO 1, CENTRAL 5757

Puppies is a puppy. And whether
be likes it or not, he's not going to
have any fossils if Pee Wee, a monkey
with motherly instincts, can help it.

Adopted soon after he was born,
now even Puppies' 'real mother can't
approach him.

Pee Wee's got the right idea. Search . . . search . . . search and
you'll find.

Research is an important factor
in radio time buying. But down here
in Baltimore we can save you a lot
of time looking up the facts about
this sixth largest market.

Outside sources have proved that
W-I-T-H, the successful independent,
produces more listeners-per-
dollar-spent. And don't forget this
is a five-station town.

Facts are available to prove that
W-I-T-H is the buy in Baltimore.
First Double Winner of a Peabody Award

"AMERICA'S TOWN MEETING OF THE AIR" wins coveted medal as the outstanding educational program of 1945.

ABC American Broadcasting Company
SOUTHWEST

This "Studer Street Reporter" heard daily over KABC, San Antonio in the person of George T. Case, program director, has made the first of a series of wire-to-wire interviews which were later transcribed and sent to England for use by the BBC. Airings were interviews with English War Bride who have come here to their husbands. Programs also feature the first meetings of the "San Antonio War Brides of England Club."

Tommy Reynolds, following his discharge from the Army has returned to his old post as chief announcer for KABC, San Antonio. A. J. Zoblowsky also received his discharge from the Army and is back at his country department post.

In a direct line from the U. S. Weather Station at Love Field, WFAA, Dallas, will broadcast a forecast of the weather each day Monday through Saturday by A. H. Hamrick.

The Army Store of Fort Worth sponsored a daily half hour afternoon broadcast of the rodeo held at the Southwest Stock Show held at Fort Worth over KGRK, Fort Worth, Monday through Friday. On Monday and Wednesday a full hour of the evening show was aired.

A partnership of Lawrence M. Walsh and Frank Wilson, Jr., has been formed as the Gonzales Broadcasting Co., which has applied to the FCC for a standard broadcast station to operate on 1460 kilocycles with a power of 250 watts full time, at Gonzales.

Pat Flaherty, former NBC announcer in the Pacific and a former field director there for the Red Cross is now back in radio and is being heard over KPRC, Houston, as newsreader and sportscaster. Prior to his army service he was sportscaster for WAYT, San Antonio.

WOW Orders Equipment, Prepares For Television

(Continued From Page 1) advisor, indicating the possible inauguration of television by the end of the year.

Transmitter site has been selected atop the Blackstone Hotel and the station has been promised transmitter delivery by next fall, pending FCC approval of the outlet's application which was filed in May, 1944.

Two image orthicon portable cameras and associate equipment has been ordered from RCA for delivery June 1. An extensive training program for staff is planned when the equipment arrives.

Manhattan Memoranda...

- Today will decide the late of the R. Volpe show, with P & G execs in a huddle out in Cincinnati... Deciding to give her "Detect & Collect" a brooder comedy format. Mildred Fenton brings in Leo Lash, the Movietone News clown, as soon starting this week. The new gag around NBC. Herbert Tower's back-and Kenny Delmar's got him...
- What network told his remaining soap opera sponsors to get better or get off? Newest angle now is to adopt best-sellers for the air. Margaret Mitchell has been approached for scripting of "Gene With The Wind" in daily doses.
- Beaulieu Michael G. Ames new radio ed of Pic mag... NBC has assigned a cordon of studio guards to protect Rob's Merrill from the frantic Robber sexters... Col. Calloway, approached for a donation to a home for aged colored folk, said: "Make it a home for old people of all colors and I'll triple my donation..." Jerry Devine's audition record of his new choral director, "Mendelsterg," is a pipero... Harry wismer back in town after 6-week trip with the ball clowns in South... who has he met Mel Oet, Lee Ryan, Bob Fuller and Happy Chandler on his show as guests...
- Fortune magazine establishes radio production dept... Johnny Olson's "Ladies Be Seated" switching to ABC's newest playhouse, the John Golden Theater.

Give To Conquer Cancer

- Insiders are getting a chuckle out of this: It seems that a sponsor of a major show is pushing a singer who he feels has terrific talent. The fact that most of the network execs don't agree with Mr. Big fails to chill his enthusiasm in the least. It's the singer's first opportunity and the sponsor feels that in order to get a build-up he should also do some sustaining spots. "Altoh" he has this commercial, the nets refuse to give him any sustaining time. They contend he isn't up to their standards!

Give To Conquer Cancer

- Millen Berle, who has been taking home over $80,000 for the past few weeks at the Carnival, will increase that sun Wed. when he guest on Hildegarde's show. Lauritz Melchior will be his foil on the show... Cass. Boyer in town to work on plans for a new air show... Radio vets of World War II flocking to join the new Press & Radio chapter of American Veterans Committee... Bob is interested in a new quizzie by Hal Wallis' publicist, Irving Zusamm... Jack Black starting his 3rd year as WPAI's featured disc jockey... Aside to Paul Murray: Did you know that Gene Hamilton used to be a usf movie director for the Army Signal Corps? And don't forget those wonderful "Lower Basin St." stances which he encored and produced... Fat Kirkland, Nancy Carroll's talented daughter, a new addition to "Veggie Lady..." Bill Gerber's "Count Fair" receiving "This Month" radio citial... Louis Cowan's 1st show will be "Muder At Midnight," a half-hour open ender released by World... Credit for the improved Jimmy Edmondson script goes to Marty Row... and Len Stron, recommended: Joan Edwards satire on the Hit Parade—a medley penned by her p.a. Lyn Duddy... With so many comics lifting material from that mag, Lionel Hampton says they oughta call it "Readers Digest."

Give To Conquer Cancer

- Ask any stage director or producer what he thinks about radio performers and he's likely to tell you if he's honest, that radio destroys the art of acting. Since only the voice is used in radio, they claim it tends to immobilize the body, resulting in awkwardness and stiffness on stage. However, what we started out to say was that a group of radio actors and actresses are out to debunk this theory in an Equity Library production of "Coquette" this week at the Hudson Park Library. They have invited drama critics, play producers, directors and agents. Well, we shall see.

Give To Conquer Cancer

LOS ANGELES

By RALPH WILK

COMEDIAN JACK KIRKWOOD will send 250 copies of his forthcoming gag book, "Give Me Air," aspiring young comedians throughout the country who have been corresponding with him on the subject of comedy for several months.

Ted Steele, KMPC musical director, is looking for a large amount of liaison work which to resume his radio show. Small animals for scientific research on allergies, diseases and vitamin deficiency. He begins work during the war.

Joe Kearns, frequent performer on the KJH-Dom Lee's "Theater of Famous Radio Players," plays such a focal organ between script readings that the cast has a hard time getting down to the business at hand at rehearsals. Jack Meikle, "Glitterlady" and "Rarit," re-organized, composed original score and conducted the orchestra for the new radio show. Auditioned at Mutual last week, it is titled "Dominion, Double, Queen." starring Donald Crisp.

Herb Lamb's 35 mm. live-action 3-D film, "Play Ball, Son," as well as an animated Telefunken portrait in color, were screened two days for Hal Bock, NBC television head, who approved both films as excellent video subjects and is making arrangements to televise them out of New York via NBC.
FOR THE FIRST TIME...

stars of Hollywood and Broadway, fascinating personalities in the news and from the fields of art and literature—in absorbing dramatizations . . . .

FOR THE FIRST TIME...
a transcribed program that is Localized for the individual station through the new Exclusive CUE-IN technique . . .

STAR TIME

STAR TIME is sales time for every 15-minute period this program is on the air.

Here is a show that brings the big names—stars of the stage and screen, well-known personalities in the fields of art and literature—to the local station . . . provides intimate closeups of these glamorous figures in absorbing 15-minute transcribed dramatizations; once a week, for 26 weeks.

Additionally, through the new "Cue-In" technique, the transcribed star is interviewed by a local microphone personality on the local station.

"Cue-In" is the new program technique developed and perfected exclusively for this new type of transcribed program. With "Cue-In" the local personality, the familiar local voice, becomes as much a part of the show as the star.

Only with "Cue-In" can you localize and personalize such a "name" show. Only with "Cue-In" can you make a "name" show "at home" on the local station broadcast. In fact a "Cue-In" program, such as STAR TIME, is so adaptable to local operation that it can be incorporated into an already established program across the board.

Yes, on its own, or as part of an established across-the-board program, STAR TIME will build "audience" for the local or national advertiser.

Write, wire or telephone for complete information. The program is exclusive to one station in any market.
All-time stars of the sports world brought to the local station for the first time in thrilling 15-minute dramatizations, on transcription

WITH THE MAGIC "LOCAL TOUCH" OF THE NEW EXCLUSIVE CUE-IN TECHNIQUE

SPORTS STAR SPECIAL

SPORTS STAR SPECIAL is a "star" parade of all-time, great names that blaze across the sky of the sports world.

These "great" are brought to the local listener in a new thrilling series of 15-minute transcribed dramatizations . . . re-telling their own great moments in sports and their rise to fame.

The show is brought home to the individual station through a new, exclusive program technique called "Cue-In".

"Cue-In" is the open-end transcription grown up. Developed and perfected exclusively for this new type of transcribed program, it solves the old advertiser—station problem of localizing and personalizing a "name" show for local station use.

With "Cue-In", the local sports commentator becomes a second personality on Sports Star Special. Each program brings his familiar voice to the listener along with that of the star.

To the national and local advertiser alike, who want a "name" show in the local market—without losing the "local touch"—here is the answer. It will build "audience" by itself or as part of an established across-the-board sports show. There are twenty-six programs available for broadcast once each week.

If you haven't already done so, write, wire or telephone for complete information TODAY. An audience-builder, a real sales-winner, SPORTS STAR SPECIAL is exclusive to one station in any market.
suspense-filled stories of outstanding news reporters in gripping dramatizations...

SPECIAL ASSIGNMENT

Oliver Gramling—editor, author and authority on news—presents each program.

Fiction's most fabulous characters run a poor second to the casual, curious, ever-probing reporter with a developed sense for ferreting out the unusual. Time after time these men cover news stories of adventure or intrigue that—for weird, suspense-filled adventure—will top the "best" of the most imaginative writers.

SPECIAL ASSIGNMENT, a 15-minute program, is based on the carefully-selected, fascinating experiences of outstanding news reporters from everywhere. It is a spellbinding composite of adventure, mystery, intrigue and action.

Brought to the listener by Oliver Gramling, each of the 26 episodes of this exciting series features a different reporter and tells his compelling story in an exciting, gripping 15-minute dramatization. Mr. Gramling's vast fund of unusual, out-of-the-way news stories is brought to the listener for the first time in SPECIAL ASSIGNMENT. His presence on the program lends authority, and the glamour of news to this thrill-packed show.

Here is a transcribed program with wide appeal—a program that embodies everything the advertiser needs to build "Audience" and "Sales". A background of exceptional writing, fine production and stellar casts assures a program of consistent high standards.

If you haven't already done so...obtain complete information today. The program is exclusive in each market.
THE CLIFF EDWARDS SHOW

localized with sparkling continuity

IT'S TRIPLE HARMONY ON THE "SOLID" SIDE

1. New, special arrangements of all-time, all-American favorites... great hits that will live forever.

2. Four sensational swing musicians—piano, string bass, guitar and vibraharp.

3. The new Cliff Edwards—"the man of many voices."

There is magic in the Edwards voice. He doesn't just sing a song. His "Singing in the Rain" is like walking through a summer shower. His "Jiminy Cricket" changed a pest into a delightful little fellow. Even the former loved his "Black Crow" interpretation in Dumbo.

This new show is an extensive library of all-time, all-American favorites; with distinctive arrangements by a master arranger. Cliff Edwards' incomparable singing, plus the swingtime magic of a sensational instrumental quartet, sets the youngsters to jumpin' and the oldsters to stomping... as he wraps them all in scintillating rhythm.

In this new library, smart continuity and recorded theme, makes for a sparkling program. You put the commercials where you want them and the local announcer makes this show "at home" in the local market. There are 260 quarter-hour programs available—licensed annually.

Capture two markets: one, the market represented by established Cliff Edwards fans; the other, represented by millions of youngsters.

BRIEFING THE STAR
Hollywood Star—has appeared in 103 motion pictures.
Stage Star—14 Broadway shows.
Vaudeville Star—has played every important theatre in this country and Canada and made four European tours.
Recording Star—His record sales hit an all-time high of $1,000,000 in less than three years.

Write What You Need

PRESS ASSOCIATION

55 W. 57th ST., NEW YORK CITY
RADIO DAILY

Philippine Is. Network Sets Outlets In 6 Cities

DONALD COOK, who for the past two and a half years was associated with the Canadian Army, has formed the Donald Cooke, Inc., radio representatives, with offices in Chicago and at 220 Fifth Ave., New York. Prior to entering the Canadian Army, Cooke was affiliated with W. G. Rameau, with CKER and other Canadian stations.

GEORGE ZACHARY, radio director and producer for network and commercial shows, has been signed by Kenyon & Eckhardt, Inc., to produce the Summer edition of the Ford Sunday Evening Hour series from Hollywood, beginning June 30. Zachary was recently discharged from the Navy with the rank of lieutenant, having handled much of the Navy's radio work from the Pacific Theater.

Added Time Given For Program Logs

(Continued from Page 1)
Tele Group Protest On CPA Building Code

(Continued from Page 1)
the resolution presented to the industry is "deeply concerned with the extent to which Order 1 is applicable and pointed out that during the past five years the CPA had been hampered by the requirements of the war program and it "desires to prevent the imposition of further obstacles to its development." In its present form, the order "will further retard the development of the television industry and will seriously jeopardize the future of television at a time when the future success of the industry depends upon its ability to proceed without any more delay," the resolution stated.

The organization further advised the CPA that "manufacturers of television transmitters and equipment are dependent upon the construction of television stations and studios" and that enforcement of the order as presented constitutes "will seriously jeopardize the investment of manufacturers of television transmitters and related products." Additionally, it was noted that the order "therefore is not consistent with the public interest."

New Daily Program Series Opens On Columbia Web

A new series titled "In My Opinion," aiming to present the opinions of important persons in the field of sports, science, public affairs and journalism, made its debut last night over WABC-CBS (11:15 to 11:30 p.m. EST.) Series will be heard at that time seven times weekly.

On Monday and Thursday, the program will feature Journalists; Tuesdays, science discussions; Wednesdays, reports from CBS newsmen; Friday, "Report From Washington"; Saturday, sports; Sundays, "A Report From the UNO."

Tom Paine Drama On CBS

A dramatization of the work of Thomas Paine in the American Revolution will be aired on CBS "American Portrait." Saturday as part of the Army Day observance, 8:15-8:45 p.m.

SALES DOLLARS TRAVEL FAR •

Ben Judy, ....when you
GEN'L MGR., use them or
WIBW
The Voice of Kansas TOPEKA

NOW
THE FIRST
MAJOR IMPROVEMENT
in radio facilities in years
FOR
MINNEAPOLIS - ST. PAUL

5000 WATT* DAY and NIGHT
WLOL
MUTUAL—BASIC

Located between NBC and CBS on the dial
NORM BOGGS
General Manager

FCC Officials Shown RCA And CBS Video

(Continued from Page 1)
continuing on to New York the Commission members were shown RCA development of color television presented with films and slides. Present at the various demonstrations in addition to acting-Chairman Charles Denny were: Commissioner Clifford J. Durr; Paul A. Will; R. C. Wakefield, E. K. Jett, nominee Rosel Hyde, assistant general counsel.

Other FCC officials included William Witton, chief at Columbia, the broadcast division; Norman Gesen, former assistant to ex-Columbia James L. Fly; Chief Adair, chief engineer; John Willoughby, chief, assistant, broadcast division; Caric Plummer, television engineer; William Norfleet, chief account executive; William Boese, James Barr, Vic Simpson, Cyril Braun, engineers; and Henry Plutchik, assistant general counsel, and Alfred Guest, FCC New York attorney.

Jenitzer Returning

Maria Jenitzer, celebrated star of the opera, will resume her professional career in a concert at Carnegie Hall, New York City, on April 15. Miss Jenitzer is the widow of Waring Sneeley, film producer.
Daylight-Time Plan Developed By ABC

(Continued from Page 1)

me goes into effect on April 29, has been developed and projected upon the Monday through Friday operations of the network by Charles E. Pend, vice-president of the network. The operation involves the acquisition of ABC and Hollywood, and concomitant recording and rebroadcast of programs at the proper hours of the network. Certain Saturday and Sunday programs will be handled in the same manner. The mechanics of the plan follow:

1. Eastern Time Zone stations will be on Eastern Time Zone Stations and recorded at the same time for playback an hour earlier in their respective time zones by Central, Mountain and Coast stations.

2. Coast Zone Time stations will be on Eastern Time Zone Stations and recorded at the same time for playback an hour later in their respective time zones by Central, Mountain and Coast stations.

3. In addition, a few stations in the Eastern Time Zone which remain on Standard Time will carry the programs live on an hour earlier locally.

ABC is negotiating with both AFM and the AFRA to permit the carrying through of the plan.

The Three Stars To List Of UTWAC Show April 11

Ray Bolger, stage and screen star currently appearing in "Three To Make Ready," Judy Holiday of "Born Yesterday," and Petina of "Song of Norway" have been added to the list of stars who will appear as guests on the Radio Executives Club and participate in the ceremony marking the conclusion of the United Theatre War Activities Committee on Thursday, April 11, at the Hotel Roosevelt in New York.

NEW YORK — Betty Barclay, the "I'm a Big Girl Now" vocalist with Sammy Kaye's orchestra, will guest on the WIN "Gloom Diggers" program today. Yvette and Larry Douglas, who guested as singing stars on the WIN series last week, will play a repeat engagement this week. Working in conjunction with the New York State Youth Commission, WINS has inaugurated a new series directed toward the parents on the juvenile delinquency problem. Series which be began last Thursday, incorporates round table discussions of the problem and highlighted incidents, with particular emphasis being given to the home as the basic stop gap... Rose Palmer, dramatic soprano, will again be featured on the "Young American Artists" program April 4, at 1:30 p.m.

MISSOURI — St. Louis--The Joe Schirmer Trio, who recently terminated a lengthy engagement at the Hotel Chase, has been added to the KWK musical staff which now consists of the Jack Conner Trio, the Roughies, the Coon Creek Boys and the Joe Schirmer Trio. Robert W. Nickles, having concluded three years of Army service, has returned to the KWK transmitting department.

KANSAS CITY—The Staley Milling Company's twice-daily farm broadcasts by Phil Evans, KMBC's farm editor, this month marks five years of continuous airing over the outlet. In recognition of the 2,600th consecutive program, KMBC officials joined with Staley executives in a luncheon at the Kansas City Club.

MASSACHUSETTS—Lawrence—"Sports News," a new program under the sponsorship of the Lawrence Baseball Club of the New England League and featuring all scores of the major leagues as well as interviews and highlights of the daily sports news, will begin over WLAW April 15, with Arthur Flynn directing the program. PITTSGIELD—Ray Dorey, former announcer and vocalist at WKBK and for the past three years associated with WNAC, has been appointed to the faculty of the New York Conservatory of Music as a voice coach.

HOLYOKE—As part of the fifth birthday celebration of WHYN, 30 staff members and relatives attended a party at the Hotel Rotor Smith with general manager Charles N. DeRose as toastmaster.

GEORGIA—Atlanta—WSB, the oldest outfit in the South, "South That Is," observed its twenty-fourth birthday March 15, and celebrated the occasion with a musical party containing songs, popular down through the years on the outlet's programs, one of which, "The Atlanta Journal Song," was used for the web's theme. John Maclean, former WHECohot, has been added to the WGSA announcing staff. Buddy Monson, recently released from the Marine Corps, where he sang for camps and hospitals, has been added to the WGSA music department...

When Bradford F. Crandall, Jr., WSB writer and producer, arrived home in Kansas City to witness the blessed event, he found that the stock had beat him to it. When he got off the train and got to the hospital, he found Jacqueline weighing in at eight pounds and feeling much better than he did after his long trip.

Award Dates Set For CCNY's Entries

(Continued from Page 1)

a dinner at which the awards will be presented.

There are six classes of awards: sponsors, agencies and producers; local stations; regional stations; clear channel stations; regional or intrastate networks, and national networks.

Dr. John Gray Peatman, associate dean of the college, is chairman of the awards committee which includes: William McIntryre, of Tide; Joe Koehler, of Billboard; Lawrence Hughes, Advertising Age; Eldridge Peterson, Printer's Ink; Bruce Robertson, Broadcasting; George Rosen, Variety; M. H. Shapiro, Radio Daily, and J. W. Davidson, Sales Management.

Send Birthday Greetings To—

April 2

Frances Carlin Terry Cooper
W. Arthur Bush Gary Stevens

now that the "Wraps are coming off...

watch Radio Mirror

WARTIME PAPER SHORTAGES kept many magazines "under wraps"...but even then, drawing showed up the real champions. Take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 92% of available copies within the first seven days on sale!

Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growing favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation.

Already its print order has been nearly doubled over wartime levels—a wallop of 425,000 for the April issue!
"... and I therefore am leaving the meeting."

—AMBASSADOR GROMYKO

... and the only stations in the entire nation to broadcast this dramatic moment in world history, direct from the scene of the Security Council session in New York, were WMCA, New York ... and Warner Bros. KFWB, Hollywood - the station that brings Southern California listeners complete UNO coverage exclusively ...

WARNER BROS.

KFWB

HOLLYWOOD

"The Nation's Outstanding Station for Public Service"
**BMB Budget $1,250,000**

**Receiving Shows Well Ahead—Mensner**

West Coast Bureau, RADIO DAILY
Hollywood—Clarence L. Mensner, BCC's vice-president in charge of programs, announced that, with spring a few weeks old, the network’s plans for summer replacement programs are now further along than at a similar period in company’s history.

"A few years ago we didn't know what the ABC's were going to be, but now we are hearing splendid agency co-operation, at only in buying a good summer's supply." (Continued on Page 5)

**Recruiting**

On Saturday—"Army Day"—WOB will convert its quarters into a temporary army recruiting station. An Army recruiting officer will be stationed there throughout the day and virtually every program throughout the day will devote some of its time to publicizing the campaign.

**Webs Will Originate Memorial To F. D. R.**

In observance of the first anniversary of the death of the late President Franklin D. Roosevelt, the major networks will originate a broadcast from Hyde Park at 2:30 p.m., EST, April 12, at which time President Harry S. Truman, Mrs. Eleanor Roosevelt and Secretary of the Interior Julius A. Krug will be heard. During the memorial broadcast, Mrs. Roosevelt will turn over portions of Mr. Roosevelt's Hyde Park estate which will be accepted for the Department of the Interior by Mr. Krug.

**Hawaiian Outlet Hit By Tidal Wave Disaster**

Incomplete reports from Hawaii indicate that KHBC, CBS-MBS outlet in Hilo sustained damages as a result of the tidal wave that struck the islands Monday. Damage to the transmitter and some studio equipment forced the station off the air for a short while, but broadcasting was resumed (Continued on Page 2)

**Final Week Of Subscription Campaign Finds Total Of 721 Stations Signed; Bureau May Solicit Regions**

Mr. Emily Holt, national executive secretary of AFRA since its inception in 1937, has resigned because of complaints voiced by some of the smaller stations in the union regarding the assistance they were receiving from the national office, it was learned yesterday. His assistant, Jocelyn Tong, resigned also.

A meeting of AFRA's national board of directors has been called (Continued on Page 5)

**ICA Seeks FCC Permission To Interview Repatriates**

Washington, D.C.—The FCC for permission to conduct interview with repatriates and issue of American servicemen coming to the United States aboard the airm liner, Queen Mary. Interviews, the FCC said, would be conducted (Continued on Page 2)

**Radio-Tele Course At Temple Via Co-Operation With WFIL**

Philadelphia—Courses in radio and television will be added at Temple University through a co-operative arrangement worked out with WFIL. Roger W. Clipp, general manager of the station announced yesterday.

Arrangements for the new four-year course were completed by Dr. Robert L. Johnson, president of Temple; Walter H. Annenberg, president of the Philadelphia Inquirer, owner of WFIL, and Mr. Clipp. The radio station will equip studios and laboratories for classes to begin in September. The four-year course will lead to a bachelor of science degree major in radio, and elective courses will be offered to all university students.

Dr. Johnson, in accepting the WFIL proposal, declared it "a duty of educational institutions and of the radio-television industry to have a constant (Continued on Page 2)
COMING AND GOING

WILLIAM A. SCHUDT, JR., Eastern division manager for CBS, has returned from Cincinnati, where he addressed a regional meeting of the NAB.

R. H. MASON, manager of WPTF, Raleigh, has left New York for his Carolinas headquarters following Rockefeller Center conferences with officials of NBC.

ROBERT SAUDEK, director of the public service department for the American Network, went to Washington, D.C., by plane yesterday. He'll return today.

HOPE H. BARROLL, JR., executive vice-president of WBBR, American network affiliate in Baltimore, Md., paid a call yesterday at the offices of the network.

M. WILMER, promotion and publicity director of the Chicago Oprah Opera Co., is back in New York following a trip to Hollywood and Chicago.

CRAIG EARL, "Prof. Quiz", FRANK SMALL, ED FITZGERALD and JIMMY APPEL have returned from Atlantic City, where they did a series of hospital shows.

ALEX KEES, manager of Taylor-Howe-Snowden Radio Sales, has arrived in town from Amazone.

SOMMY KAYE, the "I've Only Just Begun to Love My Wife" singer, is in Springfield, Mass., where today he will broadcast his ABC program from WSP, FRED HEIDER, writer and SOMMY KAYE, producer, are accompanying Kaye on his current tour.

RICHARD WYCKOFF, statistician of Broadcast Measurement Bureau, has returned to New York from Chicago.

A. J. COOKE, program manager of WOY, Scranton, has concluded a brief visit to New York City.

LEONARD KAPMER, president of WCAU, Pittsburgh, conferred in New York recently with officials of ABC.

GERSH KRAIMER, who has been doing a radio-station survey for clients of The Joseph Katz Co., is now in Chicago, having completed his work in the midwest and northwest, and now is developing his attention to the central area.

WILLIAM T. LANE, general manager of WABC, has spent the past week in the New York offices of the world.

BARNEY CRAMSTON, director of the co-operative program division of ABC, has returned from a business trip to Chicago.

SAMMY KAYE, the "So You Want to Lead a Band" maestro, is in Springfield, Mass., where today he will broadcast his ABC program from WSP, FRED HEIDER, writer and WILLIAM LANE, producer, are accompanying Kaye on his current tour.

COMMENTS ON RADIO ALD IN N.Y. RED CROSS DRIVE

Assistance of all studio personnel, and the wholehearted cooperation of everyone in the field made it possible for us to tell the world that the Red Cross still has a big job to do for millions of GIs still in service, and in hospitals, in addition to its regular peace-time activities.

"To the many people who participated in our radio effort," added Mr. Stater, "we want to express our grateful appreciation. It was an important job well done—thanks to them."

ADD RADIO-TELE COURSE AT TEMPLE UNIVERSITY

(Continued from Page 1)

RCA Seeks FCC Permission to Interview Repatriates

(Continued from Page 1)

RCA Seeks FCC Permission to Interview Repatriates

The Commission has granted RCA authority to conduct transmission tests between land stations and the British ship.

HAWAIIAN OUTLET HIT BY TIDAL WAVE DISASTER

(Continued from Page 1)

resumed yesterday morning and pickups from KMBW were heard over CBS at 8 a.m. and over MBS at 10 a.m. RIV, the NBC outlet in Honolulu, was not damaged, and reports from the outlet were aired on the web's News of the World spot on Monday night, and on the Tuesday morning round up. In addition, NBC last night aired a report by Alvin Ramstead, of KFIR, Palm Beach, Alaska, which was also hit by a tidal wave.

FINANCIAL

(Tues., April 2)

NY STOCK EXCHANGE

High Low Close Chg
Am. Tel. & Tel. 100% 100% 95 10 5
CBS A 44 44 43 1
Farnsworth 16 16 15 1 2
Gen. Electric 47 47 47 0
Philco 27 27 27
RCA 16 16 16
RCA First Pfd 94 94 94 0 3
Standard Oil 77 77 77 1
Westinghouse 24 24 24 2
Zenith Radio 13 13 13 0
W. Over the COUNTER

New York
cable
wired
WACO (Baltimore) 94 95 95
WJ (Baltimore) 36

thirteen FM Stations Okayed by Commission

(Continued from Page 1)

Ing Co. WMLT, metropolitan, possibly rural; Mt. Vernon Radio and Television Co., metropolitan; Donald A. Burton, WLBK, metropolitan; Kingsley H. Murphy, KSRO, metropolitan, possibly rural.


WITHIN YOUR REACH

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

W-I-T-H

and the FM Station WJXMB
IN BALTIMORE

TOM TINSEL, President
REPRESENTED BY HEADLEY, R.
Here we go again!

A lot of canvas has been put up and down, as the saying goes, in more than three-quarters of a century since Phineas Taylor Barnum started into circus business on a major scale and in the sixty-two years since the Ringlings began making history at Baraboo.

And a lot of words have been aired about the Big Show by its friends of the ink and the ether. Elephants can't eat words, but the confidence which radio men and women have displayed in this grand old American institution through the years has put a lot of hay in front of these elephant picket lines.

The 1946 edition of The Greatest Show on Earth opens this week in Madison Square Garden. Once again we look forward to the long, winding road of the red wagons because its trail is marked with friendships old and new and yet to come.

RINGLING BROS AND BARNUM & BAILEY

Radio Department
Bev. Kelley • Frank Morrissey
Walking The Main Stem. . .

- Latest Crosby flash is that of Bing Crosby is about to consummate a big deal with the American Network. This week it's the way the insiders see it. . . Gable's 1st radio shot will be on the Lux Theater with no date signed as yet. However Lux is celebrating its 10th year in Hollywood come June, and Gable, who was on the initial booking, may be used on the only show. . . Bob Hope's replacement will be "Man Called X" with Herbert Marshall. From here it looks like Edw. Everett Horner will go on for Kraft again in the summer. . . Geo. Jessel getting 7 G's weekly for another of his farewell-to-the-stage appearances set for the Roxy in May. . . An auto firm, anxious to bask in Melchior and Berlin as a radio team, will have its execs in the audience tonight when the pair appear on Hildegard's show. . . NBC will present a dramatization of the life of FDR on April 20th, first anniversary of his death. . . Dave Levy in town from Washington for a drive with Tom Lewis on possible return to Y & R. Meanwhile he has several agency bids for his new quiz. "Chance of a Lifetime." . . Chicago flacks very happy with four of the five papers out there now running daily radio columns. . . Carl Prissen, who rakes his own air show, may go on for a perfume manufacturer shorty. . . Ken Roberts tosses off his 16th year of network announcing and emceeing next week. . . Perry Como taking Supper Club maestro, Lloyd Shaffer, with him to the coast. . . CBS readying a show for Mazzie Rosenblum and Moxie Baer.

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Summer Ford Program Debut From Hollywood

The Summer edition of the Ford Sunday Evening Hour makes its radio debut from Hollywood via ABC network on Sunday, June 30, from 8 to 9 p.m. EST, with Alfred Drake, star of "Oldtime Candid Camera" as host of ceremonies.

No Dead Chimneys in WJPA area...

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel coal, pottery, clay products, chemicals, and glass, NO RETRODING NO RECONVERSION. There are 417,000 SPENDERS in Southwestern Pennsylvania — SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write Joseph Bassham, McCollum, Los Angeles, San Francisco, New York.

WSTV - Steubenville, O.
WFPC: Atlantic City, N.J.
WXNY - Kingston, N.Y.

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WYDEL

Wilmington Delaware

Sells

Assures advertisers a greater listening audience than ever before — covers prosperous Delware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS

Day and Night

NBC Basic Network

Represented by

RAYER

---

Ad Men Like Color Tele,
Stanton Tells FCC Execs.

(Continued from Page 1)
black-and-white, Frank Stanton, CBS's
president, told members of the FCC at a
color demonstration in New York
Monday.
"It is one of the most amazingexcep-
tions I have ever had to deal with,"
Stanton said. "You cannot compare the
old exhibits to the new exhibit. The
colored images are so much more
realistic than the black-and-white
ones. The new exhibit is a great
step forward for television."

Hoge Gets Promotion
With NBC In Chicago

Chicago—Eugene M. Hoge has been
named assistant manager of the
Washington advertising department of
the New York office, succeeding
William W. Weddell, it was announced
this week by Paul McClure, manager of the
department. Weddell resigned Mar. 1
to become vice-president of the Leo
Burnett Co.

"Radio Alphabet"
Publication of a book covering
terms used in radio and television
was announced yesterday by the
Columbia Broadcasting System. The
book, titled "Radio Alphabet," is
published by Hastings House.

Live Tele Series Set
For New WABD Studios

(Continued from Page 1)
Hutchinson, and sponsored by McEl-
roy's Macaroni Products, it was an-
nounced yesterday by Walter Ward,
vice-president and general manager of
the company. The program will
begin May 22 and will be held at the
Alvin Theatre.

Ross Federal Research
Corporation

Sixteen years of re-
putable and efficient
service to national
advertisers, agencies
and radio stations.

Executive Offices
18 E. 48th Street
New York 17, N. Y.
**COAST-TO-COAST**

**OKLAHOMA—** Muskooger—Paul A. Brucher, a member of the Phoenix Times-Democrat editorial staff for the past nineteen years and managing editor of the two papers since 1939, also associated with KBIX since its inaugural broadcast on May 1, 1939, has been named manager of the outlet, it is announced by Robert B. Bishop, Jr., president of the Oklahoma Press Publishing Company. Brucher, for the past few months has been acting as station director, devoting a great part of his time to station management, in addition to his duties as managing editor of the two newspapers. ADA—Betty Hughes, Kayo's promotion manager, is back at her desk after tonsillectomy.

**CONNECTICUT—** New Haven—In a drive to interest Greater New Haven children in reading, stories especially designed for them, WRHC is presenting a thirteen-week series of transcribed programs in cooperation with the Board of Education, New Haven Free Public Library and the Junior League of New Haven, entitled "Books Bring Adventure." Records are produced by the Association of Junior Leagues of America, Inc. ... Hartford—The Hartford Courant recently prepared a feature article on their recent mobile interview program on WCTR. ... Major Robert Provan, former WDRG announcer, has received his release from the Army Air Force after three years service and has returned to the outlet as promotion manager.

**INDIANA—** Fort Wayne—"Tri-State News" heard Mondays, Wednesdays and Fridays, and devoted to the coverage of area news, has accomplished a great deal for WFWO by informing listeners that WFWO and a Fort Wayne station, but a 10,000-watt serving sixty-four counties in its primary area. Supplied by "The Tri-State News," and to provide "local color," Sam Gifford, producer and announcer of the program, is conducting a series of interviews with newspaper editors and other personalities of the tri-state area. ... The Kiwanis of Fort Wayne, recently honored Coach Mendenhall and the Central High School basketball team at a special luncheon at the Fort Wayne Athletic Club. A transcription of the final game of the season as described by WOWO sports-caster Aillard Gates was presented to Mendenhall by Paul E. Mills, general manager of the outlet.

Send Birthday Greetings To—

Jane Barton
George Jessel
Peter Von Sweden

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**RADIO DAILY**

**BMB Subscriptions Total 721**

**With Revenue Of $1,250,000**

(Continued from Page 1)

... included over the weekend. Flans in respect to lining up regional networks throughout the country are presently under consideration, not are expected to be discussed at the next meeting of the board of directors.

By its March 1 meeting, the BMB board decided that because stations in NAS districts whose meetings did not occur until after April 1 would not have an opportunity to hear the BMB presentation prior to the deadline date, subscriptions would be accepted at any of the other BMB meetings. This may extend from April 11 through May 17.

The following stations have joined the BMB list during the final week: KRSO, Santa Rosa, Calif.; KHUF, Pueblo, Colo.; KTBW, Modesto, Calif.; KBUR, Burlington, Iowa; KFGR, Pierre, S. D.; KSAM, Huntington, Texas; WDSU, New Orleans, La.; WBAA, Lafayette, Ind.; KEYS, Corpus Christi, Texas; WMOG, Brunswick, Ga.; RSTP, Paul, Minn.; WEGO, Concord, N. C.; WHTB, Talladega, Ala.; WLDS, Jacksonvile, Ill., and WGR, Louisville, Ky.


New Promotion Company Formed By Two CBS Execs.

(Continued from Page 1)

CBS and Dorrance are director of production for CBS owned stations. They will relinquish their network posts next week in the interest of their new partnership.

The new firm will specialize in the preparation of high quality booklets and folders created to meet the demands of clients, and will assume all the functions of regular advertising agencies or public relations groups.

Dorrance, who has headed all pro-... (text continues)

**DuMont Demonstrates New Tuner For Telesets**

A new idea in tuning mechanism for television receivers was demonstrated this week by the Allen B. DuMont Laboratories at a joint meeting of the TIE and the Radio Club of Connecticut, the Engineers Club in New York, which will be standard equipment in all new DuMont tele-... (text continues)

**Author-Humorist Appears On WBBK Show This Week**

Chicago—Staff Sergeant Max Shulman, youthful author and humorist of the "Gibberish" and "Zebra Derby" is currently topping all best-seller lists, will appear on the Balaban & Katz station WBBK, here Friday, April 5 in a specially prepared program dramatizing parts of his book.

Start New Agency Service

Los Angeles—Announcing plans for a new service organization designed to represent New York and Chicago advertising agencies in the Holly-... (text continues)

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**AGENCIES**

**ALLEN ROBERTS,** formerly with the New York National War Fund, has joined Public Relations Associates as vice-president in charge of radio, Roberts served as director of radio and foreign press for the New York War Fund, director of radio, for the War Finance Committee, United States Treasury, and American Red Cross, New Jersey. ... RALF OBER, formerly of United Artists, will be in charge of press relations. ... (text continues)

**DONAHUE & COE, INC.,** has been named by the Brand! Theater Enterprises as their advertising agency effective immediately. This account will include all the advertising for such theaters as the Globe, G-O-Ham and Empire, as well as various other theaters operated by the Brand! organization. ... (text continues)

**DEVICE & REYNOLDS COMPANY, INC.,** announces the appointment of the Charles W. Hoyt Company, Inc., to handle the advertising and sales promotion programs for this manufacturer's nationally distributed lines of paints and related products for household and industrial use. ... (text continues)

**GOLDMAN & GROSS,** Chicago, has added Pat Carpenter to its copy department. Miss Carpenter formerly was copy writer with Sears Roebuck. ... (text continues)

**LANB, SMITH & KEEN, INC.,** Philadelphia, has been elected to membership in the American Association of Advertising Agencies. ... (text continues)

**Stromberg-Carlson Profit Is $708,326 For 1945**

Stromberg-Carlson Co.'s net profit for the year 1945 after tax provisions and reserve amounted to $708,326. It was revealed this week in the annual report sent to stockholders and signed by Dr. Ray E. Matson, president and Edwin C. Roworth, corporate secretar... (text continues)

**Baltimore's Listening Habit**

John E. Smiley, President
Gary R. Sanders, General Manager
T. W. JONES, Vice-President, Ad Sales, National Advertising Representative

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www.americanradiohistory.com
THE BOOK OF THE YEAR

Out Soon!
BILLBOARD AWARD!

WFBR GETS SPECIAL BOW FROM NATION'S RADIO EDITORS FOR "JUVE DELINQUENCY" PROGRAM UNCLE FRANK'S HOBBY CLUB

The wire tells Billboard's and the Radio Editors' story. The real story goes far deeper—first to WFBR's conception of a radio station's community responsibility—next to an understanding of Baltimore's problems—and last to a willingness to promote and finance Uncle Frank's Hobby Club as a public service.

This is typical of WFBR—Baltimore's only living, breathing Radio Station that attracts large studio audiences and crowds of daily visitors—the only Baltimore Radio Station that gives all the glitz our of Radio City in smaller replica.

Not just a spot on a dial, WFBR delivers the real Baltimore listener—the one who listens and buys.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
Plan 20 Million Receivers

Manufacturers Reporting To The FCC
See 60% Increase Over Pre-War;
Only Nine Per Cent For FM

MacyArthur Tonight
General Douglas MacArthur's
first radio address since the sign-
ing of the Japanese surrender in
Tokyo Bay aboard the USS Min-
scow will be aired tonight via
recording, by MBS at 10:30 p.m.
EST, and by WOR at 11:35 p.m.
General MacArthur will speak at
the opening session of the four-
nation Allied council in Tokyo.

UN-Delegates Dinner
Tonight At NBC-RCA

RCA and NBC will play host to a
group of distinguished leaders of the
United Nations' Organization at a
dinner meeting to discuss de-
velopment of closer co-operation for
the network's United Nation's Project
as announced some time ago.

Dinner will be held in the execu-
tive dining room of NBC with Brig.
Gen. David Sarnoff, president of
RCA, and Frank E. Mullen, vice-
president and general manager of
the network, acting as hosts to the UNU
dignitaries.

NBC's United Nation's Project an-
nounced in February by Dr. James

Report M-G-M Purchasing
'Sneak Preview' For Tele

Through the medium of a package
deal with the newly-formed Tele-
vision Guild, Metro-Goldwyn-Mayer
motion picture producers are reported

American Vets Group
Organize Radio Chapter

More than 100 members of the
American Veterans Committee Press
and Radio Chapter met at Freedom
House yesterday to set up radio, news-

Public Service

“Pulse of the People,” a new
recorded forum show, devoted to
the opinions of “the common man,”
bows in over WHOM Sunday, 5:05-
5:30 p.m. Program opens with a
two-minute discussion of a current
topic by moderator Charlie Janik,
who then takes the mike into the
street for a 15-minute period of
direct-to-camera interviews. The last five
minutes are devoted to a resume.

FCC Report Of Year’s Activity
Weighs Prospect Of Color Tele

Washington—There is “insufficient
information” available to give an
“okay” to color television, the FCC
said in its annual report submitted
yesterday to Congress. Reviewing the
controversy over “upstairs” tele, the
Commission said in its report:

“While the higher frequencies offer
the only opportunity for a large num-
ber of channels of sufficient width to
provide this form of television service,
insufficient information appeared to
be available upon which to guarantee
the prompt establishment of television
broadcasting in this portion of the
spectrum, it appears that it would
be some time before transmitting and
receiving equipment would be ade-
quately developed and standards
could be adopted for the establish-
ment of television broadcasting in the
upper frequency range.”

Summary of its activities during the

Anti-Petitto Bill Up Today
On Floor Of The Senate

Washington, D.C.—Baseball Com-
missioner A. E. “Happy” Chandler's
preview of the 1946 baseball
season before members of the
National Club of Dayton, Friday,
April 12, will be aired by ABC.
Chandler's address will be heard
over ABC immediately following
the network's 10 p.m. EST broad-
cast of the “Gillette CarvelSat of
Sports” boxing bout on that date.
It happen

AMERICA'S NO. 1 NETWORK
NBC, its Affiliates and its Advertisers have been accepting awards for some twenty years. A list of honors already received this year is typical:

ALFRED I. DUPONT COMMENTATOR'S AWARD
Lowell Thomas (Sun Oil Company)

ALFRED I. DUPONT STATION'S AWARD
KDKA (NBC Pittsburgh Affiliate)

GEORGE FOSTER PEABODY DRAMA AWARD
Edgar Bergen . . . and Charlie McCarthy and Mortimer Snerd (Standard Brands)

GEORGE FOSTER PEABODY MUSIC AWARDS
NBC Symphony Orchestra (General Motors)
Dr. Howard Hanson-Eastman School of Music
WHAM (NBC Rochester Affiliate)

VARIETY SHOWMANSHP PLAQUES
WLW (NBC Cincinnati Affiliate)
KOA (NBC in Denver)

VARIETY SPECIAL AWARDS
Bing Crosby (Kraft Foods Company)
Ralph Edwards (Procter and Gamble)
Duffy's Tavern (Bristol-Myers)

PUBLIC RELATIONS ASSOCIATION
OF AMERICA AWARD
America United (NBC Special Service Program)

Here is further evidence of critical acclaim as well as popular appeal.
Here is further expression of a great association:
NBC, its Affiliates and its Advertisers.
Manhattan in springtime is alive with new sounds and new sights. The big city seems to open its arms in response to the thaw of the season and its people come out to play.

This nostalgic atmosphere of the world's music capital is sprinkled throughout the new NBC Theater releases. Tunes by the Novatime Trio, latest group to enter the library, have the freedom of a new-born rose petal. And despite the more serious character of the Serlo Concert Program, this innovative orchestra under the guidance of Max Hollander dots its eighth notes with a glint of sunshine.

Yes, there's a lift to the springtime melodies of Theatrenews... and 275 subscriber stations are either telling us so, or silently applauding the new music in America's No. 1 Musical Program Service. Dalton Elton, production manager of CJCA, Edmonton, Canada articulately expressed his opinion:

"Please accept my sincere congratulations on your last Theatrenews release.

"The disc quality and the splendid reproduction of music is superb. In particular, I would like to congratulate you on your good work with the 'Novatime Trio' and the piano pickup on 'Music of Manhattan.'

"I should also like to say that Patty Dugan with the 'Jumpin' Jacks' is a very terrific little vocal trio, and we certainly use more of both Miss Dugan and the excellent instruments of the Jumpin' Jacks!"

"Once again, congratulations on a splendid release."

We accept those spring bouquets graciously, Mr. Elton. As production manager of one of Canada's most progressive stations, and one intimately acquainted with local programming problems, your opinion reflects that of many other informed radio men throughout the Dominion and the United States.

South Of The Border!

- - - Lloyd "Bucky" Harris, radio chief at Grant Advertising Company's Mexico City branch, is the wizard of the watch-and-listen in Mexican radio studios. He remained for "Bucky," a former NBC Chicago producer, to show his Uncle Sam's good neighbors in this Republic some of the finer points of producing a radio program via the watch-and-listen method. Until "Bucky" came along radio production in these parts left much to be desired. A half-hour broadcast was squeezed into a half hour, all right, but in the squeezing balance and proportion usually took a beating. A violin solo, for instance, might run for 13 minutes and, as anyone knows, the only violin solo worth that much time is a Jack Benny rendition of "The Bee."... This is where the Harris watch-and-listen idea plays. There became an all-important factor in a radio broadcast, and with better timing came an ear-cleansing balance that Mexican programs seldom had achieved before. But while "Bucky" was able to work wonders with his watch-and-listen from that standpoint, there still remained another slight problem about which he can do little or nothing, and that is the matter of music subs. It is a situation that can drive any American-trained producer slightly nuts in nothing flat. An American production man, unfamiliar with the qualities of Mexican radio musicians, will rehearse his program until he has what he thinks is a smooth hot-half-hour show. He is pleased with the whole thing and looks forward to the broadcast, quite confident that it is going to be a good program. The musicians play pretty well together considering the fact they were sent over from the Mexican equivalent of the musicians' union for this broadcast and that this particular group has played together as a unit.

Give To Conquer Cancer

- - - Comes the hour of the broadcast and the orchestra and soloists assemble and everything seems under control, except that the producer of the program is trying to make up his mind whether he has eye trouble or whether he is in the wrong studio. Regardless of how poor a memory for faces he has, the fact still remains, of which he is now painfully aware, that he is looking at a lot of strange countenances. He also knows by now that he is in the right studio. By a simple process of deduction he arrives at the conclusion that something, between the rehearsal and the broadcast, has been almost a 50 per cent turnover in the personnel of the orchestra. This is an intriguing situation and he starts investigating. What he speedily learns is that just because a musician comes to rehearsal and rehearses like mad it doesn't necessarily mean that he is going to show up at the broadcast, too. After collecting his rehearsal pay he is open to any better offer that comes along. If he gets a better-paying job before the broadcast he'll take it. Or, it may be that he just doesn't feel like going to the broadcast, for one reason or another. In any event he sends a substitute. The fact that none of the subs has rehearsed a note of music for the program, which very frequently means that half of the orchestra is unattended, doesn't worry anyone but the producer, and he just quietly blows his top. The only reason he doesn't fire somebody is that he can't-without first giving them three months salary. When he gets over his tantrum he has as much fun as the musicians guessing who's going to play on what program.

Give To Conquer Cancer

- - - Three of the most potent and obliging chops in Mexican radio are Homero Rios D., publicity director of Radio Programas de Mexico, representing the two network outlets in Mexico City. XEW and XEQ; Adrian Lazo, assistant manager of Radio Programas, and J. M. Duran, public relations representative and assistant to the president of Radio Programas and also of XEW and XEQ; and Don Emilio Ascarruceta, Jr., Radio south of the border.

Give To Conquer Cancer

Los Angeles

By RALPH WILK

EAN HERSHOLT observes his 40th screen anniversary this week. The actor began his film career on March 23, 1910, in his native Denmark, playing the lead in the first picture produced in that country. He made his Hollywood screen debut in 1914—at the weekly salary of $15.00—and has since appeared in 451 films. Hersholt recalls that in those early days in Hollywood he was in as many as half-a-dozen one-reel pictures a week, alternating between cowboy and Indian parts, villains, romantic leads, and old men roles. He is now in his ninth year on the CBS program, "Dr. Christian."

The Frank Sinatra radio program will originate from New York Wednesday, April 10, Frank, who is now in San Francisco making a personal appearance at the Golden Gate Theater, left from here March 29, together with Mann Holmier, vice-president of Lennan & Mitchell, who produces the Sinatra show; music conductor Axel Stordahl and writer Glenn W. "John Rayn," the Irish thrush who made such a hit on the St. Patrick's Day edition of Hoagy Carmichael's NBC show, "Something New," was really Joe Rines, producer of "The Judy Canova Show" and a former bandleader and entertainer.

Williams Named President Of Ohio Broadcasters Group

(Continued from Page 1)

general manager and owner of WMIR, Marion.
E. Y. Flannigan, general manager of WSIC, Toledo, was elected vice-president succeeding Arch Shawd, general manager of WTNJ, Toledo. Carl E. Hanson, general manager of WHLC, Columbus, was re-elected secretary-treasurer.

Ralph Elton, managing director of WLOX, Lima, was chairman of the nominating committee.

Frankie Masters records for LANG-WORTH
20,000,000 Receivers This Year, Say Mfrs.

(Continued from Page 1)

The radio manufacturers, including those of the largest producers, failed to submit their estimates to the FCC. The big manufacturers listing their estimates also indicated that less than 60,000 television sets would be produced this year. Of this total, 49,000 sets will be devoted to local television, and another 54,000 sets will be FM and tele combined.

The Commission took notice of the small number of FM sets by saying: "As of April 1, 1946, the Commission had received applications for 834 FM stations in addition to the 50 stations already on the air. As of April 1, the Commission had made 363 conditional grants to FM applicants. In the light of the rapid progress being made for the development of FM on the station side, the Commission hopes that manufacturers may revise their production schedules to include a greater proportion of FM receivers."

Estimates Jonalized

Estimated production of broadcast receivers planned by receiver manufacturers for 1946 follows:

FM

AM

For AM band only, 76 manufacturers reported they plan to produce 49,000,002 receivers.

For FM band only (88-108 mc.), eight firms will produce 82,386 sets.

In the television category (channels 1-15, inclusive), 13 manufacturers plan to produce 44,706 sets.

The combination AM, FM and tele of this type, 14 companies report production plans for 54,000 such receivers.

For combination AM and television of this type, one manufacturer plans to produce 500 sets.

For combination FM and tele of the same type, one company states it will produce 500 such receivers.

For television only, utilizing channels 1-5, inclusive, one company plans to produce 4,000 sets.

Seven manufacturers report they will produce 2,481,300 receivers of a type unspecified.

In accordance with these plans, 21,120,000 sets will be produced.

Four manufacturers will produce 47,000 FM adaptors.

Three companies will market 37,000 FM converters.

Regarding units for export, 16 exporters report they will produce 670,000 for this purpose.

New Weekly WOR Series Bought By Herald-Tribune

Innogate bureau, and reports from its staff correspondents in the U.S. and abroad. On the opening program, Fred Russell will speak from London, and Bert Andrews, chief of the Washington bureau, will be heard from the nation's capital.

Tobin began broadcasting over WOR for the Tribune in 1920 until he went overseas as a correspondent in April, 1944. He returned in December of that year, following his return because of injuries. He has been with the Tribune since 1922 serving as a reporter on the city staff, became assistant city editor, and later assistant city editor. Tobin is also assistant professor at the Pullitzer School of Journalism at Columbia.

Report M-G-M Purchasing 'Sneak Preview' For Tele

(Continued from Page 1)

to have purchased a new television show, "Sneak Preview." The program, it is said, will make its video debut some time during the summer.

Formation of the new video producing firm known as Television Guild was announced yesterday by Hugo Seeler, director of the Screen Guild of America at Mutual, and Davis Lown, assistant manager of the Theatrical rights division of 

The Guild now has two eight-minute spots on WNBC's shows," "Radio Matinee," and has two other package shows in preparation. Organization will maintain a register of talent and will build radio and television package shows.

Hene Joins WOL-MBS: Sponsored By NSBMA

Washington-WOL, RADIO DAILY

Washington-WOL, Cowles Washington outlet for MBS recently announced Hene, one of Washington's top correspondents, for commercial sponsorship.

Starting April 8, Hene will be heard at 6:15 p.m. daily through Friday reporting directly from the Senate Radio gallery under the title "Congress Today." His fifteen-minute newscast will be devoted to the daily doings of Congress and the cause and effect of current legislation.

Hene will be heard under the sponsorship of the National Small Business Men's Association.

American Vets Group Organizes Radio Chapter

(Continued from Page 1)

paper and magazine promotions for the World War II organized. Plans for a radio series plus local spot radio campaign are well under way. Temporary chapter chairman is Richard Holston, Sterling Advertising Agency. Among members of the chapter are Cyril Talving, radio director; Waddell & Geller; D. J. Kahn, Jr., The New Yorker; Peter Wit, producer; Hal Davis, radio publicity director; Kenyon & Eckhardt; Merle Miller, Project X, magazine writer; Dick Hoffman, This Month magazine, and Philo Higee, free-lance radio and movie writer; Roy Katz, program director, WHN.

Chicago Auditions Set On Weekly Schedule

Chicago-Schwimmer & Scott, Inc., Chicago advertising agency shortly will begin a weekly series of talent auditions designed to uncover promising network actors and actresses among returning GIs and young hopefuls. Alan M. Fishburne, radio production chief of Schwimmer & Scott, in announcing the auditions, asserted his belief that there is still a great deal of excellent talent in Chicago, and just as many potential actors and actresses awaiting auditions.

UN-Delegates Dinner Tonight At NBC-RCA

Ravold Angell, public service counselor for the network, was launched with co-operation of the U.S. Department of State. Its major features are: a United Nation's Week, to be observed by the web and affiliates, a conference in New York, arranged by NBC for educators and radio executives of member nations of UNO; and the development of an exchange of cultural programs among broadcasters in these nations; and the use of the entire NBC University of the Air schedule for educational campaigns in behalf of UNO. Project is under direction of Sterling Fisher, director of the University.

 Plans to enlarge further this project and to effect closest co-operation between the many groups concerned will be discussed at tonight's meeting.

Joins Network Sales Staff

Ralph H. Whitaker has joined ABC network as an account executive. Prior to joining ABC, Whitaker was in charge of new business for Kenyon & Eckhardt, Inc., and served as a member of the advertising firm's sales board. In addition he spent a year and a half with Field Enterprises as New York manager.

LIKE THE NAME OF Tiffany ON YOUR JEWELS...

that's WIRE ALL OVER THE INDIANAPOLIS BUYING AREA WHERE PROGRAMS MUST SPARKLE TO HOLD THE LISTENERS

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

Send Birthday Greetings To

April 4

Ed East
Dorothy Gordon
Joy Freeman
Doris Rhodes
Johnny Forrest

Len Sterling LA 4-1200

www.americanradiohistory.com
NEW YORK—Robert R. Clarkson, 65, soner vice president of the Federal Home Loan Bank of New York, will guest on the "Report on Housing" program Monday, April 15, from 2 to 3 p.m. on WLIB, beginning at 11:30 a.m. "United States and Russia." WQXR will air the luncheon meeting of the Foreign Policy Association to which Clarkson will speak, at the Grand Ballroom of the Waldorf Astoria. . . . Frances Constock, contralto, is being heard Mondays during the month of April from 5:30 to 5:45 p.m. over WNYC. . . . "The Author Meets the Critics," now aired over WHN, will on May 2, be heard each Thursday evening from 9:30 to 10:00 over WQXR, sponsored by the Book-of-the-Month Club.

LOUISIANA

NEW ORLEANS—Tulane University, in cooperation with WDSU, recently launched the new series of student forums dealing with the conditions and opportunities to be found in various industries and professions, and will for the first time this year answer questions from the audience by phone, over the air. The forums will feature stringers, editors, and other broadcasting and radio people and will be conducted by experts in their fields, with a discussion panel to include New Orleans' radio schools students. Scheduled as a permanent feature, Ruth Phelps, WDSU's local news correspondent, produces the series and acts as announcer and moderator on all programs.

CANADA

HAMILTON—"Give a man enough rope and he'll hang himself," has nothing to do with this, but the 23 miles of station WCHL has recently added to its present system of CKOC's new 5,000-watt transmitter is now the case of "They've given me enough rope to hang myself with. I'd better that it gets buried." . . . CKOC will have a local cut-in on the "Woman of Americas" show, Werner Bartmann, chief announcer, will play the saxophone, and a five-hundred-voice background choir will be conducted by experts in their fields, with a discussion panel to include New Orleans' radio schools students. Scheduled as a permanent feature, Ruth Phelps, WDSU's local news correspondent, produces the series and acts as announcer and moderator on all programs.

TEXAS

EL PASO—A twenty-five minute weekly program originating from El Paso's high schools and featuring the talent, in which plans, produce, direct and present the program as part of their extracurricular activities, has been added to the K2QO schedule. Recordings of the programs are made by K2QO and presented to the schools for use in classroom instruction. . . . SAN ANTONIO—Charles Bell, recently released from the Armed Forces, has rejoined the sales force of KBEC. . . . Studer Photo Company has just returned from a trip over WOAI entitled "Scrapbook Snapshots" and featuring Jerry Lee and Jane Gilbert.

FCC Report Of Year's Activity Weighs Prospect Of Color Tele

Mai Armstrong, WE Sign FM Agreement For License

The Western Electric Company has been granted a license by Major Ed. Win. Armstrong, inventor of FM, for the manufacture and use of apparatus for mobile and certain other communication purposes. The license, which was announced yesterday, is the exclusive outlet of the network features of P & G's new super cleaner, Spic and Span. . . . A formal farewell was held recently for William Guild, ex-commercial manager for CKOC and now manager for CJOH, Lethbridge.

Valentine Back As Dr. L. Q.

Chicago—Lew Valentine, who carried the role of the Dr. L. Q. for several years before going into the Army, returns to the job in March. At the time the picture was taken he still had enough strength and stamina to pose for radio to devote his full time to the clergy, for which he will be ordained.

N.B.C. Announces Winners Of Durward Kirby Contest

What a "durward kirby" actually is—aside from the live one—was finally revealed yesterday at a luncheon given by NBC at the Waldorf Astoria to a select group of nearly 250 applicants for FM channels and had on file 920 standard and 150 television applications. Indicative of the vast interest in the conflicting claims of various applicants, was the commission's action of December 5, scheduling 271 public hearings for the first three months of 1946.

Walter Butterfield named as sales manager of the New York advertising agency, after three and one-half years as public relations officer for the Coast Guard in the Third Naval District. He is announced by Richard H. Humphrey, president. Butterfield will concentrate mostly on programming and production problems for Humphrey's Radio Television Development, and act as public relations advisor.

DUPLICOLOR PRODUCTS CO., INC., reports the appointment of Al Paul Leighton Company incorporated as Sales Manager for the Chicago office and will be through Leighton's Chicago office.

The Duplicolor line consists of "touch-up" enamels in 600 different colors.

Mr. Bonita, general sales manager, Radio & Appliance Division of the Spaulding Whiten Co., Oak Park, Ill., to announce the appointment of H. (Terry) Tewrillizer to the position of sales promotion and advertising manager of his division.

Margenthal Starts Apr. 10

Sponsored On 4 Stations

(Continued from Page 1) weekly series over WOAM and three other stations, 10:15-10:30 p.m., EST. The other outlets, which will share line costs, are KFWB, Los Angeles; KFYA, San Francisco, and WWDF, Washington, D. C.

The program has been sold to a station in New York and is open for sponsorship in other cities. It is planned to add other stations to the "web" after series gets under way. The program can be heard on any station which are to govern content of his programs. This include support of the Gil Roy of Rights, veterans' housing, for employment, an increased stand of living, United Nation's co-operation. He will combat fascism, black markets and racketeering.
Proposes U.N. Radio Web

CP’s Granted To Standard Stations

Washington, D.C. — The FCC yesterday granted CP’s to ten applicants, including Frank Pellegrin, NAB official, for new standard stations and approved four requests for increased ERP. The CP’s were granted to the following: Twin City Broadcasting, Davenport, Iowa; J. E. L. Broadcasting, Inc., South Bend, Ind.; American Broadcasting, Des Moines, Iowa; and Metro Broadcasting, Kansas City, Mo.

Olsen Auditioning for Web Commercial Show

Oscar Olsen of the comedy team of Olsen & Johnson, who recently appeared as guest emcee on ABC’s “Kid’s Club” for two weeks, is reported auditioning for a commercial sponsor who may originate a network show on the West Coast. Olsen, who would be produced in Chicago, where the Olsen & Johnson company has an engagement during Easter Week.

NBC Hollywood Televised For Fall, ’47

West Coast Bureau, RADIO DAILY

The NBC network plans to have its Los Angeles television station in operation in the fall of 1947, according to Niles Trammell, who granted the news story to the show. The station would be produced in Los Angeles, where the Olsen & Johnson company has an engagement during Easter Week.

BMB & BBM Arrange Exchange Of Surveys

Plans for exchange of all station and network information developed by Broadcast Measurement Bureau in the U.S. and the Bureau of Broadcast Measurement in Canada were worked out at a joint meeting of the two organizations in New York yesterday.

Lea Bill Sen. Discussion Postponed Until Today

Washington Bureau, RADIO DAILY

Washington — Discussion on the floor of the Senate of the Lea Bill, anti-Petrolito measure, originally scheduled for yesterday, has been postponed until today.

Army Day Fete From Chicago To Get Wide Radio Coverage

Chicago — In addition to broadcasting the special Army Day ceremonies at Soldier Field Saturday from 8:00 to 9:30 p.m., CST, which President Truman will be the principal speaker, Chicago stations have arranged several special broadcasts in their coverage of Army Day activities. These will include a description of the Army Day parade at 11:15 a.m., CST. In addition to President Truman, Secretary of War Robert P. Patterson and General of the Army Dwight D. Eisenhower, chief of staff, will review the parade.

Nominate ATS Officers To Serve For 1946-47

The American Television Society’s slate of officers to serve for the 1946-47 period was announced yesterday by Dan D. Halpin, chairman of the board.

Committee Chairmen Set For TBA Meeting

Committee chairmen for the second Television Conference of the Television Broadcasters Association will be held at the Waldorf Astoria Hotel in New York on October 18 and 19, announced yesterday by Ralph B. Austriar, general chairman. The committee chairmen are as follows: Awards, Paul Ralborn, president; Television Productions, Inc.; speakers, (Continued on Page 3)

Referee

Former heavyweight boxing champ Jack Dempsey meets up with a group of hambone weightlifters Sunday when he guest with the “Quiz Kids,” ABC, 7:00 p.m., EST. Answering the questions posed by Joe Kelly will be Richard Wexler, 12; Maureen Kupperman, 9; Moira Buckler, 12; caravan Fischman, 15, and a newcomer, Henry Tothianski, 11. Chicago quiz contest winner.
Coming and Going

JOSEPH H. REAM, vice-president of CBS, in Boston this week for the FM hearings. Other Columbia executives accompanying him include: ABBY B. MURPHY, vice-president; REUBEN B. RAUER, general attorney; WILLIAM B. LODGE, director of general engineering; HOWARD MICHIGEN, director of stations administration, and ELMO C. WILSON, director of research.

PHIL HOFFMAN, vice-president of KENT, Des Moines affiliate of ABC, conferred this week at the headquarters of the network.

EDWARD B. MURROW, vice-president and director of public affairs for the Columbia network, delivered an address yesterday before the Radio Council of St. Louis. His subject was "Swearing Out the Peace."

JANE BARTON, is back at her publicity office after having visited Baltimore and Washington during the past week.

JOHANNES STEEL, commentator on WHN, was on a trip to St. Louis on Sunday to personally address the City Council on the subject, "The Truth Behind the U. N. Silliness." He'll return Monday.

GEORGE HARWOOD, news commentator on WZB, Boston, is back at his desk following a trip to Springfield, Mass., where he addressed the Hampden Women's Club on the subject, "Between the Headlines."

BMB and BBM Arrange Exchange of Surveys

(Continued from Page 1)

the Canadian audiences of subscribing U.S. stations. Contrariwise, the Canadian BBM station reports would include U.S. audiences of subscribing Canadian stations.

At the conclusion of Thursday's meeting, L. E. Phenner, president of BBM said, "Essentially the problems of broadcasters, advertisers and advertising agencies on both sides of the border are the same. All three interests in both countries have much to gain by the free exchange of station and network audience information."

Hugh Feltis, BBM president, commented on the implications of such a situation. He said, "This arrangement enhances the value of BBM to advertisers and agencies and hence to BBM subscribers. The fact that both organizations have measured audiences by exactly the same methods, using identical ballots, mailed the same week and now being tabulated according to the same standards and procedures, makes all the information comparable without regard to national boundaries."

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Those who attended the two-day meetings were: for BBM, L. E. Phenner, president; A. F. Head, vice-president; H. N. Stovin, director and W. E. Elliott, research director; for BMB: Hugh M. Feltis, president and John K. Churchill, director of research. For the networks at Thursday's meeting were Edward Evans, ABC; Harry Carrine, CBS; J. P. H. James and Richard Puff, MBS and Barry Rumple, NBC.

Don Lee Denied Petition; FCC Asks Filing on KHI

Washington, D.C.—Radio Daily Broadcast ing System still must show why it has allegedly overcharged its affiliate stations with net programs, the FCC ruled in a recent decision.

The Commission denied Don Lee's petition requesting the Commission to set aside its order calling for a hearing on renewal of licenses of KGB and KDB.

In addition, the FCC ordered that application for renewal of license for KHI be filed on or before April 10.

That's a picture of one of the gadgets that paved the way for the atomic bomb.

We'd planned to use it some time ago, but it got lost in the shuffle. It's probably a better news story now than it would have been then.

Most people don't know how large a charge is used in the atom bomb, but the impression is that it's small.

As stations go, we're small to begin with. But W-I-T-H has a wall of steel that makes sales managers looking for low-cost, big sales results grin with pleasure.

W-I-T-H is the successful station that depends on listeners-per-dollar-spent than any other station in this five-station area.

Glad to show you the facts and figures.

MUSIC has power

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

Len Sterling

LA 4-1200

No wonder WDAS audiences say "Thank You!"

That's a picture of one of the gadgets that paved the way for the atomic bomb.

We'd planned to use it some time ago, but it got lost in the shuffle. It's probably a better news story now than it would have been then.

Most people don't know how large a charge is used in the atom bomb, but the impression is that it's small.

As stations go, we're small to begin with. But W-I-T-H has a wall of steel that makes sales managers looking for low-cost, big sales results grin with pleasure.

W-I-T-H is the successful station that depends on listeners-per-dollar-spent than any other station in this five-station area.

Glad to show you the facts and figures.
U. N. Int'l Broadcasting System
Suggested By General Sarnoff

(Continued from Page 1)

by Trygve Lie, Secretary-General of
the UN, who said that a similar plan
was approved by the UN Preparatory
committee for broadcasting the pro-
ceedings of the General Assembly.

General Sarnoff said that one way
to help "increase the effectiveness
of the United Nations and advance
the cause of world peace...is to provide
a world-wide system of mass commu-
nication that can reach all peoples
of the world freely and unmanipulated.

He offered the following specific
proposals:

Two Point Proposal

1. Establish the principle of "Freedom
to listen" for all peoples of the
world. This is as important as "Free-
edom of Speech" and "Freedom of the
Press." It should be a basic human
right.

2. Establish an independent interna-
tional broadcasting system to be
known as "United Nations Broad-
casting". This system should be owned
and operated by the UN. It should have
a worldwide range and be used for broad-
casting and information purposes:
for the United Nations, for disseminating
its information to listeners everywhere,
and for spreading knowledge and under-
standing among the peoples of the
world. "The Voice of UN" should
broadcast in the principal languages
employed throughout the world. The
UN should continue to afford to other
broadcasters and the press the privi-
lege of broadcasting and publishing
news and information.

"The practical problems involved in
adopting and executing this plan are
within the reach of human ingenuity,"
Sarnoff said. "The technical problems can be
solved. The political problems require for their solution the consent of the various
nations. But the United Nations is
united will to make the plan work."

Lie Endorses Plan

Lie said Sarnoff's plan is "an
important and timely statement."
He expressed the hope that the
United Nations by the broadcasting
agencies large and small.

The UN official said he will soon
meet with technical experts "to
make practical recommendations as to
a plan of action." Because of the
expenditure involved, he continued, "the
concrete proposal, together with a
budget, will have to be submitted
through the general assembly to the
country's general body of committee.

Benton said, "The proposal that the
United Nations adopt a principle
that it was a basic human right, with
American tradition and policy.

Broadcasting by the UN, he con-
tinued, is a joint effort of material of world-wide educational
and cultural interest. The objective
should be to deepen the sense of
world community on which the cause
of peace rests."

The proposed UN Education, Sci-
entific and Cultural Organization, he
added, "would be the appropriate
to take the responsibility for the educational and cultural aspects of the pro-
gramming."

Many Leaders Attend

Present at the dinner were:

From the United Nations Delega-
tions: Staff representatives for
Quo Tai-chi, president of the
United Security Council; Edward R.
Stettinus, Jr., United States
diplomat to the United Nations;
Benjamin V. Cohen, counselor to
the United States Department of
State; Wilder Foote, Director of Information, United
States Division.

From the United Nations Secreta-
riats: Trygve Lie, secretary-general
of the United Nations; Benjamin A.
Cohen, assistant secretary-general
for public information; Arthur Sweetser, special
adviser to the secretary-general; Wil-
ham H. Stoneman, personal assistant
to the secretary-general; Vernon
Duckworth Barker, chief of the Radio
Division, Department of Public
Information.

From the Radio Corporation of
America: Bing Crosby, David Sarnoff,
president, Radio Corporation of Amer-
ica; Gano Dunn, director, Radio
Corporation of America; Frank M.
Fol-
som, executive vice-president in
charge of RCA-Victor Division; Col.
Thompson H. Mitchell, executive vice-
president of RCA Communications;
Edwin H. Clark, managing director,
RCA International Division.

From the National Broadcasting
Company: Frank E. Mullen, vice-
president and general manager, Na-
tional Broadcasting Company; Wil-
liam S. Hedges, vice-president in
charge of planning and development;
John F. Royal, vice-president in
charge of television; Clay Morgan,
assistant to the president; Fred Bate,
manager, International Department;
William F. Brooks, director, News
and International Relations; Sydney H.
Elges, manager, Press Department;
Sterling Fisher, assistant public
service counsellor and director, NBC
University of the Air.

PAUL SIDNEY, actor, narrator and
announcer, recently released from the
Aired Forces where he served in 74 Army Re-
cruiting networks, broadcasts, has returned
to John Garfield and is currently engaged in Paramount News-
test narration and announcing for the
WHN Sunday "End of Victory" program.

Seymour, president of the Armed
Forces, served as staff announcer on
WOB, WVOA, WCAC and WCMB.
Also announced on several local and
network shows.

HARRY BECKER, recently released af-
ther service over three and a half years
with Uncle Sam, has returned to the staff of
KVSP, Santa Fe, N. Mex.

CAPT. WILLIAM BYRNE, Army Signal
Corps, has rejoined Paris & Poar as
junior account executive, along with Capt.
Frank Stich of the Army Air Corps, as
assistant to Remus Harris, account executive.

Back at his announcer's job at WISN,
Milwaukee, is HAT T. WALKER after 27
months in the Army, including seven-
and-one-half months in India.

CRAG CLAIBORNE, recently dis-
charged from the Navy after service in
the European and Pacific theaters, is
now with ABC's Central Division publicity
department as a writer. He was formerly
associated with the Missourian and with
The Chicago Sun.

assistant to the president; Fred Bate,
manager, International Department;
William F. Brooks, director, News
and International Relations; Sydney H.
Elges, manager, Press Department;
Sterling Fisher, assistant public
service counsellor and director, NBC
University of the Air.
Ten CP’s Granted To Standard Stations

(Continued from Page 1)

1460 kc, 250 watts, unlimited; Capital Broadcasting Co., Montana, to operate on 1230 kc, 250 watts, unlimited; Rouge Valley Broadcasting Co., Ashland, Ore., to operate on 1400 kc, 250 watts, unlimited; Spark Broadcasting Co., Canton, Ohio, to operate on 1690 kc, one kw., daytime. Also Kenneth R. Giddens and T. J. Keister, doing business as Giddens and Keister, Mobile, Ala., to operate on 710 kc, one kw., daytime; Frank E. Pellegrin and Homer H. Gruenther, doing business as Pellegrim and Gruenther, Oak Ridge, Tenn., to operate on 1490 kc, 250 watts, unlimited; Methodist Radio, and Planetaires, Ltd., to operate on 1510 kc, 250 watts, daytime; Alfred Norman, Statesboro, Ga., to operate on 1490 kc, 250 watts, unlimited; WSB, Inc., a broadcasting system, Milwaukee, Wis., to operate on 880 kc, 250 watts, daytime.

The power increases were granted to Linder’s Broadcasting Station, Inc. (KMLB), Monroe, La., from 1 to 5 kw., daytime; Pillar of Fire (POF), Denver, Colo., from 1 kw., day and night to 5 kw., day and 1 kw. night; Radio Broadcasting Corporation (KTRF), Twin Falls, Idaho, from 1 kw. to 5 kw., daytime, 1 kw. night; the Metropolis Co. (WJHE), Jacksonvile, Fla., from 250 watts to 5 kw. The action on the applications approved the sale of KGGE, Fergus Falls, Minn., to Fergus Radio Corporation by Charles L. Jaren.

Experimental Color License

In another action, the FCC granted a CP to the Cowles Broadcasting Co. (WOL) for a new developmental broadcast station in Wheaton, Md. The FCC said the station would operate as an “experimental television station” in which they would test the feasibility of CBS color television and to assist in securing acceptable standards therefor.

Mayers New Venture

Arehe A. Mayers, associated with the phonograph and radio industry since 1899, recently announced the formation of the Moblex Rubber and Plastics corporation which will serve the radio, phonograph, refrigerator and allied industries, with molded rubber and plastic items. The company has taken offices at 1 East 57th Street with branches in Akron, Kansas City and Los Angeles. Associated with Mayers is Louis K. Brownston, formerly general manager of Miller Products Company. Mr. Brownston is well known in the rubber and plastics trade.

New FM Frequency

WOR’s FM outlet, WBAM has been converted from 47.1 mc. to its new frequency of 49.7 mc. and has received FCC permission to conduct tests on the new channel using a temporary antenna, with a power of 1 kw. Transmitter is located at 444 Madison Avenue.

NBC Hollywood Tele Planned For Fall, ’47

(Continued from Page 1)

Los Angeles television station will be between $100,000 and $150,000 monthly. Within the last month RCA has spent $15,000,000 on tele, NBC, $4,000,000, and the NBC anticipates a monthly deficit of $60,000.

We hope to break even in our third year and to operate on a paying basis in five years,” he said.

Trammell expressed the hope that the screen industry would permit its companies to spend part of their free time in television production, pointing out that television can help raise them to stardom. In answer to a question he said NBC’s Washington, D.C. tele station will use five hours of film in a 28-hour program weekly.

Trammell said that NBC engineers believe that color will be far away and that electronic color will be most desirable.

Calumet Files Motion Contesting FCC Denial

Washington Bureau, RADIO DAILY Washington—Action of the FCC in denying the application of the Calumet Broadcasting Co. was termed “unjust and unwarranted” in a brief filed by the company. The Commission on March 4, had denied Calumet’s application for a station in Hammond, Ind., on the grounds that the company’s application was unjust and unwarranted. The company said the FCC’s decision was “based on unwarranted and incorrect interpretation of evidence and exhibits.” In its petition, Calumet pointed out that the Commission had acted “in order to properly establish the good or bad faith of the applicant” and that the company’s application had been “justified in law and the public interest.”

Calling for a rehearing on the case, the company said the FCC’s decision was “based on unwarranted and incorrect interpretation of evidence and exhibits.” It also said the FCC’s decision was “based on unwarranted and incorrect interpretation of evidence and exhibits.” It also said the Commission had acted “in order to properly establish the good or bad faith of the applicant” and that the company’s application had been “justified in law and the public interest.”

Guest On Fred Allen Show

Earl Weaver score on NBC’s Fred Allen show Sunday night. Don Durocher and a repeat performance of “Brooklyn Pinafore” slated for the following week. Program is heard at 8:30 p.m. EST.

www.americanradiohistory.com
The Year's Highlight
in the Field of Entertainment and Radio
RADIO EXECUTIVES CLUB
and
United Theatrical War Activities Committee

Luncheon
Thursday, April 11, Grand Ballroom
Hotel Roosevelt

The occasion has been arranged to review the excellent accomplishments of the United Theatrical War Activities Committee — since its inception and through the entire period of World War II.

Besides the galaxy of stars, many notables of governmental and civic life will attend.

Reservations

If you have not made your reservation, be sure to do so at once. There are less than 200 places left.

Call or write
Warren Jennings
630 Fifth Avenue Circle 7-1650

Table for ten, $30.00

Individual place for REC member, $2.25 Guests, $3.50

* The Largest Number of Top - Flight Celebrities Ever To Be Assembled In One Room!

Here are a few who will appear:
John W. Alicoate
Phillips Carlin
John Golden
Postmaster Albert Goldman
Abel Green
Walter Hoving
Sol Hurok
Irving Lesser
Gilbert Miller
Basil O'Connor
Bert Lytell
Lawrence Tibbett
Gene Buck
Lee Shubert
John Beal
Ralph Bellamy
Milton Berle
Ray Bolger
Norman Brokenshire
Carol Bruce
Louis Calhern
Mady Christians
Katharine Cornell
Jane Cowl
Dorothy Gish
Ben Grauer
Judy Holliday
Sir Cedric Hardwicke
Oscar Homolka
Ruth Hussey
Walter Huston
Jay Jostyn
Gertrude Lawrence
Gypsy Rose Lee
Raymond Massey
Lucy Monroe
Lew Parker
Bill Robinson
Lanny Ross
Martha Scott
Kate Smith
Fred Stone
Dorothy Stone
Ed Sullivan
Harry Secombe
Harry Brandt
Hon. Benjamin Fielding
Paul Dullhomm
George Heller
U. N. Radio Roster

Below is the official U. N. Security Council roster of radio operators and correspondents and council members now being held on the current U. N. Security Council. The list includes the names of correspondents who will be taking part in the council meeting which has been called to discuss the situation in the Middle East.

National Broadcasting Co.

Shortwave: Danish Section: Niels A. Bank, Thomas E. Jones, Peter E. Thomsen, Knud Damm, Poul Erichsen, Knud E. Petersen, Jakob Krogh, Mogens Mikkelsen, Per Nielsen, Peter Roach, Poul E. Thomsen, Hans V. Nielsen.

Columbia Broadcasting System
FCC Forbids WINS Sale

OPA, RMA Confer
To Spur Production

Washington Bureau, RADIO DAILY
Washington—Prompt action to fol-
low up the RMA presentation of The
Radio Industry Reports to OPA . . .
4 Months After V-J Day" is being
seen jointly by OPA and RMA in a
concerted effort to eliminate the
"hit-or-miss" in radio set production,
was announced Friday. An analysis
of the production bottlenecks in each
critical radio component cited March
by the RMA committee on indus-
(Continued on Page 6)

Affiliate Members Elected
To CBS Advisory Board

Election of nine district represen-
tatives as members of the CBS Af-
iliate Advisory Board was an-
ounced last Friday following a
meeting at the New York headquar-
ters of the network. The station ex-
tectives elected, together with the
district they represent, are as follows:
District I, E. H. Hill, Jr., WAG,
Pittsburgh; District II, R. L. Loun-
sberry, WKBW, Buffalo, N. Y.; District
I, C. T. Lucy, WRVA, Richmond, Va.;
(Continued on Page 2)

Former FCC Consultant
See Radio Future For FM

The development of FM represents
radio's "second chance" to fulfill its
promise of service in the public in-
terest, which has been neglected by
present-day AM broadcasters. This is
the theme of "Radio's Second Chance,"
a book by Charles A. Siepmann,
former FCC consultant, published last
week by Little, Brown & Co.
Siepmann's major gripe was the
(Continued on Page 2)

No Nylons?

A new twist to giveaways was
introduced last week on Lew Lehr's
debut on ABC's "Detect and Col-
cet." All contestants on stage for
the show are given a chance at
"The Goodrich Grab Bag," which
offers such prizes as water buck-
tles, pounds of butter, etc. By pulling
the right ribbon last week a con-
testant got, of all things, a live
Jersey Cow!

Peace-Waves

Stamford, Conn.—The strike at
the Yale & Towne Mfg. Co., which has
plaged this town for the last four
months, was settled Friday, and first
news of the peace went to the
public over WSTG, local outlet of
ABC. The company and union
reps., after their successful meeting,
replied to the station studios, gave
the good news to Julian Schwartz,
news editor, and Julian aired it.

Supporters Of FM
Question FCC Report

Criticism of the FCC report on set
production plans for 1946 was voiced
in FM circles in New York the past
weekend. The FCC report, indicated
that out of 20,000,000 receivers sched-
uled for production only nine per-
cent will be devoted to FM. One FM
spokesman pointed out that Zenith
Corporation in Chicago, pioneer man-
ufacturers of FM receivers, was not
among the manufacturers who furn-
ished the FCC with an estimate.

George Heller Appointed
National Sec'y Of AFRA

George Heller, currently associate
national executive secretary and
treasurer of AFRA, and one of the
organization's founders, was appoint-
ated national executive secretary at a
special meeting of the New York
members of the board last week. Hel-
ler, also executive secretary of the
(Continued on Page 4)

Hearts's "$400,000 In Broadcast Time"
Would 'Saddle' Crosley, Buyer,
Commission Declares

PW Asks Commission
To Okay UN Service

Press Wireless, Inc., Friday filed a
second application with the FCC for
permission to conduct experimental
transmissions from the United Na-
tions Conference at Hunter College
on a non-
commercial basis. Previous appli-
cation, made March 19, was denied by
the Commission because the proposed
tests were to have been on a commer-
cial basis.

Plans for the trial call for origin-
(Continued on Page 2)

70 Civic Groups Aid NBC
In United Nations Project

Seventy organizations representing
the fields of education, women's ac-
tivities, religion, law, youth, labor, in-
dustry, agriculture and government,
will co-operate in promotion of NBC's
(Continued on Page 6)

Benton Int'l Plan Budget
Cut From 19 To 10 Million

Washington Bureau, RADIO DAILY
Washington—A considerable cut in
the budget will be made for the State
Department's Office of International
(Continued on Page 5)

Industry Committee Asks CAB
To Change Its Rating Methods

The present CAB rating service
should be discontinued, because it
does not meet the specifications of an
"ideal" service. It is stated in an
1,000-word report by a special com-
mittee now being sent to all CAB
members.

Members of the special committee
were Edgar Kobak, president of the
Mutual network; Thomas Brophy, of
Kenyon & Eckhardt, Inc., advertising
agency, and Robert F. Elder, of Lever
Bro's, who also served as chairman.

The report, delivered after a month
(Continued on Page 6)

The FCC, in a decision reached in
Washington late Friday, denied the
sale of WINS to the Crosley Corpora-
tion by Hearst Radio. The edict was a
firm rejection of the sale of the sta-
tion for $1,700,000, plus an additional
$400,000 worth of "broadcast time."

The full Commission's decision was
made largely on the basis of the
"broadcast time" which the FCC said
would "saddle" the station to a degree
not in the public interest.

Although agreeing with the full
Commission's denial, Commissioners
(Continued on Page 5)

FCC Clamping Down
On Information 'Leaks'

Washington Bureau, RADIO DAILY
Washington—The FCC clamped
down on confidential "leaks" Fri-
day after issuing a statement official-
ly denying a United Press report which
quoted a Commission "spokesman" on
the FM situation. The leak story fol-
lowed by nearly two weeks a Radio
DAILY quoting another FCC spokes-
man as saying the small number of
(Continued on Page 6)

CBS Hollywood Programs
To Be Headed By Martin

Ernest H. Martin has been named to
the newly-created CBS post of
director of network programs, Holly-
wood, in charge of all national web
(Continued on Page 2)

Campfire Girl

Boys will be boys, as the saying
goes, but Tom Slater, Mutual's spe-
cial events department manager,
was bestowed an unusual honor
last week. Slater arranged a spe-
cial broadcast for the Camp Fire
Girls of America, complete with
celebrities who appeared for old,
that in appreciation, the organiza-
tion made him an honorary mem-
ber!
Coming and Going

MARTIN AGROSKY, who has been covering the UN Security Council meetings for the American network, went down to Washington over the week-end. He'll return in time to resume his chores at Hunter College.

HERSHEL HART, radio editor of the Dred Scott evening himself in Florida—and will continue so to do until May 6.

ELAINE N. GONDA, program director of the Keystone Broadcasting System, left Los Angeles by plane for New York, where she will spend two weeks in conference at the home office.

C. LEMARDO AND the members of his band are in Harrisonburg, Pa., from which point he will broadcast tonight.

Former FCC Consultant
See Radio Future For FM
(Continued from Page 1)

use of "plug-uglies" and the middle commercial in news broadcasts. After outlining the development of the industry, he asserted that "not only has the high quality of programs changed, but also the concept of program service. The blueprint of radio's first architects has been put aside. A trust has been portrayed in favor of a fortune."

Citing the thousands of new stations made possible by the advent of FM, Slepman said, "The most question is whether the vested interests of radio will have the power to impose their restrictive will over the new radio or that science has opened up to us. Shall we miff this second chance?"

Affiliate Members Elected
To CBS Advisory Board
(Continued from Page 1)

District 4, Glenn Marshall, WFOY, St. Augustine, Fla.; District 5, W. H. Summervell, WILL, New Orleans, La.; District 6, E. C. Fishman, WPTA, Quincy, Ill.; District 7, Arthur Church, KMBG, Kansas City, Mo.; District 8, Kenyon Brown, KOMA, Oklahoma City, Okla.; District 9, Clyde Coombs, KARM, Fresno, Calif.

Lounsbury and Hill were re-elected chairman of the board and secretary, respectively.

All the other board members were re-elected, with the exception of John F. Ewing, Jr., WNC, Charleston, S. C., who is replaced by Marshall; and Clyde W. Rembert, KRLD, Dallas, who is replaced by Brown.

Vanderwarker Joins B & S

Gordon Vanderwarker has joined the media department of Benton & Bowles, Inc., as a time buyer, it was announced over the weekend by Clarence H. Goshorn, president of the agency.

Vanderwarker, who was formerly with ABC, and prior to that with NBC, fills the vacancy created by the resignation of Roland Van Norstrand who has joined the sales staff of Mutual.

P. W. Seeks FCC License
For New Type Service
(Continued from Page 1)

ing many of the transmissions from a broadcasting booth in the Hunter gymnasium. In its application, PW stated that it is prepared to provide stations with program materials, with no personalities for the tests. Transmissions would be selected by points, such as Houston, Miami, Los Angeles.

According to the company, the industry has shown "very favorable reaction" to the plan, which is designed to give regional webs and local station low cost facility for coverage of public events.

CBS Hollywood Programs
To Be Headed by Martin
(Continued from Page 1)

broadcasts originating on the West Coast. He will report to vice-presidents David Taylor and Edward Murrow in New York and Donald W. Thornburgh in Hollywood.

Martin, who is scheduled to leave Hollywood tomorrow for a series of conferences in New York, has been with CBS since 1942. Since 1943 he has been national sales representative in Hollywood.

Majestic Records
Inc.

James J. Walker
President

... offers the facilities of its fully-equipped Majestic Studios to advertisers, agencies, and others.

Ben Selvin, Director of Recording
Harry Smith, Chief Engineer

W. I. T. H
and the FM Station W3XMB
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REEG
GET YOUR PRODUCT INTO
“THE MARKET BASKET”*
A NEW EXCLUSIVE MERCHANDISING FEATURE OF WDRC’S SHOPPERS SPECIAL

THE MARKET BASKET is a new idea, custom-built both for advertiser and listener. It contains a host of free gifts (mostly products advertised on the show). It’s presented each weekday morning to a surprised and pleased housewife who is interviewed in her own home. During the interview, your product gets a very favorable mention, in addition to your regular commercial. All this is part of The Shoppers Special, biggest early morning show in Hartford, from 7 to 9 a.m., with live band, local color, comedy, recordings, weather and time reports, UP and AP news. Write for full details.

Send for Brochure
An 8-page brochure describing all the features on The Shoppers Special. Coming off the press now. Reserve your copy.

* Copyright 1946, WDRC Inc.
SOUTHWEST

KROD, El Paso, has received much favorable comment for its weekly half-hour "Memo to the Public" program, which features the mayor and members of city council who explain their actions at meetings and answer questions submitted by the public.

Former servicemen Ted Hart, Paul Stevenson and Dick Weaver have returned to their KROD mike chores along with Herb Randel on the engineering staff. Herb Lakehomer and Bob Collett are the newest additions to the continuity department.

KTSM, El Paso, has installed complete studios, control rooms and other equipment on the campus of the Texas College of Mines and Metallurgy, a branch of the University of Texas, for those interested in radio.

KTHI, Houston, announces the promotion of Harry Grier, program director, for the past fourteen years, as head of the newly formed news and special events department and Ted Nabors, veteran announcer, as program director.

George Heller Appointed National Secy Of AFRA

(Continued from Page 1)

New York local of AFRA, succeeds Emily Stall, who resigned last week.

The appointment was voted subject to confirmation by the AFRA national board regional members in Chicago and Los Angeles, and at the meeting last week in New York Heller resigned his post as treasurer. His successor in that post will be appointed at the national board meeting next Thursday.

The national board of AFRA also announced the appointment of subregional committees to be composed of national board members in the East, Mid-West, and the Pacific Coast areas. They will meet separately to consider plans for immediate expansion and post-war activities of the union, and will report within a month to the board on a program of action for the coming period.

Los Angeles

Constitutional bahalainiki, hostesses of the "Date With Judy" program, will train a 100-piece symphony orchestra, a military band and a chorus of vocalists—all in a week's time—at the new national summer music camp to be held in August at the Stockton, California, College of the Pacific. True Boardman, leading man to Ann Sothern on "Madge," has been asked by the Legislative Council of the 16th Congressional District in Los Angeles to run for Congress in the next election. Bing Crosby's four sons are as enthusiastic about baseball as their noted dad and worked out one afternoon with the St. Louis Browns at Wrigley Field, Los Angeles. Mr. and Mrs. G. P. MacGregor have returned from a vacation at Palm Springs. They were at the Desert Inn with Mr. and Mrs. A. E. Smith of the Smith and Drem Advancing Agency. Paul Bailey, co-star of the Abbott and Costello show, has bought a helicopter landing field. Looking toward the future, he purchased two and a half acres adjoining his Encino home, with the idea of some day acquiring one of the "flying windmills."

Given To Conquer Cancer

• • • A true radio fan is orange grower Kirk Vernon of San Bernardino, who ships Parky's-kurataki and members of his "Meet Me At Parky's" cast, a crate of oranges every week. The NBC troupe has become so loaded down with liquid sunshine that Parky now donates the delicious citrus fruit to a local hospital. Members of the radio colony are still talking about the enthusiastic co-operation given Ralph Edwards on his sixth anniversary show by such stars as Jack Benny, Eddie Cantor, Dinah Shore, Rudy Vallee, John Charles Thomas, George Montgomery, William Berends, Basil Rathbone and others.

Given To Conquer Cancer

• • • CBS affiliate KCMJ, recently opened in Palm Springs, has made arrangements with two Palm Springs theaters to run trailer announcements seven days a week, and after the showing of the new reel. The trailer announcements will be of an institutional nature, with special emphasis on CBS and KCMJ news coverage, and will also carry information on programs being sponsored on the station by local business houses. Merle Travis, of Cottonseed Clark's Hollywood Barn Dance, has been set for his own program of Western songs and guitar music over KFI at 5:45 p.m. daily under sponsorship of Sunway Vitanol. Ralph Parker has resigned as a member of the Monogram Studio publicity department, to open his own radio public office. Bob Graham, hobby-sock idol of the "Boy Scouts Show," is saying "Thank You" to his fans in a novel manner. He is throwing a party in May and is inviting everyone who has ever written to him. Bob will sing his appreciation, and is the center of an unusual program planned for the event.

Given To Conquer Cancer

• • • Joe Hernandez has been renewed by Marshall and Clamett, Los Angeles, for another year of race results over KMPC at 6:30 p.m. daily. Program is handled by Smith, Bull McCreery, Charlie Andy) Correll, co-star of the weekly "Amos 'n Andy" show got his first worst suit since the war this week when his tailor delivered one made from cloth, which a soldier friend brought from Scotland. Correll needed the outfit too. He lost 16 pounds last summer with his air partner, Freeman (Amos) Croston, when the pair toured Europe and hasn't been able to regain his normal weight. The price of golf went up sharply last week for Bob Burns' radio singer, Shirley Ross, and his wife, Harriet. While the two were touring the course at Griffith park a sneak thief broke into their car and stole their purses.

Given To Conquer Cancer
VINS Transfer To Crosley Denied By The Commission

We are of the opinion that the full Commission has erred in its interpretation of the policy expressed in the Communications Act of 1934. "Thus network contracts lasting for a period of as much as five years were found to be inimical to the public interest..." The Commission does not consider that there should be restraints on the right of a licensee to discard old programs in the public interest. Despite this reservation, the transfer will be saddled with the slavish obligation of furnishing the transferee with all programs by the old station, whether or not they are in the public interest. Such an arrangement not only gives the old station no right of cancellation but also requires the old station to continue programs which would destroy the opportunity of a new station to meet its obligations to serve the public interest when changing conditions. In order that consideration may be given to the merits of an application, it is necessary that the applicant present information as to the service standards contemplated in its plans. In this connection it should be observed that the showing of the applicant with respect to the allocation of time for sustaining and commercial use is extremely ambiguous, with some indication that almost the entire program schedule might be devoted to commercial operation."
FCC Clamping Down On Information "Leaks"

(Continued from Page 1)

FM sets expected to be produced this year amounted to an "apparent sabotage." The United Press last Thursday quoted an FCC official as stating "that in the view of the very few FM sets to be produced this year, it is hardly worth the time of the broadcasters to continue with station construction plans." Following the UP story, acting chairman Charles Denny quoted each Commissioner and all FCC department heads. All, according to Denny, denied making the statement to the news agency.

Previously, Denny had sounded out his aides and fellow Commissioners following Radio Daily's story, which has been brought to the Commission's release of set production figures. In commenting on the UP story, the FCC said:

Dennis Injuring FM

"Far from discouraging broadcasters from continuing with their station construction plans, the Commission urges all of them to proceed with their plans with the greatest possible speed."

In its statement releasing the production figures for 1946, the Commission made special reference to the small number of FM sets contemplated by radio manufacturers, and stated:

"In the light of rapid progress being made for the development of FM on the station side, the Commission feels certain that manufacturers may revise their production schedules to include a greater proportion of FM receivers."

Commenting on the FCC statement, an RMA spokesman declared:

"Radio manufacturers are going to produce what the public wants, not what the FCC wants."

The FCC polled its industry friends to find that manufacturers expect to produce a record-breaking 20,000,000 sets in 1946, although only nine percent of the receivers will be devoted to FM.

An All-Time Favorite

FRENESI

Published by Peer International Corp.

Performance Rights Licensed Through BMI

BROADCAST MUSIC, INC.

580 Fifth Ave., New York 19, N.Y.

6

RADIO DAILY

Monday, April 8, 1946

OPA And RMA Confer To Spur Production

(Continued from Page 1)

Trial production problems will be conducted by OPA during sessions with XMA and industry representatives with a view to immediate remedial action. Set and parts manufacturers will participate in the conferences. Prices were given late last week by the OPA on 748 of the receiver models and 914 phonograph models, XMA said Friday.

Further figures quoted by RMA following the month of OPA pricing of radio sets were:

Applications of 142 set manufacturers and eight non-manufacturers have been approved by OPA in the radio set field. Only 43 of these were in production before the war.

Price ceilings have been given by OPA to 101 phonograph companies, including three non-manufacturers. "Despite the large number of set manufacturers who have received price approvals, OPA officials believe that many of the turn-over the products to the consumer, the manufacturers, and they have not yet obtained price approvals," they said.

Amer. Medical Association

Opens Series On WBKB

Chicago—A new series of television programs, designed to take Chicago video fans behind the scenes of modern medical practice on the Balzac & Katzen station, WBKB, last Tuesday.

Produced in cooperation with the Bureau of Health Education of the American Medical Association, the programs will be teletcast weekly at 8 p.m. and present outstanding AMA physicians who will comprehensively explain the work done in their respective fields.

Brief background material on high points of the development of modern medicine will be written into the script. It is hoped the program will prove to be a very important step in conveying important messages of healthy living to the general public in a new manner.

First program, "Evolution of the Sphygmograph," will feature Dr. Edwin P. Jordan, associate editor of the AMA Journal.

70 Civic Groups Aid NBC In United Nations Project

(Continued from Page 1)

United Nations project, according to Margaret Cuthbert, web director of NBC's national sales and advertising shows. These programs are being coordinated by the American Association for the United Nations, and have an approximate membership of 15,000,000, she said.

Sterling Fisher, director of the NBC University of the Air, is director of the project, assisted by Gilbert Chase, director of special programs; Mrs. Elizabeth Park, director of the program, and Architect Frank L. Wheland, director of special programs. The schedule of NBC programs for this project to date is:

- Thursdays, beginning June 6 (12:30 p.m., EDT) "Concert of Nations," Sundays, beginning June 9 (12:30 p.m., EDT) "综艺节目 of the Modern World," Sundays, beginning June 16 (7:00 p.m., EDT) "Our Foreign Policy," Saturdays, beginning June 22 (7:00 p.m., EDT) "Home Around the World."

Vets Business Problem Featured On WMCA Series

WASHINGTON—The United States Chamber of Commerce has entered into the campaign to aid the United States Chamber of Commerce, discussed business with P. E. P. workers as to those programs. Prominent figures will guest on the show from time to time.

When He Comes Home," WMCA's weekly series for Veterans of World War II will present "Easy Come, Easy Go," Wednesday night (10 p.m., EST). Weekly" each week the series features a "counsel" taken from various walks of life who offer his opinions and advice on the case of the week. Each week the series features a "counsel" taken from various walks of life who offer his opinions and advice on the case of the week. Each week, the "counsel" is different, and each week features a new method of communication.

Broadcast From Truman Trip

"O'Brien's "News of the World"" program on the Mutual Broadcasting System from Truman's trip will feature a broadcast from the White House, covering the President's address to the Nation.

Broadcast From Truman Trip

"O'Brien's "News of the World"" program on the Mutual Broadcasting System from the White House, covering the President's address to the Nation.
COAST-TO-COAST

NEW YORK—"WOW, New York...fills Your Nights With Music" is the new station break slogan keyed into the web's programming theme of 12-hour all music and no talk from 6 p.m. till midnight. Algermon 3k, New York Ethical Culture School, will on April 10, transmit his "Ethical Issues in the News" program from WQXR to WEVD...WSJ will salute Army Day with special programming lasting from 6:15 a.m. to 11:00 p.m...Former Tnger, Cary G., and M/Sgt. Wyatte, both of whom were on the "Enola Gay" which bombed Hiroshima, guested on the WNEW Guard The Peace" Army radio program Friday, April 9.

NEBRASKA—MAHA—Soren Munkol, WOW news, has been promoted to News Officer of the Nebraska Wing of Civil Air Patrol... WOW gave a complete coverage of the Nebraska Primary Political Conventions which were simultaneously held in Lincoln. The positions on the WOW staff include Paul Carter, Anna Marie Katulski, Ellen Guney, Viole Bush and Bill Roper, formerly of WTMN, and John Alexander. KODY has been awarded the gold medal by the Treasury Department for outstanding service in the various Bond Drives.

IDAHO—MPA—KXOD, Nampa and Boise, Idaho, has been granted the first permit in the State, began operation on the transmitter site and are that the signal quality is not hindered by low-cycle phone lines, call for the beam signal the studios to a hilltop tower with small, directional transmitters.

MINNESOTA—INNEPOL—Bad Knowles of the Twin Cities Broadcasting Company guested on a "Service Review" recently aired by WCCO. Knopp's radio station is affiliated with WCCO, Minneapolis, and agricultural director of the Prairie Provinces, was on tour for observation on torn broadcast stations handled on U.S. stations. LATO—Frank Hicks, recently released from the Navy in which he served as chief aboard U.S. Navy, has joined the commercial staff.

WANTED

Name: Bookkeeper wanted with radio station experience only. This woman will be full charge of billing department. Write or telephone: Fred Dyson, Station WMCA, N.Y.C.

THE WEEK IN RADIO

Plan UNO Network

by IM OWENS

A PROPOSAL was offered by Brig. Gen. David Sarnoff, president of RCA, for the establishment of an international network service in the United Nations. UK officials heard the move outlined at a dinner in their honor given by RCA and NBC. The "International Day," celebrated in 30 countries, including the U.S., had wide radio coverage everywhere, with the spotlight on Chicago and President Truman's speech from Soldier Field. NBC...Douglas Crouse resigned as vice-president from CBS, and was rumored to be moving to McCann-Erickson, CBS-MBS outlet in Hawaii was among the casualties list of that Pacific tidal wave...O.L. Menzer, NBC vice-president in charge of programs, announced that summer replacements are pretty well set in advance.

Radio manufacturers expect to produce 20,000 receivers this year alone, according to reports made to the FCC. Figures represent the increase of 60 per cent over any pre-war year. FM production will lag, however, the new stations are only 5 per cent of production schedules allocated to FM. The Detroit transit strike gave radio another excellent chance to the CPA for including virtual broadcasters' airing of suggestions and ideas to lick conveyance shortage eased a trying situation. The FCC has been deluged with letters commenting on its recent programming report. Critics were divided strongly pro or con, few left doubt as to their reaction.

The Lea Bill, aimed at James C. Petrillo, went to the Senate floor. Shortly before that, American musicians issued a reprimand order against American orchestras playing south of the border. Petrillo had banned a Mexican orchestra in Texas...BMB and its Canadian counterpart, the Bureau of Broadcast Measurement, worked out plans for an exchange of survey information. Meanwhile BMB's April 1 deadline of subscriptions totaled 71 stations with an appropriation of $1,250,000.

The Television Broadcasters Association lodged a formal protest with FCC over the license for its construction ban. TBA charged that further delay would seriously jeopardize the future of the industry. NBC will have its television station in Los Angeles in operation next Fall, according to Niles Trammell...Emily Holt resigned as APRA's national secretary. She had been with APRA since its inception in 1937. FCC's annual report to Congress put damper on coloring for the moment, declaring that there is "insufficient information available" to indicate prompt establishment of broadcasting is the highest frequencies. At the end of its calendar year, FCC issued conditional grants to 230 FM stations and had on file 220 standard and 150 tele applications. NBC opened its West Coast Clinic in Los Angeles with 70 network representatives gathered for the three day session...Lee Averv, former NAB official, hit FCC's program report, terming it "a diet of forced feeding on the American listening public." TBA committee chairman were appointed to head the annual conference at the Waldorf-Astoria in New York October 10 and 11. The major networks set plans for the anniversary observance of the death of FDR from Hyde Park, N.Y., Pres. Truman and Mrs. Roosevelt will be heard, among others...KHRC, CBS-MBS outlet in Hawaii was among the casualties list of that Pacific tidal wave...O. L. Menzer, NBC vice-president in charge of programs, announced that summer replacements are pretty well set in advance. Temple University will add courses in radio and television in co-operation with WFIL, Philadelphia. Classes will begin in September, with studios and laboratories fully equipped by the station...FCC officials made tour of RCA and CBS to see color television developments. Meanwhile the Commission awarded additional time to broadcasters to turn in their program logs for inspection...The first radio web in the Philippines will be on the air by next January. Web will connect six principal cities in the islands.

AGENCIES

H. J. LANG, president of Lang, Fisher & Stashower, Cleveland, advertising agency, has returned to the organization after 41 months' service in the Army Air Forces. Lang, founder of the agency 15 years ago, has been on leave since August, 1942. He returned to the United States a few weeks ago following a tour of duty as a lieutenant colonel in India.

McCANN—ERICKSON's Buenos Aires office has been engaged to handle the advertising for "Bandera" windmills, a product of Sociedad Anonima Cindelnolte of Rosario, Argentina.

EDWARD WALLERSTEIN, president of Columbia Recording Corporation, Bridgeport, Conn., has announced the appointment of McCann-Erickson, Inc., effective July 1, to handle their advertising. Arthur J. Kemp will be account executive.

CALHOUN STERLING has been added to the staff of the media department at Geyer, Cornell & Newell, Inc. He was recently discharged from the U.S. Navy in which he served as a lieutenant.

MEARS ADVERTISING, INC., New York, N.Y., has been elected to membership in the American Association of Advertising Agencies.

ELSMA MAXWELL'S PARTY LINE

How Available To Listeners In New York Area From

WLIB

6:15 to 6:30 P.M.
Monday Thru Friday

(1190 ON YOUR DIAL)

Through Cooperation of the Mutual Broadcasting System
Several years ago, in reference to the newspaper, Mr. Walter H. Annenberg, Editor, and Publisher of The Philadelphia Inquirer, made the following statement . . . .

"A newspaper merits its franchise only by virtue of its public interest . . . ."

Today, we supplement this statement with the following . . . .

"A newspaper . . . or a radio broadcasting station . . . merits its franchise only by virtue of its public interest . . . ."

No one is forced to buy a newspaper. No one is forced to tune to a radio station. No buyer is compelled to read the newspaper's content. No person is forced to listen to a radio program.

It is only by supplying the reader . . . or the listener . . . with full value in news, in features . . . with a planned program of information and entertainment of the highest character, that readers and listeners become loyal friends.

This is the formula which has been followed in the conduct of The Philadelphia Inquirer. And this is the procedure which will be followed in the conduct of WFIL and WFIL-FM.

It is interesting to note that this formula has doubled Inquirer circulation in the ten-year period, 1936-1946.
Propose NAB-AFM Group

Outlook For Tele Sets Best Since War’s End

The television receiver outlook is brighter now than at any time since the end of the war, with the first sets, mostly low-cost black-and-white models, scheduled to be on the market within a few months, a Radio Daily survey revealed yesterday.

These sets, selling in the main for about $150 and up, are expected to give the new art its first mass audience, thus providing the impetus for improved programming, a longer broadcast day and eliminating the major faults of today’s video.

First in a new line of black-and-white.

(Continued on Page 6)

WCAU To Air Penn Games Exclusive From Home Field

Philadelphia—WCAU has signed a contract with the University of Pennsylvania calling for exclusive rights to the 1946 Penn football schedule from Franklin Field. Although WCAU has been broadcasting Penn games since 1921 Joseph L. Tinney, executive vice-president of the station pointed out that this will be the first time WCAU has contracted directly with

(Continued on Page 6)

Silver Baseball

Boston — Yankee Network starts 25th year in baseball broadcasting with Jim Brit, sportscaster, at the mike, beginning April 11, over WNAC and the network, when Boston Braves and Red Sox play their intra-city exhibition contest from the Buxley Stadium.

The games will be presented by the Atlantic Refining Company and the Narragansett Brewing Co.

(Continued on Page 6)

RMA Confab Opens; Plans For May Meet

The Radio Manufacturers Association Spring conference opens a two-day session at the Waldorf-Astoria in New York, today, with set production occupying the important discussion spot on the agenda. Parts and set manufacturers will air distribution problems that have arisen under current OPA price levels in an effort to push production figures beyond the recently estimated 155,000 per week output.

At the current meeting plans will

(Continued on Page 7)

To Air "Breakfast Club" From Mad. Sq. Garden

Don McNeill and the "Breakfast Club" will originate from Madison Square Garden in New York City on April 12 when the ABC program inaugurates a two-week stay here, with

(Continued on Page 7)

FDR-Hyde Park Ceremonies To Be Aired By Webs, Stations

National ceremonies held in memory of the death of President Franklin D. Roosevelt, Friday, April 12, and the presentation of his Hyde Park estate to the people of the United States, will be aired by the major networks and independent stations.

Ceremonies will also be broadcast overseas. Willett Kempton, director of radio of the Department of the Interior, is supervising radio coverage. ABC, NBC and CBS will broadcast the activities live from 2:30 to 3 p.m., EST, on Friday, with dedication talks by President Truman, Mrs. Roosevelt and Secretary of the Interior Julius Krug. ABC will pick up the program for rebroadcast in Europe. Mutual and WOR will transmit the ceremonies for broadcast at 8:30 the same night.

In addition several programs will be aired during the week, prior to

(Continued on Page 2)

Justin Miller Suggests A Permanent Organization For Music-Radio; Petrollo In Full Accord

A permanent NAB-AFM joint advisory committee to handle future problems arising between the two groups, including television, was suggested yesterday by NAB President Justin Miller at a meeting between a special industry-wide NAB committee and the union’s national executive board, at the Belmont Plaza.

The suggestion was accepted, in substance, by James C. Petrollo, AFM president.

No definite action was taken at

(Continued on Page 6)

Television In Britain To Reopen On June 7

British television, closed since September 1, 1936, by the BBC, will re-open regular broadcast schedules on June 7, according to a report this week by Arthur Feldman, ABC correspondent in London.

The daily transmission schedule will be from 3 to 4:30 p.m. and from 8:30 to 10:30 p.m., according to Feldman:

(Continued on Page 7)

FCC Favors Stenger In Decision On WBAX

Washington—The FCC has granted the application of John H. Stenger, Jr., for license to continue the operation of WBAX, Wilkes-Barre, Pa.

The Commission’s decision denied

(Continued on Page 8)
the anniversary ceremonies, among which will be the rebroadcast of a recording of H. R. Boekhage's description of FDR's burial service last year. For this occasion the ABC commentator won a National Headliners Club Award in 1945. Norman Corwin, CBS writer-producer, who has created several distinctive programs of national and international scope, will read his own tribute to the late President on Shelley Mydans' "Time For Women" over the American network on Friday.

CBS newsmen John Daly, who delivered one of the broadcasts of FDR's death, and made the first announcement of the tragedy over the network, will give opening remarks of the program for Columbia's listeners. Local stations have also scheduled special programs commemorating the FDR memorial, in addition to carrying the Hyde Park ceremonies. Independent coverage will include the memorial dinner at the Commodore Hotel by WNYC along with an outstanding short speech of FDR every hour on the hour; WOV's thirde daily memorial in Italian; WQXR's "Symphony Hall" from 8:05 to 9:00 p.m., with special music designed for the occasion; WMCA's "Five Star Pianists" with presentation, "The Day He Died"; WNEW's "Ballads for FDR" as sung by Tom Glazer from 1:00 to 1:15 and "The Life of President Roosevelt" narrated by Milton Douglas, from 10:00 to 10:30 p.m.; WHN's memorial from 8:00 to 10:00 p.m.; WJZ's program from 8:00 to 10:00 p.m. with dramatizations and narrations by Hal Mark Arden; and WLIW's special half-hour program starring Melvyn Douglas and Martha Ochterbeck. The program will be broadcast by a thirty-piece orchestra under the direction of Edward Brown, from 5:00 to 5:30 p.m.

The first anniversary of the death of Franklin D. Roosevelt will be marked by WIXN, Washington, with a special memorial program featuring Melvyn Douglas at 5:45 p.m. (the first time the news was announced to the nation) and ending at 6:45 p.m. The program will feature appropriate music and commentary by Richard McNamara, program director of WMAL, WIXN. A playback of a record made by McNamara on the 6:00 p.m. newscast on April 12, 1945, will be featured. WIXN will also observe a one-minute's silence at 4:35 p.m., the actual time of the Roosevelt death.

"Rendezvous With Destiny," a two-hour documentary program, dedicated to the memory of FDR and narrated by Carleton D. Smith, WRC general manager, and close friend of the late President, will be heard over WRC 7-7:30 p.m., Saturday, April 13, the day following the first anniversary of the President's death. This NBC broadcast will be but an abbreviated version of the full program. The complete two-hour record volume will be broadcast over WRC Tuesday, April 10, 11:00-1:00 p.m.

"Rendezvous With Destiny" records the history of the 1932-1945 era as it unfolded in the speeches of the late President. Highlights of Roosevelt's historical speeches, from his first inaugural address March 4, 1933, to his report to Congress on the Crime Conference, March 1, 1945, are reprinted in the excerpts transcribed as "Living History."

Maxwell House Renews Burns And Allen Show

(Continued from Page 1)
19 NEW BUREAUS IN 17 STATES

In time of war United Press prepared for peace.

While it was covering the fighting overseas, it steadily was fortifying and enlarging facilities in the United States, against the day when the end of the fighting would bring news-interest back home again.

Since Hitler ripped into Poland in 1939, U. P. has added 19 new domestic bureaus. Spotted at key-points in 17 different states, they intensify and make more flexible the gathering and delivering of news in and for every region and the whole of the nation, give extra meaning to “the world’s best coverage of the world’s biggest news.”

UNITED PRESS
WHEN MARDI GRAS—
BIGGEST SHOW IN THE NATION—WAS ON
WWL

The majestic voice of Rex was carried over WWL—and the CBS network.

The Mardi Gras parade—first since 1941—was described brilliantly by
the WWL special events staff and Larry LeSueur and Bill Downs of CBS
Listeners were transported to one of the fabulous Carnival Balls by WWL

The WWL "float" carrying WWL's Dixieland Jazz Band held a prominent place in Carnival Parade

Listeners turn to WWL for complete reports of big events

WWL used short-wave pick-up to follow the New Orleans Open Golf Tournament.

Typically— WWL was first on the scene at the February 19th explosion

HOW WWL ADVERTISES ITS ADVERTISERS

24 Sheet Posters

Newspaper Advertisements

Street Car Dash Signs

Point-of-Sale Displays

Folks turn first to—

WWL

NEW ORLEANS

The greatest SELLING power
in the South's greatest city

50,000 Watts - Clear Channel - CBS Affiliate

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Outlook For Tele Sets
Best Since War's End

(Continued from Page 1) white receivers made in the Chicago plant of Belmont Radio Corp., Di-
vision of Raytheon Manufacturing Co., is a compact table model selling for about $150, with delivery expected in June. The larger consoles of this set, however, is renowned to be among the most reliable on the market at any price. The national brand claims to be sufficient to be seen during daylight or in a normally lighted room, is viewed direct on a seven-inch picture tube. Two tuning bands are employed covering the entire spectrum of assigned channels.

RCA, Philo Ready In June
Many of the large manufacturers, including RCA and Philo, have their first low-price sets slated for delivery about June, with prices between $150 and $200. GE expects to market a direct view, ten-inch console with AM broadcasting towards the end of June, which will sell for about $150. Westinghouse's cost is $200; a planning model of their tele "showpieces" for next fall. These will include large-size consoles, with direct-view and projection type images about 10x20 inches and more, with AM and FM bands, and automatic record changers. Prices are expected to range from $500 to $1,000.

The number of sets to be produced this spring, however, will be only a "drop in the bucket" compared to production figures set for autumn. Truly large-scale production is being held up pending the issuance of an OPA increase factor for the industry expected within a few weeks. The prize problem has been a bottleneck throughout the entire radio industry since V-J Day.

Promises Sets Next Month
A relative newcomer, Viewtone Co., expects to get the jump on the rest of the field with delivery of 10,000 sets promised for the first of next month. Included are a table model with the radio section only and a console with AM for $100, and a console with radio and phonograph for $325, all prices subject to OPA approval.

U. S. Television Manufacturing Corp. plans shipment in late May or early June, with models including a table set with 10-inch tube and AM and FM, about $250; a console with AM and FM and phonograph, $450, and a projection set with phonograph combination for $950, subject to OPA approval.

Boisin J oins Mutual
Fred A. Boisin, formerly promotion manager of WQBE, CBS affiliate in Binghamton, N. Y., has joined the sales promotion staff of the Mutual Broadcasting System.

Manhattan Memoranda...!
- The Rudy Vallee stanza will not be remixed, according to present schedule. In this new format will be, however, Pinky Lee will be retained. Meanwhile, there's little doubt that Rudy will be snapped up by another bankroll... One of the nets has sent a memo to all their comedy writers that "gags which use the name of a product advertised on a competitive web will no longer be acceptable."... Kenneth Young, just out of the Army, back as radio head of Campbell-Ewald. ... Radio Row still talking about Sinatra's ad lifting on his Old Gold shot. ... Reports again cropping up about Frances Langford leaving Bob Hope for a fall show of her own... Hildegard will be the first guest on the new Fayre and Elliott Roosevelt show. ... Erkert, Harold Gary slated for the lead in the Chicago company of "Born Yesterday". ... Ward Byron will be the Perry Como show on the coast. ... John Conlee takes over Johnny Desmond's spot on "Tennessee" May 18th, withatter staying by Paul Morris exclusively. ... Radio proverb: Afro-leaf is better than none... Got the shock of our life the other nite. Tuned on the radio for three hours and didn't hear Kenny Dalmor once. What's more, no program had Ray Milland on as guest.

-Give To Conquer Cancer-
- Here's a switch for you: Eddie Cantor, champion of traffic safety, starts his '46 campaign tomorrow nite on his regular stanza. It so happens that the regular program of the Nat'l Safety Council is also on Wed. nites, competing directly with Cantor over ABC. However, in spite of the NBC Council, through Paul Jones, Director of Information, has sent out letters to a heavy mailing list ASKING THEM TO TUNE IN ON CANTOR THAT NITE. A new first in radio.

-Give To Conquer Cancer-
- One of the ABC execs plenty red-faced as the result of a gag pulled on him by one of his producers. Latter brought in an "audition record," which the exec turned down as being terrible. The record was merely an early disc of Sinatra. ... Rumored around that John McCormick, who resigned from NBC's Chicago sales staff to become publicity director of the Republican Nat'l Committee, can be expected to follow Brownell off the committee and return to his former chores. ... Jacobs Finkes out of Khalil this week. He's the last, along with Lou Pelletier, who's responsible for those terrific "FBI In Peace And War" scripts. ... Jimmy Roosevelt has taken definite steps toward a radio career and has cut a 15-minute news show now being submitted. ... Phil Davis and Marge Kerr back from Cincinnati with the first batch of ET's on "Captain Stubby and The Buccaneer," touted as one of the liveliest and brightest of the new transcribed shows to come up in a long while. ... Milton Berle has offered his summer cabin in Maine to Marty Rayaway and Lou Storm to concentrate on a situation comedy stanza for the "People"... "We, the People" clicked with a two and a half page spread in Life for doing Detroit's Mad Pianist. ... Ella Fitzgerald on Jack Smith aiter next week for the fourth time in three months. ... Buddy Lester was chatting with a rating agent about a possible place to live. "Get me any vacancy you can," he told the agent, "preferably on Allen's Alley."

-Give To Conquer Cancer-
- The resignation of Doug Coulter and Nick Keessely from CBS last week brings to mind the fact that both were associated together in the old days with N. W. Ayer. Coulter, as a matter of fact, founded Ayer's radio dept and was responsible for bringing Bob Hope, Jack Benny, Will Rogers, Phil Baker, the Mills Bros. and dozens of other topnotchers to the air. Coulter ends a ten-year ass'n with Columbia and has several very important deals on the fire, among them an offer from another web. Nick, with CBS three years as program sales mgr, will announce his future plans this week. Both are highly regarded in the field and their loss should be keenly felt.

Miller-Petrillo Meet
On Radio-Music Plans

(Continued from Page 1) yesterday's meeting but it is expected that the question will be discussed further when a few members of each organization, including Miller and Petrillo, meet next Monday at the AFM offices. The other NAB representa-
tives at this meeting will be Paul T. Morency, WTTI, Hartford; Marshall H. Pengra, KNRX, Roseburg, Ore., and Frank White, Chicago. Petrillo opened yesterday's meeting by expressing "confidence" in Miller, and then expressing doubt as to whether or not his people (including broadcasters) will stand by him..."

Several times during the proceedings, he referred to the unfavorable press reaction to many of his actions, in fact, calling it NAB propaganda. "We can not work with you if this propaganda is going to go on," he said, "You have gone to the press and said that the knife in the back is over with..." Some Miller-Petrillo Bitterness
Terming it one of the most trouble-some industry with which his union dealt, Petrillo said, "In all our busi-
ness we never got pushed around until we met up with NAB." To this Miller replied, "They must be a pretty good bunch of scroppers." "That they are," answered Petrillo.

Referring to the recently-passed legislation which would curtail many of his union's practices, the usually fiery Petrillo said, "With the Lea Bill pasted, we don't feel so healthy." Miller repeatedly brought the topic of discussion back to the proposed joint committee, holding it up as an instrument which could have prevented many of the controversies mentioned by Petrillo. Following adjournment of the NAB president said, he was "very well pleased" with the meeting and expressed hope that the two organizations would get beyond the "laying scenes" that led to settling their differences amicably.

Breck Extends ABC Show
John H. Breck, Inc., has signed with ABC to extend sponsorship of its additional 13 weeks of "Beautiful Music" (Wednesday 4:15 to 4:45 p.m. EST).

Program is sponsored on behalf of Breck Hair Shampoo through the Charles Sheldon Advertising Agency.

www.americanradiohistory.com
To Air "Breakfast Club"  
From Madison Square Garden

(Continued from Page 1)

subsequent broadcasts scheduled in the network studios in Radio City, and one of ABC's radio theaters. Seventeen thousand people are expected to crowd into the Garden for the program.

At the time of the broadcast, which is heard over the air daily at 9 a.m., the "Greatest Show on Earth" will be housed in the huge arena, and the program's audience will witness various of the circus acts rehearsing. McNeil will work several of them into the "Breakfast Club" program. To ensure audience participation, four traveling microphones will be used to interview people seated throughout the Garden. Jack Owens will be hoisted into the air to perform a trapeze artist; a calliope will pipe the circus atmosphere on to the airwaves and the entire performance will be handled from a regulation circus platform.

Sponsorship of the show is divided between the Philco Products Inc. and Swift & Company.

Seasonal Listening Decline  
Noted In New CAB Report

(Continued from Page 1)

declaring that the arrival of spring “breaks the ice” on a daily basis in radio listening.” CAB last week announced that average population for 155 sponsored networks was 5.0, a decrease of 0.4 from the last report and no change from a year ago. In 81 cities the average percentage of radio sets in-use was 32.2 from 8 to 10:30 p.m., down 0.5 from two weeks ago and down 0.5 from a year ago. The average set-in-use from 10:30 to 11:30 p.m. was 17.2, down 0.1 from two weeks ago and down 1.8 from a year ago.

Lasley Gets KPO Post

San Francisco—John W. Elwood, manager of the NBC San Francisco office, has just announced the appointment of David Lasley as Advertising and Sales Promotion Manager of KPO. Lasley, who has just been separated from the Army as a captain in Anti-Aircraft Artillery, served before the war in assistant Promotion Manager of the NBC Western Division in Hollywood, and as Promotion Manager of the Blue Network, Western Division.

WARTIME PAPER SHORTAGES kept many magazines "under wraps"...but even then, rocking showed up the real champions. Take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 95% of available copies within the first seven days on sale!

Now, the wraps are coming off! Paper restrictions are being lifted, and Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growing favorite will have, in 1945, the greatest gain of any magazine under a million circulation.

—

name McFadden to Head

WEAF News, Spec. Events

(Continued from Page 1)

pointing is effective immediately. McFadden will develop local news and special events broadcasts for WEAF and other stations. He has also been asked to co-ordinate WEAF's local coverage of national music stories and special features with the NBC network news staff.

In 1934, McFadden joined NBC in the guest relations department. One year later he became a news writer in the NBC New York newsroom. He covered such stories as Franklin Delano Roosevelt's second inauguration, and the canning of the Hindenburg as assistant manager of special event covers for the network. In 1931 and 1932, he served as a news broadcaster for NBC stations WGY, Schenectady, N. Y., and WRC, Washington, D. C.

Television In Britain  
To Reopen On June 7

(Continued from Page 1)

on weekdays from 11 o'clock until week, evening film for the use of manufacturers and dealers will be transmitted. Plans are also under way to televise London's Victory Parade on June 7.

Television broadcasts will be transmitted from Alexandra Palace in London using the present standard of 45-line images.

now that the "Wraps" are coming off...

watch Radio Mirror

—

avaIlABLE

Station manager and/or production program director immediately available. Edit your own, release all plays radio includes programming, advertisement production, and station. Broadcasts from 7:00 to 9:00. ABC or NBC. Call, or write for more information. Chicago, Ill., Chicago 72, Illinois World. 12 Lin. 154, WDIY, WDIY, Chicago, Ill.

A NEW YORK CITY MANOR.
**Los Angeles**

By RALPH WILK

IRVIN Atkins has resigned from the Red Ryder show to devote all of his time to the Red Ryder show as associate producer for John Gueldel Productions. The resignation is due to the fact that the two shows conflicted. Two years ago, when Atkins took over the Red Ryder show it had a 3.8 Hooper, and he built it up to 8.4 before leaving.

William K. McDaniel returns to KMPC staff as an account executive after serving in the United States Navy for the past four years. Previously to his military service, McDaniel was associated with KMPC in the similar position of account executive.

First Hollywood airshow to be equipped with the new "variocoustic" microphones is the CBS "Blondie" show. The CBS announcers, as the term implies, the "variocoustic" stands nine feet above the studio floor and are slanted down to pick up the voices of "Blondie," "Dagwood" and other cast members, resulting in better quality reception and greater freedom of movement by the actors.

Harry W. Flemmy, CBS analyst, has been signed to do the narration, for a series of 16 mm. films dealing with international rehabilitation problems to be used in schools and churches.

Knox Manning has been signed to narrate two more travelogues showed in the CBS "Shop-Stoppers" series, one starring Dick Powell and the other Rudy Vallée.

Panel On Public Relations Set For 'Institute' At OSU

(Continued from Page 1)

relations. The Institute will be held in Columbus May 3-6.

Some of the discussion will be the "Social Responsibility of Radio Public Relations." Christopher Cross, radio officer of the United Nations, will picture on a panel which will include representatives of three general groups, networks, stations and organizations.

Assisting the network picture will be the publicity chiefs of the four major wbs, Jim O'Bryan, MBS; Syd Elges, NBC; Earl Mullin, ABC, and Georges Crandall, CBS. Station representatives include Sam Serota, WIP; Mark Haas, WJR; Jo Ranso, WSN, and William Barlow, WLB. Commenting on the roster are Ed Kirby, NAB; David Hefferman, assistant superintendent of the Chicago school system, Johnny Johnstone, NAM, and Leon DeCaux of the CIO.

Allen I. Stock, General Manager of National Radio Features, Albany, New York, is back at his desk after a prolonged tour through the south and southwest.

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**COAST-TO-COAST**

**TENNESSEE**

KNOXVILLE—Next Saturday a.m. show has been instituted on WNOX entitled "Set Your Dial" which features news and chatter about radio stars, patterned after the popular air-to-air programs of after-school parties for junior and senior high school students is now being presented over WNOX with Bob Castle, former WNOX announcer. Spelling bees, questions of civic interest and current events allow the students to win gifts daily with a radio as the grand gift to be presented weekly. When Col. W. C. Taylor, head of Supreme Foods, recently put on a series of fifteen minute programs on WNOX, being a part of the two-day session of the National Association of Broadcasters District meeting at the Gibson Hotel in Cincinnati.

FREMONT—L. E. Kinn, president of the Messenger Co., which publishes the daily Fremont News-Messenger, has asked the FCC for authority to build on FM metropolitan broadcasting station with the coverage of 7,355 square miles. AERON—Mary Helen Raines has joined WADQ as continuing writer.

**COLORADO**

DENVER—An interesting note to football fans is that an agreement has been signed by Lloyd E. Yoder, manager of KOA and William C. "Kayo" Lamb, graduate manager of athletics for the University of Colorado, giving QA the exclusive right to air all the University of Colorado football games for the 1946 season. Within a few hours of each other, Mr. and Mrs. KLZ engineer Kenneth Slinger and Mr. and Mrs. KLZ sales. Stanger, a former member of the family, the Stangers were presented a new nard and the Spealsys have a nice new lassie.

**NEW JERSEY**

PATERSON—Coming from a hundred housewives and mothers, from the metropolitan area participated in the second of the series of original programs devised by PAT, the Parent Association of Cross Drive, when they attended "Home Service Meeting" at the station's studios. A number of interesting confessions were made by various Red Cross workers to stress the need for greater education among housewives and mothers on the requirements of health and proper food requirements. WPAT has been cited for the local section of the radio editors of the nation, in their 8th annual poll for the top program. "Princeton University Preceptorial of the Air" and "Welcome Home, Soldier."

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**DISTRICT OF COLUMBIA**

WASHINGTON — The FCC has granted a second air-to-air application of the Kuith and Rogers Company, owner and operator of WLAW, for an increase in power to 50,000 watts. The stations studios of the outlet are located at Lawrence, Mass., with affiliated studios at Lowell, Mass., and transmitting facilities at Andover, Mass. The Silver Spring, Md. Board of Trade launched a new show over WOL recently, designed primarily to acquaint the entire District of Columbia with the potentials of the Montgomery County metropolitan. The new show marks one of the most ambitious efforts this year in similar trade body and will be aired weekly in the p.m. spot.

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**MASSACHUSETTS**

BOSTON—In cooperation with the Fitgers and the Scanlonite, a special demonstration of "The Listen and Learn" series of airings for in-school listening. originated and broadcast on school days over WIZA, will be heard at the state-wide conference of teachers and headmasters, to be held at the Horace Mann Memorial, Bridgewater State Teachers College. An application for the station was arranged by Commissioner of Education, John J. Desmond, Jr.

SPRINGFIELD—WFBF has been granted permission by the FCC for an increase in nighttime power output of 1,000 watts, with operation changes to take place after the station's directional system is reoriented to avoid interference with the signals of the WBS at Natick.

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**WEST VIRGINIA**

HUNTINGTON—The WCMY Tri-State's Frolic, Tri-State's biggest show featuring Curley Joe and his Knights of the Range with the Kentucky Mountain Boys, Melody Sisters, Kentucky Bells, Twilight Ranch Boys and the Thompson Brothers. Debut March 29 at Radio Center and will be broadcast every Friday from 8:30 to 9:00 p.m., FAIRMOUNT—William Smeal, after an absence of three and a half years during which time he served as a member of the Armed Forces, has returned to the WMMN announcing staff. Tommy Moore, recently released from the Navy, rejoined the WMMN engineering staff.

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WCAU To Air Penn Game Exclusive From Home Field

(Continued from Page 1)

the University for the broadcast rights.

Heretofore Penn games were place on WCAU by a commercial sponsor. Acting Vice President of the WACB Pennsylvania agreement the station may offer the broadcast for sponsor ship.

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FCC Favors Stenger In Decision On WBA

(Continued from Page 1)

the application of Northeastern Pennsylvania Broadcasters; K Broadcasters, Inc., Aerom Broadcasters Co., and Central Broadcasting Co. Commission Wakefield dismissed the decision.
Urge FCC To Support FM

House Gives Reasons
for Culling Oil Funds

Washington Bureau, RADIO DAILY

Washington—The House Appropriations Committee yesterday recom¬mended that the budget for Assistant Secretary of State William B. Ben¬nett’s Office of International Informa¬tion and Cultural Relations be cut to the requested $12,384,776 to a ten million dollars. That was the Committee decision revealed by Radio Daily on Monday of this week.

The radio division of the projected

(Continued on Page 7)

Advance Reservations
Indicate Big Luncheon

Reservations that S.R.O. will prevail if the Radio Executives Club luncheon honoring the United Theatrical Activities Committee on Thursday at the Hotel Roosevelt came from ten Jennings, committee chair¬man; who yesterday reported that 75 of the 900 luncheon seats had been sold. Roster of top-flight celebrities who will attend the luncheon includes great names from the top, as well as many press and personalities.

IS Schedules 2 Shows;
break The Bank” Bowing

then “Break the Bank” completes cycle on Mutual next Saturday (May 10). The network replaced it with “Hi-Pop,” a new every-circle type of show, presently in the two-remaining Sat¬urs of April. If the show clicks.

(Continued on Page 2)

Experimental

Possibility of utilizing a single antenna array for radiating of televi¬sion video and sound as well as an FM broadcast carrier will be investigated by RCA under special authorization granted yesterday by the FCC. Under the temporary grant, RCA will operate experimental television station W7FC simultaneously with frequency modulation transmitter.
**Wanna buy a horse?**

Some of the shrewdest buying in the world, it is said, is done at horse sales. You've heard, no doubt, about the "teeth test." But in putting this ad together we learned about a new test, the "wind test." The vet sticks his nose up to the horse's nose and listens to the horse breathe.

It takes a lot to fool some of these horse auctioneers.

And sometimes radio stations must wish that radio tin buyers would put tougher tests on any station on their radio lists.

Down here in Baltimore we love it when they do. Every time the come up with the fact that W-T-T the successful independent delivers more listeners-per-dollar-spent than any other station in town.

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**ROSS FEDERAL RESEARCH CORPORATION**

**Sixteen years of reputable and efficient service to national advertisers, agencies and radio stations.**

Executive Offices
18 E. 48th Street
New York 17, N. Y.

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**W-P**

**W-P - FM**

**PHILADELPHIA**

5,000 WATTS • 610 K.C.

**MUTUAL'S 3RD MARKET AFFILIATE**

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**COMING AND GOING**

**CHARTER HESLEP,** administrative head for Mutual in Washington, D. C., arrived in New York early this week.

**GEORGE ZACHARY,** producer for Kenyon & Eckhardt, and HAL DAVIS, radio producer for the agency, have left for Hollywood, where they will discuss programming and promotion for the forthcoming Ford summer series.

**PERRY COMO** is due in Hollywood today. He'll do a picture for Twentieth Century-Fox.

**SAMMY KATE** and the members of her band are in Philadelphia, where tonight they'll broadcast another in the master's "So You Want To Head a Band" series.

**AL RACKIN,** head of A. L. Rackin Associates, has left Los Angeles on a business trip of two weeks which will take him to Chicago and New York.

**SAY YENUTA,** vocalist, left Hollywood by plane on Monday for New York, where she will meet her husband, Arnold Deutsch. The couple will return to the West Coast film capital in about a month.

**Waring Gets McGee Spot**

As Summer Replacement

(Continued from Page 1)

**S. C. Johnson Company** was made by Jack Louis of Needham, Louis and Brooby, Chicago agency representing the sponsor. Waring will continue his morning program for NBC in addition to the nighttime replacement.

**Philip S. Barrison**

Funeral services will be held today for Philip S. Barrison, 67, former dramatic director of WMCA, who died at his home Monday after a short illness. He formerly produced "Five Star Final" and other programs. He is survived by his widow, Mrs. Ma belle Barrison.

**Youmans Funeral Today**

At Church Of St. Thomas

Funeral services for the late Vincent Youmans will be held today at St. Thomas Church, Fifth Avenue and 53rd Street, at 2:00 p.m. Youmans, who died on April 5 in Denver, Colo., at the age of 48, composed "Tea For Two," "Without A Song," "Through the Years," "Great Day" and many other songs.
America's Relations with America

The National Broadcasting Company has been honored by The American Public Relations Association for most meritorious public relations accomplishments during 1945.

The award has been given NBC in recognition of accomplishments in service—to America itself. It has been given in recognition of one program out of many NBC-produced and sponsored broadcasts.

AMERICA UNITED—that program's aim, as its title—brings ranking leaders of Industry, Agriculture and Labor to discuss together their individual problems in reconversion to peace and their collective plans for the future—a future they are mutually building.

AMERICA UNITED is broadcast each week. It is a serious effort designed to serve Americans, rather than to entertain them alone. AMERICA UNITED is a program made possible by the success of others—commercially sponsored on NBC.

This award for meritorious public relations is accepted as indication that NBC presents radio broadcasting measuring fully to the standards of "interest... convenience... necessity."

AMERICA'S NO. 1 NETWORK — the National Broadcasting Company
CHICAGO

By BILL IRVIN

VOLARE KMET, formerly with WWZB, Chicago FM station, and more recently with WSBK, Inc., New York, in program work, has been appointed program director of WWZB. The station, under the guidance of Romeo, Jr., president of the station, WWZB programs for the past six years have featured only music. It has had no sponsored broadcasts.

Dr. Preston Bradley, well known Chicago minister and radio commentator, will join ABC’s “Hymns of All Churches” program on September 18, with an augmented choir and additional musical background. Dr. Bradley will present inspirational talks on good living, book reviews, and a “Question and Answer” period. From time to time he will also present guest speakers, dialogue, and dramatizations of religious experiences. “Hymns of All Churches” is heard Mondays through Fridays, 9:30 to 9:45 a.m., CST, under sponsorship of General Mills, Inc., Minneapolis. Dance-Fitzgerald and Sample is the agency.

Riley Jackson, beginning April 11, will replace Forest Owen as producer of the “Quiz Kids.” Owen is transferring to Hollywood where he will handle production on “Lum and Abner” and other Wade Advertising Agency’s programs on the coast.

“Song Spinners” Signed Twice

The “Song Spinners,” whose NBC program, “Number Please,” has just been renewed for another 13 weeks, have also been re-signed by Columbia Pictures for their Community Sing series for the fifth consecutive year.

Dot Lamour Kate Smith Guest

Dorothy Lamour, currently featured in the Hope-Crosby film, “Road to Utopia,” will guest Friday night on the Kate Smith program over CBS.

Walking The Main Stem...

- Schick Razor has taken over the 10:30 a.m. slot Monday nights on CBS starting the first of the month. The radio-television where a 25-mile range will be the surprise new feature of a popular brand of 46 car to be introduced shortly.

- Olsen & Johnson have postponed their London trip. Among 20 percent lower in some cases, they are facing. Dramatic coach, Flippin Laughton, will become a director for International Pictures. Not Moss, the 400 Club boss, and T. Dorsey cooking up a deal. Moss is also angling to make own film in collaboration with Abe Lyman and Y & R radio heads.

- Tom Lewis, recipient of a special citation from Treas. Secy Fred Vinson for his War Finance Program work. Paul Panzer, one of the founder and president of Musicraft, resigning due to ill health. Frank Orselt, R’wood agent, reported planning to retire for the same reason. Bernie Schubert’s new audience participation show, “Listen, Carefully,” with Joy Jessee in the role of enme, which auditioned last week, got some good reports.

- Tommy Lyman still axing radio offers. Geo. Welts marriage to Miriam Gailfey surprised the entire NBC staff last week, which had been kept in the dark all around. Carl Branson says society is made up of a lot of people who continually soap-sop you in the hope of seeing you washed up.

— Give To Conquer Cancer —

- • • • Schick Razor marks: What’s holding up the Chrysler-Koselatz renewal? Is Ford dropping Bob Crosby? Has P & G bought General Electric’s Sunday night slot on NBC? Is it true that CBS has been pressuring low-rated advertisers to get better or get off? What’s gonna be new with the Hit Parade? Is it true, as his secy insists, that Jack Rosenberg never pays any attention to messages so therefore she rarely takes any for him?

— Give To Conquer Cancer —

- • • • Ralph Edwards has one of the best memories in radio. Whenever a contestant for “Truth or Consequences” mentions his hometown, Ralph comes right up with the call letters of the local NBC outlet... Bobby Byrne coming back to Roseland with seven ABC wires a week... Lolita Cordoba’s “Arroz Con Pollo,” which Robbins just bought, is as hot as her site club route... Norman Barash, Herb Shriner’s writer, collaborating with Joe Stein on the Hildegarde alter, subbing for the ailing Lew Melzer... Margaret Whiting has invested her royalties from “It Might As Well Be Spring” in a piece of R’wood property. Intends to build an apartment house to tenant only to CBS... Bob Oden’s restaurant a hangout for the radio crowd... Don Dunphy at WINS has gotten up a bowling team which is entered in the National Invitational Bowling Tournament Sat. night. Other members of the team are Geo. Frev and Les Vaughan, of NBC, John Tobin of WINS and Chas. LaPorte of CBS... Lanie Harper, production assist on “County Fair,” will be selected as “Miss Subway” for the month of June... Guy Lombardo’s crew doing one sinter for the first time in five years... Johnny Bollwells ask signed by GAC, with his wife, Claire Hogan, supplying the vocals... Jacko Maxwell, only Negro sportscaster on the air, back on WWZ after a stretch in the Army... Bill Stern defines a feud as something that goes in one era and out the other.

— Give To Conquer Cancer —

- • • • Our Hat’s Off Dept: Eddie Foy’s boff clowns in “The Red Mill,” plus some excellent singing by Billy Gilbert... “The Falcon,” which leaped three points since Carlo DeAngelo took over... Marilyn Cantor’s Sunday symphony of WHN, a stanzas geared for the kiddle trade and packed with goodies... The Korn Kobbies, still a big click after three solid years at Rogers’ Corner... The sock 2-in-1 show at the Zanibar... CBS’ “Theater of Romance,” mike-nificent Tues. night entertainment... Ex-Toots Shor bartender, Frank Saunders, who is sending click on the Arthur Godfrey aler.

— Give To Conquer Cancer —

LOS ANGELES

By RALPH WILK

BERLE ADAMS, talent and recording director for Mercury Records and Television Corp., has announced the appointment of Jerry Johnson as West Coast publicist and promotion representative for the platter out. Johnson has a long-term contract with Mercury which will not affect the representation of Johnny Desmond, Glenn Miller-Tex Beneke and R. McKenny.

Ginger Rogers, who won an "Oscar" in 1940 for her portrayal of "Kitty" re-created the role in the Academic Award Theater presentation of "It's Only A Mile," Saturday, April 6, over KBI. CBS. Producer-director for the program is Dee Engelbach. Music is Leith Stevens and his orchestra, Hugh Brundage announces.

Robert Tigh is quitting the agent field to devote his entire time to working for pictures and radio.

Conductor Meredith Willson joins musical forces with Sincl Dim Shore to cut three sides for Columbia Records this week.

Tuesday, March 31, marked the end to the "Amos 'n Andy" show, (Gabby Gibson) in the role of Mr. Cole, an actor, who has been out of the cast for three months because of illness.

No Dead Chimney

in WJPA area...

In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. NO RETOOLING — NO RECONVERSION. There are 437,460 SPENDERS IN Southwestern Pennsylvania — SELL them through WJPA.

MUTUAL NETWORK

For further details on JOHN LAU,
Friendly Group Stations, Managing wreath, Joseph Kennedy Wncls, Los Angeles, Teletype, New York,
WSTV - Steubenville, 0.
WFDD - Atlantic City, N.J.
WNNY - Kingston, N. Y.
www.americanradiohistory.com
Another smash in
For top entertainment Saturday nights
Listen to ABC
AMERICAN BROADCASTING COMPANY

Gangbusters
A crime is committed in the U.S. every 15 seconds! Lewis J. Valentine, former Commissioner of the World's largest police department, joins forces with this famous program to help prove that "Gangbusters Pay" Saturdays at 9 p.m. (EST)

Famous Jury Trials
Authentic recreations of famous jury trials that make listeners keep on the edge of their seats. Sunday, the jury will hang down this Saturday (10 a.m. EST)

The Green Hornet
Follow the thrilling adventures of newspaper publisher Britt Reid,alias "The Green Hornet." Broadcast Sundays to millions of the underworld. Naz*) at 7:30 p.m. (EST)

Boston Symphony
Great music played by the best! Hear this world famous orchestra, under the direction of Dr. Serge Koussevitzky, Saturday night from 9:30 to 10:20 (EST). Starting May 4, the Boston Symphony will be replaced by the ever-popular "Pops" with Arthur Freed conducting (Mills Chainers)

Dick Tracy
Join Dick Tracy, Saturday at 9 a.m. (EST) and Wednesday at 7:30 p.m. (EST)

Why more leading companies are advertising on ABC today
Advertisers who want a nationwide audience during good time periods at low cost are buying time on ABC today. One network costs 43.7% more per evening half-hour than ABC; another 28.7% more. Yet ABC's 202 stations reach all the people who live in 21 million radio homes located in practically every major market in the United States. If you are an advertiser, remember that a good ABC time period bought today means a valuable franchise for years to come.

Note to Time Buyers!

American Broadcasting
A NETWORK OF 202 BROADCAST STATIONS SERVING AMERICA

STARTING AT 6:15 (EST) with the brilliant news analysis of Erwin D. Canham, editor of the Christian Science Monitor, Saturday night is a great night on the radio if you listen to ABC. The programs shown above are only a few of the sparkling shows everyone from Janitor to Grandpa can enjoy.

And not only on Saturday night! There's top-notch entertainment in store for you every night—and every day—when you listen to ABC. You'll hear Paul Whiteman, The Quiz Kids, Breakfast in Hollywood, Bride and Groom, LaGuardia, Winchell, The Theatre Guild on the Air—and a long list of other great shows—famous news programs, forums, religious programs, sports events.

It's because ABC offers so much that so many millions of families from coast to coast are setting their dials regularly to American Broadcasting Company stations. They're finding out that an ear to enjoy radio at its best is the way to listen to ABC.

...to build a bigger audience for ABC advertisers
This Year ‘Crucial’ For FM, Senate Committee Tells FCC

(Continued from Page 1)

channels for veterans noting that the "vast preponderance" of FM grants thus far have newcomers to the field, saying GTI's should get an opportunity as a "revitalizing" influence in radio broadcasting. "Several reasons can be advanced for this frustration of hope that FM would usher in an epoch of growth," he said.

"The first of these is the fact that the potentialities of FM were never fully publicized outside the trade."

"The FCC," the report contended, "has not educated the lay public with respect to the opportunities of FM expansion which, if it is to be an immediate fact, is the fact that it denies to men and women now in the Armed Forces and to veterans recently discharged, an equal opportunity to compete with other citizens for FM frequencies."

"All of the more desirable frequencies may well be distributed before more scattered control," the report said, "and the Armed Forces members, who are re-established in civilian life and have had time to organize their broadcasting ventures."

"Emphasizing that there are many radio experts in the Armed Forces, the Senate Committee added: "These men are certainly entitled to a place in broadcasting which members of the public have not so far had a chance to apply for. Many of them have expressed their interest in applying for FM licenses but have not so far taken advantage of the service. The FCC concurred in the justice of their claim but argued that it is more important to provide jobs for the discharged than to provide opportunities for dozens in station ownership."

Cohen, UN Official, Set For Ohio Meet

(Continued from Page 1)

of Chilean Ambassador-at-large, will discuss "Radio Policies in the UNO," at the hotel tonight. Special panel will be Sterling Fisher, assistant public service counselor of NBC, William Gear, overseas representative of the Canadian Broadcasting Corporation; Dr. Arno Ruth of Geneva, Switzerland and Dr. P. H. Frederick Chao, professor of education at the National College of Rural Construction Chungking.

"This year is crucial for FM. Upon the licensing policies pursued by the FCC depends the pattern of radio's future. That pattern can conform to the American ideal of independent, competitive small-business enterprise, the ownership of which is so widely scattered that there can be no centralization of the media of public information and discussion, or it can develop into a monopoly situation, in which large chains with consequent interests in press, AM and FM regulate the spigots of our communications systems and, whole cities and states could be completely dependent on a single company for news of their civic affairs."

"The difficult job of making the thousands of individual decisions which, in the aggregate will create this pattern, rests with the Federal Communications Commission."

SINGAPORE SAL SAY.

Very gratifying when after very many people from a new business coming to eat at Singapore. Some, like Lee Mortimer, fancier of things oriental, say food as good as famed Beachcomber in Hollywood. Some say would like to shoot footprints cement like Gramme's Chinese, others say not very much but eat plenty, so is possible to see sparks come from knives and forks. Comes last week Peter Donald and Ted Collins, from radio, Bert Lahr and Lee Parker, legitimate chaps, and Mr. and Mrs. Horace Schmidlapp (her maiden name, Carole Landis) of the flicker-flicks. Ah, is so pleasant to see the other folks eat well, for this means is prosperity everywhere and a broken house-record for every light on Broadway.

SINGAPORE

Exotic Chinese and Island Foods

Tai Lee Ah Fook THEATRE

BROADWAY & ATAP WINTER

AT 50TH GARDEN BLOG.
**COAST-TO-COAST**

**MISSOURI**

ST. LOUIS — Sportscaster Francis Laux has inaugurated a new series of airings, sponsored by the Hyde Park Breweries Assn., entitled "The Sports Answer Man." Each Thursday and Saturdays over KXOK, series features sports stories, answers to questions sent in by fans and interesting sport facts. . . . KANSAS CITY — Walt Lochman, XCMO's special events and sports director, has concluded his Monday through Saturday "What's News with the Blues" airings from Florida, where he covered the spring training of the Kansas City Blues.

**WASHINGTON**

YAKIMA — New local shows on KIT include: a sidewalk interview, sponsored by Robert L. Saxton, local realtor; Bob Null shows, an ensemble of routines by a local department store; Sherry Wilkerson, hillbilly singer, sponsored by Intervalley Equipment Company; an audience participation show, sponsored by Snyder Bakers and Avenue Clothesm; Simon's Furniture has started a five-week after noon show patterned after a newspaper column and including telephoned curtain to cash prize questions; and "Building Facts," a five-minute show dealing with local construction in progress.

**NEW YORK**

NEW YORK — Pan American Week in New York City will officially begin April 14, with a "Pan American Week Fiesta and Motion Picture Show" sponsored by Art "Pancho" Raymond and the three thousand members in "Club Tico-Tico." On Sunday, April 14, at three in the afternoon, in the auditorium of the N. Y. Central Needle Trades H. S. in Manhattan, a motion picture in color and sound will be shown. In addition, many well known artists will be on hand to entertain. Admission to the affair will be fifty cents, of which all proceeds will be turned over to the Infantile Paralysis Fund. All in the radio industry are asked to co-operate.

**ALABAMA**

BIRMINGHAM — Henry P. Johnson, WSGN managing director, has recently been elected president of the Alabama Broadcasters Association. Other officials are John Buttram, WSMA, Amiston, vice-president, and David E. Dunn, WSFA, Montgomery, secretary-treasurer. The executive committee make-up includes the three officers and M. L. Vickery, WSML, Decatur and Howard Martin, WALA, Mobile. Improvements in broadcasting facilities in Alabama and giving the best possible coverage of state wide and national events are defined as the body's principal objectives.

**LEN STERLING**

LA 4-1200

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**HOUSE GIVES REASONS FOR CUTTING OIL FUNDS**

(Continued from Page 1)

House service, the Committee reported to the House, is "an excellent approach to the development of international broadcasting," understanding, but seems to go too far, insofar as a governmental activity is concerned. It appears that many of the activities of the international broadcasting program could be eliminated and the news broadcasts condensed, it is also doubtful that much in the way of effective results can be obtained until there is a substantial increase in the number of radio sets in possession of receiving countries.

Requested for the radio division was $7,970,570—to include 720 positions at a personal cost of $2,865,924—the largest item in the budget.

Benton told the committee, during hearings released yesterday, that it is not quite fair to judge the effectiveness of international broadcasting solely on the basis of the small number of sets available today. "We have an overwhelming desire to reach the greater use of international broadcasting and greatest efficiency in broadcasting," he said. United States embassies, he added, are "practically unanimous" on the importance of the importance of the shortwave broadcasting service offered by the United States sources.

**OUTLER REFUTES PETRILLO REGARDING WSB MUSIC**

(Continued from Page 1)

 yesterday that, "a 50,000-watt station in Georgia employs only three musicians at $30.00 per week."

"Since WSB is Georgia's only 50,000-watt station," Outler commented, "we must mean us. Let's keep the record straight. We have six AFM musicians on the payroll at this moment and they're not drawing less than $40.00 per week for one and four-fourth hours actual playing time. Actual, Petrillo is dealing in half-truths."

Outler pointed out that WSB has spent $22,500 or more per year for AFM musicians during the past five years. He cited numerous instances where extra musicians have been employed for special occasions. Forty AFM members were employed for a series of symphonic concerts last summer, a series paid for by the station and offered free to Atlanta university and college students. Twenty-eight AFM musicians were employed for a special Christmas program and additional men were used on an Atlanta Centennial program, WSB's birthday program.

**N.Y. STATIONS WILL COVER HIGH SCHOOL FORUM MEET**

(Continued from Page 1)

York City as public service features, "The World We Want" will be broadcast by WEMP from 10:00-11:00 a.m., and from 4:00 to 4:45 p.m., and WOR will pick up highlights of the session from 11:15 a.m. to 12 noon. Other New York stations will participate in the coverage of the Forum which will attract representations of 400 secondary schools in the metropolitan area.

WABC will air the forum from 2:15-3:45 p.m.

**AFM-MOVIE Pact Draft Says 'No Pix For Tele'**

(Continued from Page 1)

held at the Belmont Plaza Hotel in New York. The meetings will be continued Friday at the New York offices of Pat Casey, studio labor contact. Film producers represented are M-G-M, RKO, Columbia, Paramount, Twentieth Century-Fox, Warners, Universal and Republic.

**KING RESIGNS POST**

William G. King yesterday announced his resignation as general supervisor of the Philharmonic Symphony program on CBS, at Columbia Broadcasting System, effective April 15. Mr. King has previously been music editor on the New York Sun.

**W C. WHITTEMORE, JR., formerly with the Headley-Record Company, radio representatives, and the Coca-Cola Company, has joined the entertainment and merchandising division of Battle, Burton, Durstine & Osborn, Inc.**

**ADAM J. YOUNG, JR., Inc., announces the official opening of its research and promotion department headed by John Carter.**

**THE DANIELS FOOD PRODUCTS COMPANY have appointed Goldman & Gross, Chicago, to handle their advertising on La-Fay and Jons French dressings. Harald Gross is account executive.**

**STRIEDER SCRAFFENBERGER, president of Boyle-Midway Inc., household division of American Home Products Corporation, reveals that advertising on approximately 25 more of the company's products will be placed hereafter through W. Earl Bothwell, Pittsburgh agency.**

**JOHN CISNEROS has resigned as assistant treasurer and billing manager of Buchanan & Company. Before making announcement of future plans, he will take a short vacation.**

**NOW THE FIRST MAJOR IMPROVEMENT in radio facilities in years FOR MINNEAPOLIS • ST. PAUL 5000 WATT* DAY and NIGHT WLOL MUTUAL—BASIC Located between NBC and CBS on the dial NORM BOGGS General Manager**

* CP granted, in operation in May, 1946.
THOMAS JEFFERSON said...

"Equal and exact justice to all men—freedom of religion, FREEDOM OF THE PRESS, freedom of the person... These principles form the bright constellation of democracy."

GUARDIAN OF AMERICAN FREEDOM

AS TRUE TODAY AS IT WAS THEN!
FCC 'Okays' FM Report

Trade Show
Chicago—Plans for the 1946 Radio Parts and Electronic Equipment Conference and Show at the Hotel Stevens in Chicago, May 13 to 16, include a showing of post-war electronic developments. Among the exhibitors will be RCA, General Electric, Westinghouse and Western Electric.

Radio Councils To Aid World Peace Program

Fourteen radio councils throughout the country have accepted NBC's invitation to participate in the United Nations project for fostering world peace, it was announced yesterday by Margaret Cuthbert, in charge of national organization relations for the project.

The councils who will participate are: the Radio Council of Greater St. Louis, the Radio Council of Greater (Continued on Page 7)

Patent Office To Reclassify All American Patents

Washington—The United States Patent Office plans to complete its reclassification of all American patents, including many affecting the radio industry, it was learned last week.

In addition, the Patent Office is surveying the need for world-wide (Continued on Page 8)

Holy Week, Easter Sunday Will Influence Programming

Radio will observe America's first peacetime Easter since 1911 with special broadcasts from churches and public gathering places throughout the nation.

Throughout Holy Week, the airwaves will feature special church services, Bible readings, ecclesiastical music and other programs appropriate to the Resurrection, climax the beautiful Sunrise Services and other ceremonies on Easter Sunday. NBC will begin broadcasting a half-hour earlier than its usual Sunday starting time, April 21, with a program from New York's Radio City Music Hall, 7:30-8 a.m. EST, presented by the Greater New York Federation of Churches. At 8:05 a.m., the web will broadcast the Sunrise Services from the Great Lakes Training Station, in Chicago, with music by the Blue Jacket Choir, and messages from Navy chaplains and officers.

For the 12th consecutive year, NBC (Continued on Page 3)
Coming and Going

Ernest De La Ossa, personnel director at NBC, has returned from Hartford, where he addressed the National Office Management Assn. on the subject, "Employees information."

John E. Fitzger, president and general manager of WCOS, a California affiliate of CBS, has arrived in New York from Michigan.

Martin A. Argyriou, who is covering the United Nations Security Council meeting in the American network, held yesterday in Washington, D.C., is back to work at his desk in New York.

Frank King is in town. He's the president and station manager of WMOR, Jacksonville, Fla.

John Carl Jeffrey, regional manager and sales director of WAKO, Kokomo, Ind., is here for talks with officials of CBS and the national representatives of the station.

Frank Small has left on a business trip to New Haven, Baltimore and Washington to work for the "Prof. Quiz" road appearances.

Don W. Hays, who has been engaged as a technical adviser for the forthcoming film dealing with the life of Glenn Miller, has left for Hollywood to start work at his assignment.

Howard Lane is in town from Portland, Ore.

New WMAQ News Show Will Be On Wire Recorder

(Continued from Page 1)

Starting Monday, April 15, under sponsorship of the Chicago Herald-American, the contract, for 26 weeks, was placed. Program was originated and is under the supervision of William Ray, news and special events director of the NBC central division. Newscaster will be Bob Thorpe, who is coming up from WOAI, San Antonio, where he was news and special events reporter, to take over the show. Sheldon Peterson of the NBC central division news and special events staff, will be contact man on the program.

Spot news events throughout the country will be wire-recorded for rebroadcasting; initial broads of the series will be followed by press luncheons at the M & M Club in the Merchandise Mart, hosted by Jack Ryan, NBC Chicago press chief.

On "Catholic Hour" Series

The Rev. J. Hugh O'Donnell, C.S.C., president of Notre Dame University, will begin a series of five talks on "The Catholic Hour" over NBC starting Sunday, April 28.

Anthony Gets WJR Post; Hats Given Promotion

Robert F. (Bob) Anthony, for the past two years director of promotion and advertising for WHN, New York, has joined WJR, Detroit, to head the WJR promotion and publicity activities.

This comes as a result of recent WJR expansion which has elevated former promotion head, Mark Haas, to the new post of public relations director. Haas will also supervise the planned increase of educational features.

Before this move to Detroit, Anthony, in addition to his WHN promotion efforts, was succeeded in the Television Producer's Association and active in the Radio Executives Club. Before going with WJR in 1954, he was assistant audience promotion director of Mutual Broadcasting System.

Deep water stuff

There's plenty of deep water ahead in the days to come for advertisers. Everyone has been talking about the battle of branches--and now the time is coming up fast.

If you want to make sure your sales story is heard by the most people for the lowest cost per dollar spent...

And if you'd like to do that job in the country's 6th largest city...

And you plan to use radio...

Then your safe bet in Baltimore is W-I-T-H, the successful independent.

Facts prove that W-I-T-H is your buy in this big five-station town.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED
Movie-Radio Rivalry
On Summer Time Sked

(Continued from Page 1)
Standard Time is continued for the summer many popular network programs have been dropped in the West where daylight savings time is in effect. The networks generally are opposed to adoption of daylight savings time. They declare it discourages families from suburban areas where standard time is in effect from attending movies, because they must leave home an hour earlier.

Many Remaining EST
Most Ohio cities are expected to remain on their Eastern Standard Time the year around, a recent survey indicated. However, at Cleveland, where City Council recently voted to discontinue Daylight Savings Time, representatives of radio stations announced they would begin circulating petitions to carry the question to the public for decision. It was pointed out that no matter how successfully this is done — whether by referendum, initiative, or charter amendment — legal deadlines make it extremely unlikely that "fast" time will be re-established in Cleveland this year.

The time observed by Cleveland determines the standard followed by a number of other Ohio cities. Cities of Akron, Elyria, Sandusky, Painesville, and Medina follow Cleveland's leadership. Mosilgon follows the example of Akron.

Cities announcing they would remain on EST the year around include Toledo, Mansfield, Marion, Columbus, Bucyrus, Tiffin, New Philadelphia, Ashtabula, Ashland, Chardon, Shelby, Wooster, Fremont, East Liverpool.

Ohio cities planning to use daylight savings time include Niles, Girard, Youngstown, Warren and Salem, all near Pennsylvania.

Operatic Series On WHOM
"One Hour at the Opera," a new series designed to popularize the classic music dramas, has bow in over WHOM Sunday, 2:30 p.m. Program consists of live dramatization of the opera with the more famous arias dubbed in via recordings. Series is written and produced by Maurice Barrett.

Holy Week, Easter Sunday
Will Influence Programming

will pick up the special services from the Grand Canyon, 8:30 a.m. "A Vet-

eran's Easter" will be the theme of a broadcast from Fitzsimmons General Hospital, Denver, 9:15 a.m. Completing the series of religious programs will be the Sunrise Services from the Hollywood Bowl, 9:30 a.m., except

WEAF.

CBS will begin its holiday observance with an hour-long broadcast of the 147th annual Moravian Sunrise Services at Winston-Salem, N. C., 6 a.m., EST. Catholic Mass from Hines Veterans Hospital in Illinois, 7 a.m. will be followed at 7:30 by the annual Knights Templar services from Arlinton Cemetery, with a sermon by G. Bromley Oxnam, president of the Federal Council of Churches of Christ in America, and music by the U.S. Marine Band.

At 8:15 the web will pick up services from Forest Lawn Memorial Park, Glendale, Calif., with a hymn by Dennis Morgan, a reading by Norman Stewart, and music by Werner Jansen. This will be followed at 8:30 with Sunrise Services from the Garden of the Gods at Colorado Springs, and a special Church of the Air program at 10:30 a.m.

Mutual's observance will begin at 7:15 a.m., EST, with services from Montreal featuring the Salvation Army Citadel Band. Two hours of religious programs, Young Peoples Church of the Air, Voice of Prophecy and Radio Bible Class, will be heard from 9 to 11, followed by the Pro Arte Quartet from Madison, Wis. From 12 to 1, Dr. Charles E. Fuller and Dr. Walter A. Miler will deliver Easter sermons on the Pilgrim Hour and Lutheran Hour.

Services from Agana Cathedral, on Guam, will be picked up at 1 p.m., featuring the Navy choir and a sermon by Bishop Baumgarten. Newly elevated Francis Cardinal Spellman, of New York, will read an original poem, 'Resurrection,' with music directed by Sylvan Levin, 7-7:30 p.m., EST.

ABC will begin broadcasting at 7 a.m., with services from the campus of Ohio State University, Columbus, featuring the OSU choir. At 8:15, the web will broadcast the 34th annual Sunrise Service from the top of Mount Rubidoux, Riverside, Calif., featuring Joyce Holmes and Isabella Hutchings, soloists, with music under the direction of Harry Abel. Services from the National Cathedral, Washington, will be aired at 7:30 a.m. At 11:30, ABC will broadcast a special Easter sermon by the Rev. Urban Najie, on the Hour of Faith, and a special message by Dr. Harry Emerson Fosdick will be heard on National Vespers at 2:30.

UN Officials Avoid
Cameramen Dispute

(Continued from Page 1)
IATSE objections. The IATSE, which claims jurisdiction over all movie cameramen, threatened to pull newsreel crews if the IBEW cameramen worked.

The matter was taken to UN official by a network representative, with the request that the organization authorize the IBEW cameramen to work. To date UN spokesmen have declined to act on the matter.

NBC Frisco Conference

Los Angeles—Charles Hammond, NBC director of advertising and promotion, flew to San Francisco the past weekend. He was accompanied by Robert J. McAndrews, NBC Western division chief of advertising and promotion. In San Francisco, they were to hold conferences with David Lasley, KPO director of advertising and promotion, and George Wallace, of the NBC advertising and promotion department in New York, who was flying in from the East.

Elliot V.P. of W. E.

Douglas F. G. Elliot, general purchasing agent, in charge of purchasing and traffic for the Western Electric Company, has been elected a vice-president of the company.

LIKE THE NAME OF
Stradivarius
ON A VIOLIN...

that's Wire
ALL OVER THE INDIANAPOLIS
BUYING AREA WHERE SALES SUCCESS
DEPENDS ON THAT EXTRA QUALITY
COVERAGE

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

5000 WATTS NOW
50,000 WATTS SOON

WEED & CO.
FACED NATIONAL TIME and SPOTS
FOR OUTSTANDING

VARIETY
SHOWMANAGEMENT
AWARD
1945
WOV receives Peabody and Variety Awards for contributions to American radio in 1945 — the result, we believe, of a balanced program policy.

To receive either of these cherished citations is an honor to any radio station and a tribute to its record of service to the listening public. To receive simultaneously, both the Peabody Award and the Variety Showmanship Award for contributions to American radio in 1945, is a distinction that, in our opinion, is the direct result of a carefully planned and projected program balancing policy.

We of WOV believe that in serving the public interest to the best of our abilities, we best serve our listeners and sponsors alike. We believe that in developing programs and broadcast patterns designed to entertain, educate and inform, WOV is carrying out a schedule of public service that is its basic responsibility.

We express our deep gratitude to Variety and the Peabody Award Committee for the honors bestowed upon us. WOV will strive, during the coming year to be worthy of these distinguished citations.

WOV New York

There are reasons why hundreds of advertisers of every type... retailers, wholesalers, NBC radio commentators, manufacturers all over the nation... automatically specify an NBC Syndicated Show when they plan local or regional radio advertising. And these reasons are pretty obvious once you have heard an NBC Recorded feature.

Quality is an intangible term, but when applied to NBC Syndicated Shows, it means better all-around audience reaction... and that's what really counts. Those extras in writing, direction, talent, performance that you find in every NBC-RED program help make the difference. The extra technical attention given each recording by skilled NBC engineers, the extra supervision by RCA technicians in processing each record is all of this adds up to a superior product... a program comparable to any of the best network shows.

Cost is a determining factor in any radio venture. Despite the fact that production costs of our shows are on the way up, we have succeeded through planned merchandising, in bringing program costs down to an almost negligible figure. Under our new "rate adjustment plan," rates for NBC Syndicated Shows have been cut as much as 40 percent. Increased distribution of our shows has permitted us to pass this saving along to advertisers everywhere.

Selection is another important consideration for a local or regional advertiser. But there is really no problem when you scan the panorama of NBC radio programs. Every important type of show is available... drama, mystery, music, variety, inspirational, sports, juvenile quiz... ranging in length from 5 to 15 minutes... to one-half hour.

As part of the complete service offered with each NBC Syndicated Show, every subscriber receives a fully-planned Audience Promotion Kit containing brochure, newspaper and display material.

Write, wire, or phone your nearest NBC Radio-Recording Division office for full information and rates for NBC Syndicated Shows in your area.

Michigan Ave. Memorandum...

- - - Bob Dallin, Jack Benny's radio producer, in town looking over possible origination points for Jack's May 12 broadcast from here.

- Danny Thomas goes into the Club Follies May 4 for an extended engagement.

Chicago

Chicago socialites and now Gotham's top feminine commentatores, torn between the wife of Clyde Newhouse, the art-dealer... Jack Owens, the Cruising Crooner of the Breakfast Club... profilied in the April issue of Bandleaders... Speaking of the Breakfast Club—which DOESN'T pass out lavish gifts to fans for knowing their middle initial and what day it is—Toastsmaster Don McNeill is encountering a visitor to the program every now and then who gives evidence of the curious effect that the current custom of handing out elaborate give-aways is having on the listening public. The other morning McNeill merely asked a young woman her name, and in reply got this exasperated reply: "Who cares? Gimme some salty!"... Deanna Durbin, due in town today (Thursday) with her hubby, Felix Jackson, will be guest at a press luncheon in the Pump Room... Jack Kirsch, new national pret of Allied States Theater Association, will be honored at an inaugural dinner at the Palmer House May 25 with some of Hollywood's biggest movie moguls in attendance... Music Corp. of America has added three more name stars to its roster with the signing of Ella Logan, Jerry Lester and Harvey Stone.

Give To Conquer Cancer

- - - When Mrs. Doris Goodman's boy Benny had his life story dramatized on a recent "Freedom of Opportunity" show via Mutual, Mrs. G. dropped into WGN studios for a picture-taking session with Ray McKinstry and Harry Elders, clarinet and voice, respectively, in the dramatization. Mrs. Goodman was nervous at sight of the camera. "I get so excited when I do anything connected with my boy," she confessed. Mother Goodman's pictures turned out okay in spite of her tension, especially the shot taken when she relaxed into a charming and relieved smile after the photographer had told her the "shooth" was all over... Eddie and Fannie Cavanaugh recently celebrated their 25th anniversary on the air, making them radio's oldest team. Everett Mitchell, director of agriculture of the NBC Central Division, will address the sessions of the Governor's Conference on Rural Life at Jackson, Miss., April 25 and 26. WRBM sportscaster John Harrington along with footballwhen... When Jack Dempsey guested on the Quiz Kids, six-year-old Richard Weixler demanded to know: "Could you beat Joe Louis?" Without hesitation the Manassas Mauler replied: "Of course, I could beat Joe Louis. I couldn't even beat Superman. But don't let Joe Louis hear I said so..." When Merritt (Miss) Schoenfeld of ABC induced Bert Bell, the National Football League's new commissioner, to give American a three-year exclusive on the league's championship game, Schoenfeld first tried to get Bell to agree by five years, but Bell held to the three-year limit, explaining that that was the best he could do because his own contract with the league ran for only three years.

Give To Conquer Cancer

- - - William Ray, manager of the NBC Central Division news and special events department, will attend a radio news panel discussion at Columbus, Ohio, on May 4... Martha Raye, currently appearing at Chicago's Latin Quarter, has been offered the lead in the Broadway show, "Love That Girl." But after winding up her night club engagement here in July, Miss Raye plans to return to Hollywood to begin work on a movie with Charlie Chaplin... WRM-CBS producer claims he overhead two maid's discussing their employers. Said one: "My lady always says I should warm the plates for dinner guests, but it's too much work, so I just warm her and she never knows the difference."

Give To Conquer Cancer

LOS ANGELES

By RALPH WILE

BERTHIA KELLY, former arts and entertainment editor of the Hollywood Reporter, has joined the staff of Jack Paar Productions and will be assistant to Mr. Paar.

George Goodale, new flack for the Los Angeles Baseball Club, is getting his publicity department under fire from the press, as he salesthe investigations appearaces before the Los Angeles City Council on television cameras.

Al Sack has signed Ed Kust, trumpeter, and Ralph Himmell, a Sammy Weiss, drummers, for the 11-piece orchestra. They will conduct on a new show called "In the Mood" starring Tony Martin. The program debuts April 22 on the COLUMBUS network.

Six Pullman berths, purchased by a local salvage company by Walt Tetley, "Leroy" on "The Great Gildersleeve," have been converted into guest house by the valley actor at his encino ranch.

Raymond R. Morgan, Publisher of Williamston and Master of Ceremonies, and Nils T. Granlund are proud as parents over the Hopper rating of their new CBS show, "You're the Judge.

"On the Air" less than a month, and still a sustaining, the show is climbing fast, in mail pull a ticket demand, as well as in New York status.

Walter Tetley's, "Leroy" on "The Great Gildersleeve" program on NBC is set to do the narration of a series of World War II color films of children's stories to be produced by Blackie Films.

LEN STERLING

LA 1-4200

HUDDIE WILDER

LANE-WORTH
Radio Daily

Radio Councils To Aid World Peace Program

(Continued from Page 1)

Boston, the Radio Council of Greater Cleveland, the Radio Council of Des Moines, the Rockford (Ill.) Radio Council, the Cedar Rapids (Ia.) Radio Council, the Louisville (Ky.) Radio Council, the Winston-Salem (N. C.) Radio Council, the Pioneer Radio Council (Springfield, Mass.), the Rocky Mountain Radio Council (Denver, Colo.), the Minnesota Radio Council, the Toledo (Ohio) Radio Council, the Radio Council of the Omaha (Neb.) Area and the Kalamazoo (Mich.) Radio Council.

Small Business Committee's report, which urged the avoidance of monopolistic branding and the adoption of licensing policies which will foster wider diversity of ownership in FM stations, was generally adopted a "me too" attitude toward the Senate Committee report, which shot several bars at the FCC's majority stand on FM, particularly on veterans' chances in FM.

In commenting on the Senate Committee's "three suggestions," the FCC revealed its pattern for future FM allocations. The suggestions and the Commission's comments follow:

Suggestion 1, that the Commission give careful attention to a plan whereby a certain number of FM channels be reserved for distribution after veterans have had a chance to organize their applications and after the number of receivers in the hands of veterans is feasible for modestly-financed newcomers, the number of receivers now in use and in production being too small to make the venture immediately profitable.

While the Commission has not specifically reserved any channels from licensing at this time, it has been proceeding along lines which it believes are calculated to best achieve the objectives discussed above. In the first place, in making FM grants the Commission is presently proceeding on the basis of "one to a customer." Thus, since V-J Day no applicant has received more than one FM grant without a hearing unless he offered to put service into a community which, on the basis of existing applications, would otherwise be denied.

"Plans A "Thorough Study"

After the Commission has processed all of the applications in these first two categories, namely one to a customer and cities without service, it will then make a thorough study of the situation to determine how it should proceed with the consideration of further applications. If at that time it should appear that the procedures followed have not already afforded an ample opportunity for newcomers to prepare and file applications, the Commission will consider ways and means of increasing time for such further opportunity.

Suggestion 2, that the Commission give consideration, in weighing applications in future growth, as well as his present blueprints: Opportunity for expansion is the tangible mark of business, and radio will benefit by the vigor and energy of those who enter on a small scale, with ambitions to grow. Conversely, it will suffer if, during the next few years, it becomes merely the dumping ground for investment capital accumulated on other fields. The section headed "opportunity for business growth" describes a method of fostering the growth of FM stations from small beginnings.

The Commission's policy of providing for future expansion of FM applicants was discussed by Assistant Chief Engineer John Willoughby at the Conference Engineering Conference in Columbus in March.

In this connection, the Commission hopes that the report of the Senate Small Business Committee will stimulate newcomers and persons of modest financial resources to investigate fully the FM possibilities, particularly of the community class of station. This class of stations does not require extensive financing, offers excellent coverage and is far superior to the local class of stations in the standard or AM broadcast band.

Suggestion 3, that the Commission undertake to keep the public fully informed of the development of new communications devices, that it encourage the widest possible participation in their development, and that it provide information and assistance to prospective applicants, both in Washington and in its various field offices. Again the Commission is in full accord with the Committee. In fact it has co-operated with the Committee in the preparation of a 100-page docu-

now that the "Wraps" are coming off...

wartime paper shortages kept many magazines "under wraps"... but even then, clocking showed up the real champions. Take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 92% of available copies within the first seven days on sale.

Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growing favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation. Already its print order has been nearly doubled over wartime levels—a whopping 425,000 for the May issue!
All American Patents
To Be Reclassified

(Continued from Page 1)

classification of patents and allied literature.

As an example of one Patent Office classification that is badly out of date, officials cited class 250, radiant energy, established in 1912. This class contains subclass 11, directive radio alignment, which contains 1,176 original patents and 383 cross references, and subclass 1, radio receivers, consisting of 2,765 original and 1,016 cross-reference patents.

To make matters worse, subclass 20 contains all types of radio receivers from the simplest early-day crystal set to the modern frequency-modulated type. Thus a person desiring to isolate a single group of patents in the radio field has first to sort them out and do his own classifying.

Once the Patent Office has successfully completed the reclassification of the material on hand, it faces the additional problem of making this information readily accessible. Officials proposed that duplicate sets of all patents and patent literature be maintained at several well-placed central libraries throughout the United States and also in foreign countries.

Agency Drops Sing Spots

Dropping musical jingles and singing commercials, Batten, Barton, Durstine & Osborn, Inc., are producing a new series of spots featuring symphonic music for Cresta Blanca Wines. Walter Tibbals of BBDO, producer, is using 40 musicians under the direction of Ray Bloch for a series of one-minute spots featuring 45 seconds of symphonic music and ten seconds of actual commercial.

Send Birthday Greetings To

April 11

Carroll Carroll Paul Douglas
Johnny Welsh Alvina Vogel
Stephen Chase

VERSATILE AGENCY MAN AVAILABLE

10 years N.Y. radio station experience. Expert at Continuity, Scripts, Production. Announcing, . . . All phases agency work. Writes Box 124, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

OFF THE AIR

REFERENCE RECORDINGS

IN CHICAGO

L. S. TOGOOD RECORDING CO.
722 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

STEEL CITY STEAL!

KQV stole the show in Pittsburgh by signing Jones & Laughlin Steel Corporation for a full hour program six days a week. Proof continues to pile up that KQV has what advertisers want!

(Basic Mutual—1410 KC—1000 W)

Steel City Broadcasting Corp.
National Representatives: WEED & CO.

CBS Affiliates Reeled
7 To Board; Add Two

(Continued from Page 1)

districts. The two new member stations are WFOY, Sr. Augustine, Fla., and Kenyon Brown, KOMA, Oklahoma City, replaces John M. Rivers, WSCC, Charleston, and Clyde W. Rembert, KRLD, Dallas. The board represents 14 independently owned stations affiliated with CBS, and its next meeting is scheduled for May at the network headquarters.

Board members for the ensuing year, in addition to those mentioned, are: C. T. Lucy, WRVA, Richmond, Va.; W. H. Summerville, WWL, New Orleans; P. C. Eighmy, WTAB, Arthur Church, KMBC, Kansas City; Kenyon Brown, KOMA, Oklahoma City, and Clyde Coombs, KFRC, Fresno, Calif.

Graham Joins ABC Staff

Joe Graham, recently returned from two and a half years overseas service, has joined the America Broadcasting Company as a staff director.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

the favorite—

There are no favorites among Weed and Company stations. All receive thorough representation in the nation’s top radio time buying centers. Constantly on the alert for new business, Weed’s staff of time-wise men keep clients’ time schedules billed to capacity.
U. N. Planning ET Service

Programming Rules For FM Are Changed

Washington, D. C.—The FCC yesterday released two NAB requests for changes in FM rules and approved two other requests. At the same time, the Commission took no action on suggestions of the National Broadcast Committee that the FCC reverse its abandonment of requirements for separate FM programming.

The Commission denied NAB's request for amendment of regulations permitting FM stations "operating in a

new Power Increase Set For XEW, Mexico City

The 300-foot tower is to be erected at the site of a new radio station to be called "Club Hollywood." The station, which will have a power output of 5000 watts, will be operated by the American Broadcasting Company and is expected to begin transmissions early next year.

ac'y Morgenthau Begins 2-Week Tour On WMCA

Former Secretary of the Treasury, Mr. Morgenthau, Jr., opened a 32-week series of broadcasts over WMCA, New York, and three other stations this week (Wednesday 10:15-11:30 p.m., EST), sponsored by Ash's Men. The subjects of the program will be selected from the public by means of a telephone poll.

Cheerio!

Leslie Mitchell, emcee of WABC's "Atlantic Spotlight" who became friendly with Ben Groover, emcee of WABC, NBC portion of the show will fly back to England Saturday, April 13. In the hectic weeks since his arrival, with Ben showing him the town, the Britisher tasted such first hot dog, sweated out a nylon line and ate his lunch in a chemist's shop.

Security Council Transcriptions Readied As Service To Broadcasters And Educational Institutions

Larmon Heads AAAA As Board Chairman

Sigmund S. Larmon, president of Young & Rubicam, Inc., was elected chairman of the board of the American Association of Advertising Agencies at its 28th annual meeting this week at the Waldorf-Astoria Hotel in New York. Mr. Larmon was re-elected president of the organization for a term of two years.

Other officers named were J. C. Cornelius, executive vice-president (Continued on Page 12)

Tele Filing Procedure Revised By The FCC

Washington, D. C.—Noting that many applications are "incomplete," the FCC yesterday announced several changes in procedure for handling of commercial television applications.

Sallent points of the changes follow:

1. Completed applications—Applications now on file which are completed under either the new or old engineering standards will be considered.

Four Different Groups Seek WOKO-Wave Length

Albany—Officers and directors of the Patroon Broadcasting Company, one of four incorporated to obtain a license for operation of a station in

REC Hosts UTWAC Crowd At Gala Victory Luncheon

The United Theatrical War Activities Committee terminated operations yesterday after almost four years of service to a wartime America. In addition to more than 100,000 individual performers-free appearances from the New York and Chicago chapters. The final salute to UTWAC was a Victory Luncheon arranged by the Radio Executives Club of New York in the Grand Ballroom of the Hotel Roosevelt that attracted over 800 members and guests in addition to many stars prominent in the theater, radio and screen.

Jim Sauter, executive director of UTWAC, read the final report of activities of the group and accepted a special award from the REC presented by Murray Grabhorns, on behalf of the club. Senator revealed that over $22,000 people in show business had participated in the numerous programs.

State Radio Bureau Using ET's Campaign

Albany—Radio stations in various parts of the State are broadcasting one 15-minute transcription and five five-minute platters explaining the State income tax and the 50 per cent deduction on personal incomes, payable April 15. The State Radio Bureau made and distributed the recordings.

Four Different Groups Seek WOKO-Wave Length

Albany—Officers and directors of the Patroon Broadcasting Company, one of four incorporated to obtain a license for operation of a station in

Ten More FM Permits Granted By Commission

Washington, D. C.—The FCC yesterday granted 10 additional grants for new FM stations, bringing the total to 380 conditional grants. In addition, the Commission granted CP's to six FM stations.

Regional News Programs Renewed On Chicago NBC Outlet

Chicago—Renewal of the 15-minute John Holman news program and a five-minute Clifton Ullery news broadcast, and orders for 380 station breaks.
New Power Increase Set
For XEW, Mexico City

(Continued from Page 1)

XEW will move into its new 12-story studio-office building in the capital. In addition to XEW the building will also house Radio Programas de Mexico and the national sales organization, and eventually XEQ, Mexico City outlet of the CBS-affiliated network. Making all the interior announcements are expected to have audiences. The four upper floors contain the CBS studio and feature seating capacities ranging from 500 to 1,500.

Owned By Azcarraga

XEW was opened and operated by Don Emilio Azcarraga, veteran Mexican broadcaster. XEQ, a 30 kw. station, began operations in 1938. It will take over the present XEW transmitter and increase its power to 100 kw, as soon as XEW sales department, which is currently in transit, arrives. Currently XEQ is engaged in trying to persuade the government to relinquish one of Mexico’s six clear channels, three of which are allocated to the capital. XEW and XEQ hold the other two. The 730 kc. channel which XEQ wants and which is allocated to government, however, is currently used by a government station, was used by XEQ for three years, until the Ministry of the Interior announced plans for government-sponsored broadcasts and asked for its release. There has been little radio activity on the part of the government, however, and there is little ambiguity that it would be able to return the channel in a timely manner. The government eventually will be allowed to use the channel again, on a temporary basis anyway.

News Programs Renewed
On Chicago NBC Outlet

(Continued from Page 1)

were included in new business for station WMAC. Shell Oil Company, through Walter Thompson, ordered a 12-week renewal of the John Holman newspaper program, heard Tuesdays, Thursdays and Saturdays, 5:45 to 5:00 p.m. CST, Quaker Oats Company, through Buena Vista and Ryan, Inc., renewed the Clifton Utley news period for 26 weeks. Program is aired Sundays through Saturdays, 7:30 to 8:00 a.m. CST. The King’s Jesters and Louise, in a new Monday through Friday series approved by Neslie’s Milk Products, Inc., headed the list of new business this week at WBBM, according to Erie Stimson, WBBM sales manager. The 13-week contract was placed through Leon Livingston Advertising Agency, New York.

Kingdon Stint On KFWB

Frank Kingdon’s Wednesday commentary over WMCA, 10:30 p.m., EST, is now fed to KFWB, Los Angeles, Action is presumably a result of the west coast audience built up by Kingdon through his reporting of the UN sessions, and his newspaper and broadcast coverage fed to the Warner Bros.’ outlet.

China Derby

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

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

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

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

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

Facts are available.
NOTICE!

once again WOR can make a statement that underlines its position as the most dominant and buyable station in New York . . .

day and night (6:00 am to Mid.)
during an average week,

WOR gets into more homes with radios (3,440,000, to be exact) in a 4-state, 78-county area—

including metropolitan New York—

than any other station*


MUTUAL
AGENCIES

STANLEY C. PATNO, of the Cleveland office of Fuller, Smith & Ross, has been elected chairman of the board of governors of Cleveland Station Winese, American Association of Advertising Agencies.

Sgt. GEORGE MacLEOD, recently discharged from the Army, has joined the staff of R. T. O'Connell Company, New York advertising agency.

RITA BRONFMAN, formerly with The New York Times, is now a member of Broadcast Sales, New York Office, as sales assistant to Peggy Stone.

BRITISH OVERSEAS AIRWAYS CORP., announces the appointment of Cecil & Fresbury, Inc., as advertising agents in the U.S. and Canada. Robert Carley will be account executive. The campaign will promote BOAC's passenger and freight service.

I. J. FOX, New York, has launched a new spot campaign on major New York City stations through Lew Krush Advertising Company.

EDWARD F. CAUSLEY, former assistant executive with Compton Advertising Inc., has joined Cecil & Fresbury, Inc., in the same capacity.

SEIDEL ADVERTISING AGENCY is moving into larger quarters. On April 15 the organization will take over additional space in the Times Building.

JOSEPH H. LANGHAMMER has formed an advertising agency in Omaha, Neb., under his own name. Carl J. Koelik will be associated with him. Langhammer formerly operated his own agency at Shreveport, La.

ADOLPH ELLIOTT NONAS has joined the staff of the Green-Brodie Agency in Minneapolis, where he will specialize in copy and editorial work. Nonas was formerly copy chief of Walters Advertising Associates. He entered the broadcast industry in 1941, attained the rank of captain, and was discharged recently.

Autry Rodeo Tour

Columbia's "Gene Autry Show" goes on tour for seven weeks starting April 14, during which the program, normally heard from Hollywood, will broadcast from Phoenix, Chicago, Washington and Cleveland. Autry is taking a rodeo to the four cities and later will visit Toronto and Pittsburgh.

Ave Maria Hour

WMCA — Sunday — 6:30

It's A DONALD PETERSON PRODUCTION

ET Reports Of UN Sessions Will Be Offered All Stations

(Continued from Page 1)

The current Security Council sessions are being recorded, and it is planned to make dubblings available to interested stations to be montaged into UN newscasts. Recorded talks by members of the various delegations or the Secretariat, as well as a UN script series, are also planned if there is sufficient audience interest.

The plan is outlined in a letter to station managers to be sent out over the weekend by Christopher Cross, U. S. Radio Liaison Officer for the UN, who, with Duckworth Barker, UN Radio Director, expects to visit the nation's radio centers to discuss the plans with broadcasters.

Purpose of the service, which will be made available also to universities and other educational stations, is to implement direct spot news coverage and to bring the full story of the UN efforts for lasting peace before the American people, Cross said.

Actual recording of the Security Council sessions is done in a small room in the basement of the Hunter College gymnasium, three floors below the Council chamber, by a small group of Army technicians under the supervision of Maj. G. Robert Vincent, of West Point.

Use Four Methods

Four methods of recording are used, disc, wire, film and tape. The tape recorder was donated by Vincent in Germany and is being used for experimental purposes. There are eight disc recorders being used, and an estimated 2,900 discs will be cut during the course of the current meeting.

The recording setup is part of one of the most complex sound systems in the world. Through this system, which is built by the Langevin Co., pickups from the 20 microphones in the Council chamber may be fed collectively or individually to 46 points at once.

Focal point of the system is a master control booth located in a corner of the Council chamber. Every word spoken on the floor passes through the 44-inch by 16-inch mixer panel in the booth and is then fed to the 10 broadcasting booths, to the television and newsreel booths, to interpreters' earphones, and, via six separate channels, to the recording room.

Intricate Sound System

The sound system concerns with the FCC's new FM requirements, with noise level 62-67 db. broadcast program level. There are about 15,000 individual connections, and the entire internal construction employs coaxial cable. The complete system was so constructed that it may be moved easily if the UN should change its temporary headquarters.

According to UN officials, the system represents a "tribute to the genius of American industry." Several firms stopped normal production runs so that the meetings might open on schedule, including Whitney-Blake, C. F. Clarke Co., Born Electric and Audio Development.

New "Superman" Series Attacks Juvenile Problem

An experiment in the children's program field, designed to spotlight the realistic problems in juvenile delinquency and to present them in a clean and Effective way, will get under way on April 16th on "Superman" sponsored by Kellogg.

Program is heard over 194 Mutual stations Monday through Friday from 5:15 to 5:30 p.m. EST. Plans were completed this week for the subject and announced jointly by W. H. Vanderloeg, president of Kellogg Co., Battle Creek, Mich., and W. B. Lewis, vice-president and radio director, Kenyon & Eckhardt, Inc., agency handling the account.

Feeling that "now is the time for a forward step in children's radio programs, sponsor and agency executives are heeding a direct approach to the problems now facing youngsters in their homes, schools, and on the road. At home. Considering that radio is one of the most important mediums in education, they feel that the audience will be strongly interested in a "Superman" series as it exemplifies a "thoroughly American message of good friendship." Problems of all types will be handled "openly and honestly" in an effort to impress the American viewpoint which will be exposed in the new series.

Agency Operational Setup Announced By Robinson

Los Angeles—Changes in the operation of the Hollywood office of Foote, Cone & Belding Advertising Agency were announced yesterday by Dean Robinson, Jr., vice-president in charge of radio.

Under the new setup, A. L. Capstaff will be in charge of all production originating in Hollywood. Vic Hunter will head the Hollywood talent relations and program development with Jim Fonda as associate. Burt Oliver will be in charge of all Hollywood business operations, contracts, and all communications between Hollywood and other branches.

In Praise Of Baseball

BBDO is launching a baseball promotion contest this week among NBC stations in connection with "Cavalade of America" broadcast April 15 when the story of John McGraw, baseball immortal and manager of the New York Giants, is brought to airwaves by Pat O'Brien, motion picture star will play the role of "The Great McGraw."

Contest is built around the national game, and agency is offering autographed baseball for the best letter on the subject, "What Baseball Means to America."

WEAF

FIRST TO PRESENT

"rendezvous with destiny"

in tribute to the memory of Franklin Delano Roosevelt on the first anniversary of his death.

TONGUE II:30 PM

NBC’s Key Station — New York

50,000 watts - 660 kc.

Represented by NBC SPOT SALES

www.americanradiohistory.com
ANNOUNCING

"...rendezvous with destiny"

First of NBC DOCUMENTARY RECORDINGS

With the release of its two-volume album, "...rendezvous with destiny," the National Broadcasting Company makes an impressive contribution to the story of our times. Based on the radio addresses of Franklin Delano Roosevelt, and designed expressly for educational use, this is the first of a series—NBC DOCUMENTARY RECORDINGS—designed to preserve the pattern of contemporary American life as heard through the medium of radio.

Concerned with recapturing the spirit of those decisive years preceding and during the second World War, "...rendezvous with destiny" presents the actual words and familiar voice of America's late Chief Executive in excerpts from 23 of his most important radio addresses. With an original musical score and with narration written by César Saerchinger, these excerpts are blended into a chronological sequence of stirring history.

From the challenge of the opening excerpt, "This generation of Americans has a rendezvous with destiny," through the final conviction of Roosevelt's words, "We cannot live alone, at peace," here is truly absorbing documentation of an era.

Future presentations of NBC DOCUMENTARY RECORDINGS will be announced on release. The two volume album "...rendezvous with destiny" contains twelve 12-inch recordings—playing time two hours. It is obtainable from Dept. D, NBC Radio-Recording Division, New York 20.

AMERICA'S NO. 1 NETWORK

...the National Broadcasting Company
How to stand a

200,000 people, according to official Chicago Police Department estimate, take over Loop.
(and a country, too!)

Excitement whirled through Chicago’s Loop on April 2nd, 1946: traffic halted for two hours...special details of mounted police and patrolmen...a mile-long public address system...all press associations, batteries of newsreel cameras turned out to cover a broadcast of Mutual’s QUEEN FOR A DAY. The “house” numbered over 200,000 people!

This is an all-time high for commercial radio. No other program has ever evoked such a demonstration. (If anyone knows of a “topper” please post us.)

Chicago is just one city in the Cinderella show’s current swing around the nation’s top towns. Other cities the QUEEN “stood on ear” include Denver, Omaha, Cleveland, Indianapolis. Next: St. Louis and Kansas City. Everywhere—capacity crowds, city-wide excitement, and a press follow-up of front-page pictures and headlines. (“200,000 Gals Riot at Loop Broadcast” reported Page 1 of the Chicago Daily News.)

The reason for these ovations is simple. People came to see because they loved to hear. Before the QUEEN captured Chicago, she had already dominated the 2:30-3:00 PM half-hour straight across the listening nation! A program developed by Mutual, QUEEN FOR A DAY’s success is so marked, it has influenced the whole daytime radio picture. (As well as the Mutual afternoon schedule, which is built around it.)

Yes, QUEEN FOR A DAY is already sponsored—by Miles Laboratories and Procter & Gamble. But the QUEEN is just one member of a royal family of Mutual shows featuring the same ahead-of-the-times radio finesse...and currently available. So, if you’re seeking top-flight entertainment at cellar costs, you’ll get more for your money on Mutual. *

MUTUAL BROADCASTING SYSTEM
WHERE SHOWMANSHIP MEANS BUSINESS

*Mutual time alone costs at least 25% less than Network X
47% less than Network Y and 64% less than Network Z
LOS ANGELES

By RALPH WILK

THE Jack Benny program on Sunday will feature Ronald Colman and his wife, Benita Hume, marking the fourth time this season the Colmans have appeared on the Waukegan WLS show.

Don W. Haynes, manager of Johnny Desmond and the Glenn Miller-Tex Beneke orchestras, arrives here April 10th for a week's stay. While on the coast he will go into a huddle with Dick English, who is writing "The Life of Glenn Miller," a tribute to the late band leader.

Ralph L. Power, who heads his local agency for radio manufacturers, left this week for Portland, Maine, with the body of his mother, Mrs. Valore M. Power for burial at Evergreen Cemetery.

Carl Kay and Sam Taylor, new producer and writer, respectively, on the CBS "Malice" stanza, take over officially this week. Format on the air remains the same.

Exhibit Displays Tele Bomb Developed by RCA & Navy

An RCA-Navy developed "television bomb," one of the Navy's newest aerial weapons, went on display this week at the Navy Research and Inventions Exhibit in the Museum of Science and Industry at Radio City.

Titled the "Gorgon," the bomb is a shark-shaped, jet propelled flying bomb equipped with "television eyes" and capable of seeking out targets with uncovering accuracy. The missile has a speed up to 550 miles per hour and can be built to carry from 100 pounds to several thousand pounds of explosives. In its plastic nose, it packs a video camera of the "Block" airborne system which was produced in quantity during the war by the RCA-Victor Division in Camden, N. J.

At the exhibit, the Navy demonstrates television pickups with the RCA image orthicon tube of the type employed in the "Gorgon's" nose, and reproduces the pictures on a monitor scope of the same type carried in the plane of the bombardier who directs the flying bombs to the target. Navy spokesmen point out that a bombardier using the system has the sensation of riding the nose of the bomb as it nears the target.

The "Block" system is one of two television systems recently displayed by RCA and the Navy in Washington for the information of industry and press representatives.

Baltimore's Listening Habits

Ten Sterling CA 4-1200

RADIO DAILY

CHICAGO

By BILL IRVIN

PLACEMENT of order for new show, "A Date for Daddy," with Tommy Bartlett, sponsorship of the 3:35 to 4:00 p.m., CST news period, and orders for 51-st program break, headed the new business list at WBBM this week, it was announced by Ernie Shomo, WBBM sales manager. "A Date for Daddy," currently sponsored by Hol Sums Products (Milwaukee) on WGN will make its debut on WBBM on Monday, May 6, 5:00 to 5:30 p.m., CST. Contract, for 32 weeks, was placed through Arthur Meyerhoff and Co. Inc., "A Date for Daddy," is an audience participation show featuring an array of prizes for one of three contestants who present best reasons why she should treat her husband to a gala evening at Chicago's night spots. Winner is chosen by a panel of three judges who are also picked from the audience. Wesson Oil, through Kenyon and Eckhardt, Inc., began sponsorship of the Monday-Wednesday-Friday portion of the 3:35 to 4:00 p.m. CST news period with the April 1 broadcast. Contract is for 22 weeks.

A 15-minute dramatic program entitled "The Green Cross Campaign" and 10 one-minute spot announcements have been recorded for the National Safety Council by the NBC Chicago radio recording division, under supervision of Frank Chizinski, manager.

George Killmer, formerly head of the WBBM page department has joined the WBBM sales staff as a salesman. He was announced by Ernie Shomo, WBBM sales manager. Killmer was discharged from the Army in December 1945, was a member of the rank of 1st Lieutenant in the tank destroyers. Libby McNell and Libby has renewed for 32 weeks, effective April 15, his sponsorship of "My True Story," Tuesday through Friday dramatic series heard over ABC from 9:00 to 9:25 a.m., CST, for the third consecutive year. Agency is J. Walter Thompson Company, Chicago.

MUTUAL BROADCASTING SYSTEM

Baltimore's Listening Habits

Ten Sterling CA 4-1200

Los Angeles

By RALPH WILK

THE Jack Benny program on Sunday will feature Ronald Colman and his wife, Benita Hume, marking the fourth time this season the Colmans have appeared on the Waukegan WLS show. 

Don W. Haynes, manager of Johnny Desmond and the Glenn Miller-Tex Beneke orchestras, arrives here April 10th for a week's stay. While on the coast he will go into a huddle with Dick English, who is writing "The Life of Glenn Miller," a tribute to the late band leader.

Ralph L. Power, who heads his local agency for radio manufacturers, left this week for Portland, Maine, with the body of his mother, Mrs. Valore M. Power for burial at Evergreen Cemetery. 

Carl Kay and Sam Taylor, new producer and writer, respectively, on the CBS "Malice" stanza, take over officially this week. Format on the air remains the same.

Exhibit Displays Tele Bomb Developed by RCA & Navy

An RCA-Navy developed "television bomb," one of the Navy's newest aerial weapons, went on display this week at the Navy Research and Inventions Exhibit in the Museum of Science and Industry at Radio City. 

Titled the "Gorgon," the bomb is a shark-shaped, jet propelled flying bomb equipped with "television eyes" and capable of seeking out targets with uncovering accuracy. The missile has a speed up to 550 miles per hour and can be built to carry from 100 pounds to several thousand pounds of explosives. In its plastic nose, it packs a video camera of the "Block" airborne system which was produced in quantity during the war by the RCA-Victor Division in Camden, N. J. 

At the exhibit, the Navy demonstrates tele bomb pickups with the RCA image orthicon tube of the type employed in the "Gorgon's" nose, and reproduces the pictures on a monitor scope of the same type carried in the plane of the bombardier who directs the flying bombs to the target. Navy spokesmen point out that a bombardier using the system has the sensation of riding the nose of the bomb as it nears the target.

The "Block" system is one of two television systems recently displayed by RCA and the Navy in Washington for the information of industry and press representatives. 

UTWAC Takes A Bow . . . !

- - The oldest brevide in newspaper circles is that names make news. If such is the case, and we see no reason to doubt our journalistic forebears, then the Radio Execs' luncheon yesterday at the Roosevelt Hotel honoring the United Theatrical War Activities Committee was a bigger news event than a woman blitting a dog. The event, taking place in the Roosevelt's luxurious Grand Ballroom, was an autograph fiedens delight. Practically everybody but Mickey Mouse showed up to pay homage to the members of UTWAC, which hung up such a brilliant war-time record in keeping morale high during the dark years from '41 to '45. It was, in sum, a great tribute to a great gang of people—people who make you proud of show business and proud that you're a small part of it.

-- Give To Conquer Cancer --

- - - Figures speak for themselves and in this case they're shouting out loud. To give you a slight idea of the magnitude of UTWAC's contribution to the war effort, digest these figures for a while: The number of free individual entertainment performances from May 1, 1942 to December 31, 1945, totalled 165,850. Of this, 109,013 were routed through UTWAC in New York and Chicago. The H'wood Victory Committee contributed the remaining 56,837. This is exclusive of the American Theater Wing and USO Camp Shows, excepting of course, the New York Stage Door Canteen, which comes under UTWAC. 17,000 events were serviced, 9,368 through UTWAC and the remainder from H'wood. And this, we're given to understand, is conservative figuring.

-- Give To Conquer Cancer --

- - - Giving credit where credit is due, we'd like to list the Bd. of Directors of UTWAC, who, under Em Sauter's inspired leadership, saw to it that the entertainment industry played such a major role in insuring the victory. They include: Paul Duhlzetz, Geo. Heller, Henry Jaffe, Bert Llyett, Florence Marston, Ruth Richmond, Matt Shelye, Lawrence Tibbett and Gene Buck.

-- Give To Conquer Cancer --

- - - Included in the list of talent honored by both the Radio Execs and UTWAC for their untiring efforts on the entertainment front were: Josephine Antoine, Ralph Bellamy, Ray Bolger, Norman Brookes, Carol Bruce, Lily Calhoun, John Carter, Mady Christians, Wallis Clark, Clayton Collyer, Jane Cowl, Augusta Dabney, Jean Dickinson, Buddy Ebsen, Jinx Falkenberg, Nanette Fabray, Ben Grauer, Dolores Gray, Judy Holliday, Sid Cedric Hardwicke, Josephine Hull, Ruth Hussey, Walter Huston, Jackie Kelk, Felix Knight, Gertrude Lawrence, Gypsy Markoff, Raymond Massey, Helen Menken, Lucy Monroe, Danny O'Neil, Lew Parker, Irra Petina, Bill Robinson, Lanny Ross, John Sebastian, Tom Slater, Kenneth Spencer, Fred Stone, Dorothy Stone and Yvette.

-- Give To Conquer Cancer --

Programming Rules For FM Are Changed

(Continued from Page 8)


Give To Conquer Cancer

- Greeting and congratulatory wires were sent in by Fred M. Vinson, Sec'y of the President, Gen'l Charis N. Bradley, head of the Vela Administration; W. L. Mackenzie King, Prime Minister of Canada; J. L. Isley, Ministry of Finance; Lt. Gen. Leroy Lutes, Commanding Gen'l of Army Service Forces; Gov. Thos. E. Dewey; Sir Wm. Halsey, Director Gen'l of BBC; Lawrence Tibbet; Geo. Murphy, President of Screen Actor's Guild; Ken Thomson, Brooks Atkinson, Helen Hayes and Katharine Cornell. Jim Sauter, who was in Washington recently to acquaint President Truman with the final figures of UTWAC's achievements, brought back a personal message from the Chief Executive—"Thanks and greetings."

Give To Conquer Cancer

- Highlights and Sidelights: First time we ever saw good old Jim Sauter speakless was when Geo. Heller presented him with a gorgeous leather desk set on behalf of the members of the board of Directors of UTWAC in appreciation for his "distinguished leadership and unsellable service." . . . Bert Lytell drew a big laugh when he said that no exec could sit behind such a beautiful desk set as that and cut an actor's salary . . . Dapper Jimmy Walker should've been a very happy man at the luncheon. First time he ever attended one without being called upon to speak. . . . Universal cry of the autograph hounds was "Where is Pete Jasper?" . . . Cross met Cross for the first time when Milton (ABC) and Chris (UNO) sat at the same table . . . Ed Kozak taking time out for handskilling to deny that he vacationed in Florida and credited the Atlantic City boardwalk for that terrific tan . . . Affable Oliver Gramling, of PA, impressed with the star-studded turnout. Ditto Ralph Austrian, of KEQ television, who predicted early tele coverage of such special events . . . Jack Popplee, v.p. and chief engineer of WOR, came to the rescue when the public address system went on the blink . . . Ted Strelbert, WOR prexy, also disturbed over the sound . . . Elliott Roosevelt getting a big hand when he took a bow.

Give To Conquer Cancer

- And so, to Jim Sauter, the members and committee of UTWAC, and to the thousands of performers who contributed so heavily of their time and talent, we can only say "Good show!" Show business is proud of you and we're proud of show business' glittering place in the line-up of Victory.

Lease Government Plant

The electronic and radio tube plant operated by Tung-Sol Lamp Works, Inc., at Newark, N. J., will be leased to that company for 11 months. With a 90-day option to purchase, subject to the priority rights of Federal Government agencies, the War Assets Administration announced. The company plans to use the facilities for the manufacture of electronic lamps and radio tubes.

Conner, Lewis In CBS Posts

Washington—George Conner, formerly of the Washington Post, has been named chief news editor of the Washington CBS newsroom (WTOP) and L and L (i.e.) Bob Lewis, recently released from the U.S. Navy, has resumed his position of newsmen for CBS, according to Eric Sevareid, director of the Washington news bureau for the network.

SPECIAL

Franklin D. Roosevelt Memorial Program

TODAY 5 P. M.

featuring

MARTHA SCOTT

BERT LYTELL

BARRY KROGER, Narrator

Special Music by LORIN MAAZEL

EDDIE BROWN'S ORCHESTRA

WLIB 1190

ON YOUR DIAL

Radio Sales Issues

New Rates April 28

Radio Schedule Passover Programs For Weekend

(Continued from Page 1)

long celebration begins at sundown April 15.

The story of Jewish Chaplain Irving Tepper, who served with the 60th Infantry during the war, will be dramatized in "The Four Questions," a special program originating at KNX, Los Angeles, whose new rate went into effect March 17, it was announced this week.

WANTED

A 4 or 5 room, unfurnished apartment for ex-army captain, his wife and young son. Write RADIO DAILY, Box 158, 1501 Broadway, New York 18, N. Y.

Webs Schedule Passover Programs For Weekend

(Continued from Page 1)

Radio Sales Issues

New Rates April 28

New rate cards for Radio Sales represented stations will become effective April 28, with the exception of KNX, Los Angeles, whose new rate went into effect March 17, it was announced this week.

KSJB

Jamestown
North Dakota

Represented by
North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING

5000 WATTS

600 ON THE DIAL

CBS—MBS

SPECIAL

Franklin D. Roosevelt Memorial Program

TODAY 5 P. M.
Ten More FM Permits Given By Commission

(Continued from Page 1) applications for the engineering plans of eight other applications. Conditional grants made are:
Florida: Orlando, Hazelwood, Inc., WOR, metropolitan; Tampa, Tampa Times Company, WDAE, metropolitan; W. Palm Beach, WJNO, Inc., WJNO, metropolitan.
Georgia: Tacon, R. G. Tournou, WRLC, metropolitan, possibly rural.
Tennessee: Kingsport, Kingsport Broadcasting Co., Inc., WKPT, metropolitan; Memphis, WMPF, Inc., WMPS, metropolitan, possibly rural.
Texas: Dallas, WFAA, Inc., KXLY, Broadcasing Co., KGNC, metropolitan; Denton, Harwell V. Shepard, KDNT, metropolitan.
The following six stations, which received engineering approval on March 18, were granted regular construction permits:
Georgia: Southeastern Broadcasting Co., Macon; Middle Georgia Broadcasting, Macon.
Nebraska: World Publishing Co., Omaha.
Following is a list of applications for which approval of basic engineering plans were granted by the Commission:

Mackay Radio Appointed To Sell Raytheon's Radar

The Marine Division of the Mackay Radio and Telegraph Company, a subsidiary of the American Cable & Radio Corporation, has been named as a sales organization within the United States for Raytheon Manufacturing Company's commercial type radar known as the "Mariners Pathfinder." It was announced jointly this week by Warren Lee Pierson, president of ACR and L. K. Marshall, president of Raytheon.

Join RCA International Div.

Brig. Gen. William E. Chichereking, wartime director of the United States Army Procurement Service, throughout the world, and Dudley Wood, former advisor to the Secretary of Commerce on foreign trade matters, have joined RCA as assistants in the RCA International division.

Words and Music

By HERMAN PINCUS

RADIOLOGY—The Treasury Department has awarded a citation to Joe Seltzer in recognition of his work in helping to sell $149,000,000 in War Bonds. . . . incidentally Joe will celebrate his 20th year in radio next month, having started in as an actor at the age of nine at station WSMB down N’awlins way. . . . Renee Terry, pert little songstress of the "Betty & Buddy" WIZ team, will marry Major Harvey Radus he was Aide to General Stilwell June 12. . . . After fifteen years on the "National Barn Dance," Red Foley leaves to succeed Roy Acuff on the "Grand Ole Opry" series . . . past is for seven years. . . . Russ Case will baton a 25-week band supporting Eddy Duchin as a summer replacement for Kraft Music Hall. . . . He'll also continue as conductor on the "Seven Up" MBS. . . . A note from Sgt. John Timm is self-explanatory. Writes the radiologist and we quote: "I was just handed that long-awaited piece of paper, "Honorable Discharge, Army of the United States—yes indeed. It feels great to have dinner instead of 'chow.' Wear that plaid instead of khaki, go for a walk instead of a hike, shake hands instead of salute and be MISTER instead of Sergeant." Unquote. Radiologist John Fenwick's initial production, "The Servant of Two Masters," will be presented Tuesday, April 18, at the 35th St. Labor Stage. . . . has caught the eye of John Golden among others. . . . Kenny D. D. Decker has signed to write a syndicated column . . . Virginia Haskins, lyric Soprano who'll guest on Tuesday's show, will soon alternate as "Jillie" in the musical smash, "Carousel," . . . Leslie Mitchell, emcee of BBO's "Atlantic Spotlight," who's been doing the town with Ben Grauer, flies back to England tomorrow. . . .

With Martin Block on the coast for three weeks, Maurice Hart will emcee the "Make Believe Ballroom" via WNEW naturally. . . . Formerly vocalist with Abe Lyman, Billy Sherman just out of the Army, will be Gayn CBSimms' Vet-Guest Sunday. . . . Lt. Frank Howard, former vocalist with Paul Whitman's Orchestra, back in civvies and ready for the big time.

TIN PAN ALLEY-OOPS—Mills Music is reviving "Prisoner of Love," the 1931 hit, penned by Clarence Gaskill, Leo Robin and Russ Columbo. . . . Robbins' ballad, "I Didn't Mean A Word I Said," sung by Dick Haymes in the 20th Century-Fox picture "Do You Love Me?" has already been waved by the top ten recording companies. . . . You'll soon be hearing a new number titled, "Lucky." The cast on this is plenty, published by Mirand Music Co., is easily one of the sprightliest of the Alley's crop of new tunes. . . .

Lon Mooney at Miller Music is set with a romantic ballad titled "Midnight Moonlight," written by Charlie Tobias and Nat Simon (writers of "No Can Do."). . . . RKO wants the Korn Robbers for the forthcoming Joan Davis Musical. . . . they'd merely be sensational . . . . A major film company is trying to sign Frank Kelton who recently resigned as gen. professional mgr. of Southern Music.


Lt. Steve R. Adams and Major Chuck Carey will be in civvies before the end of the month. . . . Morton Downey, after hearing "The Bible My Mother Left To Me," said, quote: "The best song of that type since The Shrine of St. Cecelia." Unquote.

ON AND OFF THE RECORDS—The sensational Velveteen Quartet has been signed to record exclusively for Sonora. . . . Look for some major developments to happen soon at Musicraft . . . incidentally that outstanding new Jerome Kern Album, set to be released in May, is a MUST for your viciotra . . . grand musical job by Walter Grosz Orchestra. . . . Ahi's not well in the Krupa band . . . sidemen are feeding with Geno who'll probably open at the 40 Club with several new men in the band. . . .

Dave Dennis' Musicraft platter of "Silver Dew On The Blue Grass" backed up with "When The Sandman Rides The Trail" will land him in the big time.

Tele Filing Procedure Revised By The FCC

(Continued from Page 1)

sidered complete even though it does not answer completely all questions pertinent to the application. These parts may be supplied later if information is not now available and the application does not include all pertinent facts and figures pertinent to the equipment. Specifically the equipment items referred to are the following: The applications filed on April 18, 20, 21, 22, 23, 24, 25, (A), (B), and (C). If Applications are not current regarding financial or other matters that relate to the qualifications of the licensee, including the manner in which it is proposed to provide the 28-hour program, service per week as required under the Commission. Commission's rule 3.861 these matters should be brought up to date.

More Complete (2) Incomplete applications—An examination of the file of pending applications reveals that a high percentage of the applications are incomplete. Applications under this category must be completed before they will be given consideration. Applicants who know they have incomplete applications on file should proceed to complete them within the next thirty days. In the case of applications found incomplete at the time of processing, the applicant will be requested to file additional information within thirty days. These that are not complete at that time will be dismissed.

Applications set for hearing—In order to give the Commission's engineering department an opportunity to study the issues involved in advance of the hearing, it is requested that sections of the application dealing with antennas, transmitter sites and other information (including radio) be submitted at least ten days in advance of the hearing, using the new standard as a basis for all computations.

WBBM Plans Air Checks Of Remote Band Pickups

Chicago—A proposed plan of air checks on late evening band pickup for use in the possible installation of new remote and the improvement of present pickups has been announced by the program department of station WBBM. The plan, soon to be inaugurated, is a combination of WBBM producers, engineers and music arrangers, who will check recordings of band performances which will come from the engineering and musical point of view in musical broadcasts. Teams consisting of a producer, arranger and pickup engineer will be sent out to the bandstands with suggestions for different band and microphone arrangements to eliminate technical difficulties and acoustical problems. Other producer-arranger-engineer teams will be sent to night spots not presenting remote and pickup problems which will be reviewed by the panel for use in programming them into WBBM's late evening listening schedule.
Larmon Heads AAAA As Board Chairman

(Continued from Page 1)

for the West, BBD&D, Minneapolis, vice-chairman, and James H. B. Ellis, president of Knudmer Agency, Inc., secretary-treasurer.

Directors-at-large elected were James R. Adams, president, Mac-

Murray & Adams, Inc., Detroit; Theodore L. Bates, president, Ted

Bates, Inc., and F. B. Ryan, Jr., president, Ruthrauff & Ryan, Inc. Other

directors are Robert M. Ganger, vice-

president, Geyer, Cornell & Newell, Inc.; Elmer S. Horton, partner, Hor-

n-Noyes Co., Lee E. Hood, vice-

president, Richard A. Foley Adver-

ising Agency; Arthur R. Mogge, presi-

dent, Arthur R. Mogge, Inc., and J.

E. Cassidy, vice-president, The

WeCarty Co., Los Angeles.

The officers and the following directors-at-large were elected to form the operations committee: Melvin B. Bory, vice-

president, Needham, Louis & Bory, Inc.; Phillip W. Lemon, president, Leons, Inc. & Mitchell, Inc., and Fletchler D. Richards, presi-

dent, Campbell-Ewald Co., Inc., East-

ern division.

New Canton Station Set; Construction Starts Soon

Canton, Ohio—Newly-formed Stark Broadcasting Corp. has been granted a license by the FCC to operate a 1,000-watt station on 1360 kilocycles, which will be ready at the end of the season in early December.

The station, which will be known as KROS, will be owned by the Stark Broadcasting Co., which is also the owner of WJW and WSL.

The station is scheduled to begin operations in late December and will broadcast programming such as network news, music, and local news.

Send Birthday Greetings To

April 12

Hamman Boss Bill Edmonds
Leo Miller Henry Peterson
Howard Phillips Margaret Gardner

April 13

A. L. Ashby Cecil H. Rickett
Bob Stanley Lilly Fons
Arthur W. Ingoldley

April 14

Al Comer Bill Green
Al Johns Robert Stanton

State Radio Bureau Using ET's Campaign

(Continued from Page 1)

tures an interview with Alger B. Chapman, chairman of the State Tax

Commission, on exemptions, deduc-

tions and method of computing. The ses.

sions of ET's recording studio with

various business and professional

field. All are in interview form, area

radio artists being employed.

Commissioner Chapman has also

been interviewed on WRAF, WJZ and

WABC, New York.

The law passed by the 1948 Legis-

lature increases the personal income

tax reduction from 25 to 50 per cent.

Cuts in the taxes on incorporated and unincorporated businesses also

were voted.

Still Named Consultant To Lafayette Tele Studio

William Still, head of the Jamaica Radio-Television Mfg. Co., has been

appointed electronics consultant en-

gineer of the Lafayette Television and Motion Picture Studios in Brooklyn.

it was announced by Harry Pedersen, president of the new studio project.

Still, whose organization is installing the radio, television and sound

equipment in the Brooklyn studios, in a

recent interview said that “with the coming of television we will begin

a new field in the manufacture of

radio and television sets and in the offering of television programs.” He also

ex-
$82.37 unclaimed for 16 hrs.

WGAN solves the mystery in 11 minutes!

Late in the afternoon of March 7th, while crossing Federal Street in Portland, Maine, Police Inspector Flaherty found a key case containing $82.37. No identification was found in the case and no one reported the loss. Next morning it was still unclaimed! Then Inspector Flaherty turned to WGAN for help in locating the owner. At 9:45 a.m. the first flash went out over WGAN. At 9:57, just 11 minutes later, Mrs. E. Kenneth Fields arrived at Police Headquarters to identify her key case and money!

Whether it's finding the owner of a sum of money or locating a stolen truck, WGAN renders an effective community service to its many listeners in the State of Maine.

WGAN
PORTLAND, MAINE

5000 Watts
560 Kilocycles
FCC’s Approvals Heavy

Web, Station Salaries Increased During 1945

Washington Bureau, RADIO DAILY—The FCC announced today that a total of 29,406 full-time employees with an aggregate payroll of $1,922,921, were employed by the country’s nine networks and 876 AM stations for the week beginning October 14, 1945. Increases of 2,717 employees and $7,815 in total salaries over the corresponding period in 1944 were reported by the Commission. The FCC said that the total, 32,254 were classifed as “executives,” with a total (Continued on Page 18)

FCC Survey Reveals Tele Experimentation

Washington, D.C.—The Pure Oil Co., through its Burnett Company, Inc., has received the Kaltenborn Edits the News program (NBC, five-weeks, 6:45 to 7:00 p.m., for 52 weeks each week from May 6, it was announced by Tal McCullough, manager of the NBC lateral Division network sales department. Program features H. V. Kaltenborn and is heard on 34 NBC stations.

Radio-Studio Bldg. Fire--terminates WOR Program

One of the rare occasions when a fire in full blast was terminated by a fire on the premises, took place Friday afternoon at 4:15 p.m., when “The Better Half” participants, among them National Electronics Laboratories, to construct a Class C experimental land station in Alexandria, Va., and to install 4 portable mobile units, to experiment for the (Continued on Page 18)

File Objections

Washington—The NAB is expected to file objections to the FCC’s decision to allow the use of the word “radio” for the new FM stations, as this is a matter of procedure to be decided after full development of the radio. Particularly FM, and will emphasize the need for AM stations in areas not now served.

Silent Tribute

A minute of silence to commemorate the first anniversary of the death of Franklin Delano Roosevelt was observed by the four network key stations in New York Friday, WJZ, WOR and WABC observed a minute of silence at 4:35 p.m. for FDR’s passing. WEAF went silent at 4:30. WOR followed through with a recording of “Going Home” by Alexander Jackson and featured in Dvorak’s “New World Symphony,” one of FDR’s favorites for 24 years.

14 CPs Granted; Power Jumps Okayed; Sale Of Two Stations Sanctioned; ‘Deep Local Roots’ Important

TBA Cites FCC Report On New Video Sets

Reviewing the recent survey by the FCC among radio and television receiver manufacturers, Television Broadcasters Association in their new bulletin the past week broke down the FCC figures on tele set manufacturing for 1946. The report indicated that 5,700 sets will be equipped for television on 13 channels; 54,606 will be equipped for 13 tele channels plus (Continued on Page 18)

Peabody Award Winners To Be Honored Apr. 24th

With award-winners Edgar Bergen, George V. Denny and Archie Bunker slated to appear, this year’s Peabody Awards dinner promises to be the most successful ever held. It was (Continued on Page 18)

Hyde Now FCC Member; Senate Okay Unanimous

Washington Bureau, RADIO DAILY—Washington—The Senate late Friday unanimously approved the nomination of Rosell H. Hyde as member of the FCC.

THE WEEK IN RADIO

Suggest NAB-AFM Advisory Group

By Jim Owens

A PERMANENT NAB-AFM joint advisory committee to handle future problems in radio and television was suggested by Justin Miller. The action was without precedent, and followed Congressional action on the Lea Bill to curb the powers of James C. Petrillo, musicians’ chief, . . . FCC denied the sale of WINS, New York independent station, to the Crosley Corporation. . . . The Commission also has been checking on “leaks” from within its own organization. Action arose after a UP story quoted an FCC official on the FM situation.

rerens commemorating the anniversary of the death of FDR were aired Friday by all networks, with special shows programmed over the weekend. . . . Television in Britain will be re-opened on June 7 from Alexandra Palace . . . Outlook in United States for video sets is better now than at any time since the end (Continued on Page 27)

Way Up North

The first network broadcast describing activities of the Joint American-Canadian “Operation Muskox” expedition in the Arctic was aired Saturday from Edmonton, Canada, via Mutual WOR, broadcast narrated by RCA Flight Lieutenant Ron Gadaby, originated from a Canadian Broadcasting Company outlet in Edmonton in the western province of Alberta.

RMA Seeks Standards For Foreign Trade

A plan to set up international standards for the radio manufacturing industry and open vast new markets for American equipment was adopted by the RMA board of directors meeting at the Hotel Roosevelt in New York last week.

Heller Heads Committee For N. Y. Jewish Appeal

George Heller, of APRA has been named head of the radio and stage artists division of the United Jewish Appeal of Greater New York. It was announced by Edward M. Warburg, general chairman. Serving with Heller as co-chairmen are Har

(Continued on Page 21)
Coming and Going

JOHN H. MacDONALD, vice-president of NBC in charge of finance, has returned from Los Angeles, Calif., where he spoke before the National Association of Cost Accountants.

JOHN TOOTHILL, president of The Burgundy Company, national station group, who attended the 1946 Congress in Virginia Beach, will arrive in New York today and will travel briefly in our midst before returning to his headquarters in Chicago.

H. LESLIE ATLASS, vice-president of CBS in charge of the central division, and general manager of WBBM, Chicago, was in town last Friday accompanied by FRANK P. SMART, assistant general manager of the station.

JOHN M. OUTLER, general manager of WSAF, Atlanta, is in Miami on business.

KENNY W. WITT, assistant general manager of KNX, Los Angeles, and K. ARCHIE MORTON, sales manager of the station, are on route from New York to the West Coast following a few days here on network business.

MARSHALL PENNER, executive director of KFWI, Kalamazoo, Mich., a visitor Friday at the headquarters of the American network, with which the station is affiliated.

EDWARD A. DAVIES, vice-president and director of sales at WIP, Philadelphia, has returned to the Quaker City following a short business trip to New York.

ARTHUR B. CHURCH, president of KMSB, Columbia, Mo., a station networked in Kansas City, Mo., is spending a few days in Chicago.

FRANK M. RUSSELL, vice-president of NBC, Columbia, Ga., and general manager of WSB, Atlanta, is in town and will hold a call this week at Rockefeller Center.

Radio Car-Calling Service Okayed By FCC For Va.

(Continued from Page 1)

The applicant proposes to offer the service in Virginia, Maryland and the District of Columbia.

Heller Heads Committee For N.Y. Jewish Appeal

(Continued from Page 1)

The executive committee includes: T. S. Becker, CBS; Jesse DeBarnette, Joan Edwards; Helen Hayes; Dr. John E. Kennedy, Myron C. Kirch, of Arthur Kudler, Inc.; John McDonald, WBC, headquartering in Los Angeles; Myron M. Cormack, Mr. P. F. Jones, James Reilly, of the League of N. Y. Theaters; Tom Reeser, Quentin Reynolds, Kenneth Roberts, Elliott Sangre, Morris Schrier, MCA; Charles Stark, Gladys Swarthout and Earl Wrightson.

Shot in the Arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to bear down with new products, new labeling, new package design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-J-T-H—but maybe you haven't, gotten around to looking over the independents.

Here are the facts on W-J-T-H: W-J-T-H delivers more listeners—per dollar—spent than any other station in town.

That's all.

IN PHILADELPHIA

Nearly everybody listens to

W-D-A-S

BROADCASTS OF NEWS

ON THE HOUR—EVERY HOUR

That's why 78 percent of our sponsors renew regularly.

W-I-T-H

IN BALTIMORE

TOM TINLEY, President

REPRESENTED BY HEADLEY-REEVE
Here is a TRANSCRIBED "Outdoors" Program that has EVERYTHING!

Outdoor Life Time!

Produced in Association with America's Leading Magazine for Sportsmen
Outdoor Life

O A READY MADE AUDIENCE NUMBERING 20,000,000
Regular appearance of America's best known outdoor life authorities make Outdoor Life Time a LISTENING "MUST" for the 20,000,000 Sportsmen who buy fishing and hunting licenses each year . . . and who spend FOUR BILLION DOLLARS ANNUALLY for equipment and supplies.
In addition . . . these same authorities will provide listening enjoyment for the multitudes of Dog lovers, Boating enthusiasts — in fact, EVERYONE who enjoys life in the open!

O POPULAR ENTERTAINMENT — WIDE "HUMAN INTEREST" APPEAL
Amazing oddities and fascinating facts about life in the open — told in friendly, non-technical, "down-to-earth" language — make Outdoor Life Time popular entertainment for every member of the family!

O PUBLIC SERVICE PRESTIGE
Following the long-established Editorial Policy of "Outdoor Life magazine," Outdoor Life Time is produced in the interests of GOOD SPORTSMANSHIP . . . and dedicated to the CONSERVATION of our country's great natural and wildlife resources.

O "MAIL-PULLING" CONTESTS AND POINT-OF-SALE PROMOTION
Sure-fire "mail-pulling" contests — as well as potent point-of-sale promotion pieces — unique in transcribed radio — are available as optional services with Outdoor Life Time.

"Outdoor Life Magazine is read by 1,500,000 sportsmen every month!

Ray Brown — editor of "Outdoor Life" magazine, popular author and sportsman, introduces his famous editorial staff in his role as host of Outdoor Life Time.

Outdoor Life Time is an expertly produced program written and directed by Charles Cromer, well-known for his versatility and creative ability; original writer of first network outdoors program.

RICHMAN PRODUCTIONS
10 EAST 43rd STREET
NEW YORK 17, NEW YORK
MURray Hill 2-5854

WRITE, WIRE OR PHONE FOR AUDITION RECORDING
SOUTHWEST

KVGL, Greenville, owned and operated by Trustee Kinsey, has taken to the airwaves here. Station is operating on 1400 kilocycles with a power of 350 watts full time. Advertising Times, Director of Chicago will handle national sales. KVGL will be Texas State Network affiliate as well as a Mutual Broadcasting System outlet.

The Caes County Kids, former staff entertainers on WFAA, Dallas, have been signed to a seven-year contract for films by Republic Pictures, Inc. Group is also being heard on the Gene Autry CBS broadcasts.

Inaugural show of KCOR, San Antonio, was held recently at the Municipal Auditorium. Highlight of the 4-hour show was a all-Spanish quiz show, "La Locura," for radio, news and agency representatives were held following the ceremonies in the KCOR studios with Raul Cortez, station owner, as host.

"Fruit Express" with Gay Cook who presents food, news, household hints and menu suggestions is being heard Mondays, Wednesdays and Fridays for a quarter-hour over KGKO, Fort Worth. Series is sponsored by the Ben E. Keith Co.

RMA Seeking Standards For Foreign-Area Trade
(Continued from Page 1)

International Department, manufacturers would make their engineering standards, including AM, tele and FM available to foreign countries, in Europe, South America and the Far East.

American exports under the program will account for an estimated 23 per cent of the industry's volume after filing domestic needs, it was stated. In addition, it is felt that the plan will help bring radio operating in war-devastated Europe back to normal more rapidly.

The RMA voted also to set up a committee to work with CPA to help increase domestic production. Primary objective of the committee will be elimination of "price bottlenecks" on approximately six components, which the organization claims is holding down set output. J. J. Nanco, vice-president of Zenith Radio Corp., was named chairman of the group.

The organization's amateur radio activities are handled under the chairmanship of W. J. Halahan, president of Hallcrafters Co., who adopted a resolution urging new hams to operate in the very high frequencies because of the crowded conditions in the present amateur channels.

A GENCIES

GEORGE L. MOSKOVICS, commercial manager of the WSB TV station, WCBW, will discuss "Developments in Television" in a talk before the regular Monday luncheon meeting of Advertising Men's Club at the American Legion, at the Hotel Lexington, NYC. April 22. Moskovic will handle the matter and non-technical question-and-answer periods during the recent three-day month-long series of CBS color television demonstrations for national advertisers and advertising agency executives.

JIM RANDALL, manager of the Masky, Inc., Dallas, Texas, has announced the opening of a new Masky office in Kansas City. The firm has other offices in New York, Chicago, Los Angeles, New Orleans, Detroit and Schenectady.

FREDERICK J. MEYER, JR., late of the Navy and formerly with Rich and Co. and Tread Stiles, Inc., has joined Donahue & Co., Inc., as a sales production manager.

Giants Games Sponsored

A deal consummated last week between the Hofman Beverage Co., Newark, N.J., and the N.Y. Giants will have the beverage firm ban rolling the entire Giants bases schedule over WMCA. Calling plays will be Jack Brickhouse, we know Chicago sportscaster, aided by Steve Ellis, WMCA sports editor. Season gets under way Tuesday, April 16, when the Giants face the Phillie at the Polo Grounds.

Baltimore's Great Food Salesman

WBAL 50,000 watt BOSTON BALTIMORE

HE SELLS THROUGH THE AIR WITH THE GREATEST OF EASE

EDWARD PETTY & CO., National Representative

California Commentary . . . .

- - - Patrick Keating, of Vancouver, B. C., western publicity chief of the Canadian Broadcasting Company, now assures that Hollywood and Vine is one of the crossroads of the world. His first evening in town, he strolled down to the famous corner, and in a few moments he espied his old friend, Alan Young. Norman Orby, assistant to Don Seade, ABC Pacific head, purchased a home in North Hollywood, thus enabling his family to abandon the hotel circuit. Peggy Webb, sister actress, who wrote "Miss Tubs," which was produced on the Don Lee television station, was being conferred with Norman Corwin for permission to prepare his "The Odyssey Of Runyon Jones" for television. Miss Webb, who also plays one of the melodrama's leads on "Dr. Paul," is writing a radio serial. Mrs. Lee Haywood, who gave birth to a baby girl in February, has resumed her duties in the ABC Western division press department. J. Donald Wilson, ABC Pacific program director, recently suffered a near collapse, taking a two weeks vacation.

Give To Conquer Cancer

Several years ago the advertising manager of a Pacific Coast daily became interested in radio. He kept visiting a station in his city, and the higher his interest grew in radio, the lower fell his space sales. Result—he was fired, and figuratively kicked into radio. He acquired the station he had been visiting, and another day sold it for a sum that runs into six figures. The Tullis Advertising Agency has opened production offices at the new 8000 Sunset Radio Center and is also opening affiliate offices in Chicago and San Francisco. At the Hollywood offices, the Tullis company will produce and write all radio spots and program continuity which it will place on the West Coast. Hugh Gagos, who was the United Press radio wire chief on the Coast before entering the Army five years ago, has returned to Hollywood. Keith Hetherington, after two and a half years with KMPC as a staff announcer, has resigned to assume the position of special events director at WXYZ. His plans also include free lance announcings until television becomes commercial.

Give To Conquer Cancer

- - - Col. B. J. Paul, industry veteran, who is president at WOC, Davenport, Iowa, attended the annual 1946 station meeting of NBC Western Division members here. Tom McNamee, who was active in radio, is co-producing "The Black Angel" at Universal, with the cast including Peter Lorre, Dan Duryea and Ava Gardner. Now that Harry W. Flannery has solved his personal housing problem (he moved into his new home this week), the CBS news analyst is about to resume his interrupted lecture schedule before Southern California civic groups. His talks are based on international subjects covered in his daily broadcasts. C. P. MacGregor has appointed Eddie Shriveml, composer and arranger, as musical director for his studios. Skivinck was arranger for Raymond Seligs for three years was with KFI for two years.

Give To Conquer Cancer

- - - Ray Schultz, who left the NBC Western division press department to join "Smillin' Ed" McConnell, is smiling, too. The reason—other day. Mrs. Schultz presented him with a baby girl, their first born. Scribes Sam Moore and John Whedon, who write "The Gremlinsleeve" series, are collaborating on a book titled "Shortcuts To Sound Radio Writing," slated to be published in the fall. Next serious musical composition from the facile pen of Maestro Meredith Wilson will be "Radio Suite Number One," two movements of which Wilson has already completed. Movements will be titled "George And Gracie," "Sunday Morning" and "Fibber McGee's Closet." Suite will be given its debut by Wilson this summer.

Give To Conquer Cancer

LEN STERLING
LA 4-1200

Monday, April 15, 1946
Dedicate Du Mont Studios Today
In John Wanamaker N. Y. Store

Set Establishment Of First Permanent Television Network; Distinguished Audience In Attendance

Opening of the Du Mont television studios in the John Wanamaker New York store today will mark the establishment of the nation's first permanent commercial television network. It was announced yesterday by Leonard F. Cramer, president and director of the television broadcasting division of the Allen B. Du Mont Laboratories, Inc.

The network will link the Du Mont stations in New York and Washington, D.C. Applications are pending with the Federal Communications Commission for stations in Cleveland, Pittsburgh and Cincinnati for inclusion in the network. A potential audience of approximately twenty million persons may be reached through television when the five-city network is completed.

Huge Expenditure

More than a half million dollars has been spent in converting the auditorium of the John Wanamaker store at 9th Street and Broadway into the world's most modern television studios. In libraries, cameras and sound... (Continued on Page 8)

NBC Resumes In May
With 20-Hrs. Weekly

NBC's television station WNBT returns to the air the first week of May, with a new transmitter as well as a new antenna atop the Empire State Building. Program schedule, while following the same general lines as before, will be increased to about 20 hours of telecasting a week—including a three-times-a-week daytime television program.

Exact date of re-opening has not... (Continued on Page 6)

TBA Making Definite Plans
To Set Up Educational Org.

The first concrete step to organize educators of the nation into a body to study television and advance its use as an educational medium has been taken by the Television Broadcasters Association, Inc., in the formation of an educational committee within the Association.

Wallace S. Moreland, assistant to the President of Rutgers University, the State University of New Jersey, has been named chairman of the new committee by J. R. Popple, TBA president. Members of the committee include: Prof. Kenneth Bartlett of Syracuse University; Prof. Earle Hay of Western Reserve University; Prof. Edward C. Cole of Yale University; Nathan Rudich of the New School, and E. H. Rietzke of the Capitol Radio Engineering Institute. Objects of the committee, as adopted by its members, state that the primary consideration is "to foster television as an educational medium on all levels," this to be accomplished by "acting as a clearing house for general television information" and by "encouraging the use of television for educational purposes."

Six Point Program

A six-point program is to be followed in achieving the objectives... (Continued on Page 6)

Bells Move Dollies
Lively Co-eds move the DuMont cameras. The crew of studio assistants Irene Petroff, Lolly Turner, Florence Monroe and Tommie Tompsett are all college girls who have determined to make television a career. They are alumni of Barnard, Vassar, Northwestern and Smith...
TELEVISION SECTION

NBC Resumes In May With 20-Hrs. Weekly

(Continued from Page 5) been definitely set, but it is thought WBKB will return with boxing matches from either Madison Square Garden or St. Nicholas Arena. Once again, as before it went off the air, the station will present full-length dramatic series and it is the station's aim to line up top-notch Broadway talent for these productions. It is expected that the tie-up with the Dramatists Guild made earlier in the year will bring many new scripts to television by talented playwrights.

Daytime Innovation

Biggest innovation in the new NBC television scheduling will be its daytime show, "Radio City Matinee." Premiere will be April 9th, Wednesdays, Fridays from 1:00-2:00 p.m. (EST), feature a well-known Broadway actress as mistress of ceremonies and will bring to the studio top-rank ing experts in the fields of home-making, food, design, sewing, among others. Ten minutes of each show will be arranged to entertain, the rest to subjects of timely interest to women.

No definitive sports schedule has been set yet, but plans call for the continuance of boxing from Madison Square Garden and St. Nicholas Arena on Mondays and Wednesdays. Fridays will continue as sports nights.

With new field equipment expected at the network soon, special events will be covered more intensively than before and the twice-a-week newsreel, scheduled by Esso Marketers before the station went off the air, will air seven times a week.

Large Receiver Production Anticipated During 1947

(Continued from Page 5) ceiling prices and also delay in the delivery of component parts from suppliers.

He predicted that television receivers will be produced in volume in the middle of 1947 with three price brackets.

Fort Wayne, Ind.—Fort Wayne Television & Radio Corp. has appointed Paul J. Boxell, director of public relations. Boxell was formerly public relations director to General A. A. Manchester, Marine Corps commander. He succeeds Capt. Pierre Boucheron who has become director of the Fort Wayne broadcast division and station WGL, this city.

Camera Focusing By Radar

By W. S. STEWART

Television Editor of International Photographers

Automatic focusing of motion picture, television and large still cameras may sometimes be possible through the application of the range-finding principles of radar.

Although present day radar measures distances in terms of thousands of yards, future developments in the art may make it possible to measure distances in terms of feet.

The use of radar, or its principle, in the automatic control of optical focusing systems could ease consideration of the strain of constant attention to focusing, which is the lot of most cameramen.

The possibility in such an arrangement might be that, if the radar focusing beam should inadvertently wander off the principal subject, such as a face, and strike a background fifteen feet away, the cameraman might be embarrassed to find his subject completely out of focus in a split second.

Perhaps an adjustable time-delay circuit could be incorporated to permit such accidental mis-direction of the electronic focusing beam to occur, for a brief moment, without putting the optical system out of focus. This time would be allowed to re-frame the subject without de-focusing.

Also, the change-of-focus mechanism could be designed with a suitable electronic accommodation to various focal planes at normal rates of change.

Coast Tele Prepares For Big-Mid-Summer

(Continued from Page 5) tory atop ML Lee is all set for a busy season.

In accordance with the FCC regulations requiring 28 hours programming per week, Lubcke has allocated 30 percent time to live studio shows and 30 percent film. Completed just before the outbreak of war, the new television studio, complete with swimming pool is now undergoing thorough testing in every section of its many novel features.

Throughout the war, the studio was used by the Don Lee Staff for highly classified government research work but a small space was retained to permit the continuation of fortnightly programming.

First structure in the world erected exclusively for television, the WEXAO studios are nestled in a "plundered" 100 feet square and the main studio building is 35 feet above the floor, affording plenty of room for catwalks, soundproofing and ventilation. The entire building is shielded with a blanket of one-inch copper sheeting, including roof and floor to prevent outside electrical disturbances from "plundering" the images broadcast to the several hundred "lookers" within the 45 mile radius the site which is located on the highest peak accessible by road in the Hollywood range.

New Call Letters

WEXAO, later to be replaced by the commercial call letters, "KTVL," after the owner, Thomas C. Lee (K meaning a Western station), operates on Channel 2 in the 54-60 megacycle band. Visual frequency is on 55.25 megacycles and of course the FM radio band is 55.25 megacycles. Waves are horizontally polarized with pictures being on 525 lines, 30-frame-60-field images, requiring a vertical scanning frequency of 60 cycles and a horizontal frequency of 15,750 cycles, both saw-tooth waves.

Since its inception in 1939, the Don Lee station has pioneered in remote pickups, having assisted RCA in the development of "suitcase camera" equipment. Completely arranged in six metal cases about the size of suitcases, the portable transmitter and the two electronic cameras have been taken to automobile races, fashion shows, toy boat regattas, the Pasadena Easter Parade and a host of other events. Two cameras remain at home for cut-ins, one for live talent and placards and the other for film.

Speer Joins ABC Tele; Will Write WABD Show

Charles E. Speer has been engaged by ABC's television department to work with WABD, DuMon outlet in New York. Late this month...
DU MONT ANNOUNCES
the opening of
THE WORLD'S GREATEST TELEVISION STUDIOS

Tonight ... Du Mont's WABD

go on the air from the world's newest, biggest, most elaborate television installation ... Du Mont's John Wanamaker Studios

A central studio as large as a city lot and fifty feet high ... a half million cubic feet of space ... one of the largest concert organs in New York City ... such is the splendor with which Du Mont's John Wanamaker Studios open this new era of television entertainment.

A WHOLE AMAZING NEW WORLD AWAITS YOUR DISCOVERY ...

Spacious foyers ... ramps that command the whole vista of Control Room and Stage ... a vast Main Balcony holding more than 700 visitors! Here you may watch all the backstage action ... while the broadcast program appears before you on viewing screens.

11 TELEVISION CAMERAS

A huge central studio with four new-type "live talent" cameras ... two other "live talent" studios with two and three cameras ... special studios with cameras for motion picture projection and pickup ... a grand total of 11 cameras for any conceivable program. These, the world's largest and most completely equipped television studios, will be the production center and originating station of the Du Mont Television network.

NOW ... SEE DU MONT TELEVISION FROM BROADCASTING TO PERFECT RECEPTION

Spectator tickets required only at broadcasts ... now scheduled from 8 to 9:30 P.M., Monday through Friday. Write Station WABD, Studios open to visitors without tickets from 10 A.M. to 5:30 P.M. every day except Sunday. (All tickets are reserved for Opening Night.)

DU MONT'S JOHN WANAMAKER STUDIOS ... ENTRANCE UNDER THE FAMOUS WANAMAKER BRIDGE ON WANAMAKER PLACE JUST EAST OF BROADWAY.
Dedicate Du Mont Studios Today; Set First Permanent Tele Network

Facilities At John Wanamaker Store
Most Modern Ever Built; Brilliant
Assembly Of Guests Attend Debut

(Continued from Page 5)
equipment, the new studios bring television to postwar standards and will result in telecasts of vastly improved quality, according to Cramer.
Approximately one between cubic feet have been utilized for the three studios, control rooms, promenades, dressing rooms and other appurtenances.
The largest of the three studios exceeds in size that of any television studio now existing in the country. Its main feature is accommodations for an audience of 700. There are four permanent seats and room for an additional 300 persons on special occasions.

For Public Benefit
The new facilities will afford the general public the first opportunity to see television studios in operation. The studios have been constructed so that customers and guests of the Wanamaker store may see rehearsals as well as telecasts and a quarter of a million visitors to the new studios are expected each month.
The premiere program on April 15 will feature the first two-way use of the coaxial cable between New York and Washington, with part of the program originating in each city. In addition to the audience in the DuMont John Wanamaker studios in New York, an audience of Senators, Representatives, Federal Communication Commissioners and other governmental officials will be gathered in the Mayflower Hotel in Washington to view the program over a group of specially installed television receivers. Both DuMont stations will televise the program over the air, as will the Philco station in Philadelphia.
Balconies overlook three sides of the huge studio and permit an unobstructed view of studio activities. Nine large viewing monitors are suspended from the ceiling to enable the studio audience to see the picture actually being sent out over the air.
Excessive studio heat, one of the perennial inconveniences to actors, operating personnel and studio audiences, will be entirely eliminated in the new studios through the use of a recently invented lens which absorbs all heat but none of the incandescence of the lights. The main studio will be illuminated by banks of reflector lamps, floor lights and spot lights having a combined power of one hundred thousand watts.

Main Studio
The main studio will be fifty by sixty feet in floor area with a ceiling height of fifty feet. Each of the two smaller studios will be approximately half that size. Four cameras and two microphone booths will be used for all "live" programs. A newly-designed camera dollies make it possible to "ghost" from almost any angle.

Studio control rooms adjoin each of the three studios and a master control room is located on an upper floor. A matched telephone line connects the master control room with the transmitter at 515 Madison Avenue, two and a half miles away. This transmitter has a range of approximately 50 miles in radius although programs have been received by set owners at a distance of 75 miles.

Other Facilities
In addition to the studios, control rooms and audience balconies, there are commodious dressing rooms, lounges and offices for operating personnel and clients.
The dedictory ceremonies will be attended by four hundred guests.

Dedication Program
Notables appearing before the television cameras at the opening of the DuMont-John Wanamaker Studios of WABD today will be Dr. Allan B. Du Mont; Grover A. Whalen, Master of Ceremonies; Dr. Quo Tai-chi, Chinese Ambassador to the United States and President of the Security Council of the United Nations; Governor Walter Edge of New Jersey; Mayor William O'Dwyer, of New York, and Leonard F. Cramer, vice-president and director of Du Mont.
Appearing as part of the dedication program, relayed by coaxial cable, from Washington will be Senators Albert W. Hawkins, of New Jersey; James M. Mead, of New York; Brian McMahon, of Connecticut, and Charles L. Denny, Acting Chairman of the FCC. Bill Slater will announce the dedication part of the program.
Following the dedication program the Du Mont station will present a dramatic fantasy entitled "Experience." The show is written and produced by George Lowther and directed by Louis Sposa. Program Operations Manager of WABD.

To complete the program for the gala opening the C. F. Mueller Co. will present "Let's Have Fun!!" with Walter Able as Master of Ceremonies and a large cast headed by the six Goldwyn Girls. Ted Hutchinson handles the directing chores for the Duane Jones Family.

Tuesday Through Friday

TUESDAY, APRIL 16
9:05-9:30: "Here's How"—Colgate. Palmlite-Peel—Wm. Esty (agency)
9:30-9:45: Film
9:45-9:50: American Broadcasting Co.—Lockheed Aircraft Show
WEDNESDAY, APRIL 17
9:00-9:30: "Magic Carpet"—Alcander Smith Carpet Co. (sponsors): Anderson, Davis & Plate (agency)
9:30-9:45: Film
9:45-9:50: Fashion Show
THURSDAY, APRIL 18
9:00-9:30: Famous Jury Trials—American Broadcasting Co.
9:30-9:45: Film
9:45-9:50: Thrills & Chills with Dough Allen
FRIDAY, APRIL 19
9:00-9:30: Variety Show—Pullitzer Creations (sponsored)
9:30-9:45: Film
9:45-9:50: Good Friday Services

N. Y.-Wash. Cable Ready For 5-Day Test

(Continued from Page 5)
representatives of the television broadcasters who were expected to be early users of the facilities. These included the Columbia Broadcasting System, the Allen B. DuMont Laboratories, and the National Broadcasting Company. Others interested in television transmission, including motion picture producers and theater operators, were also offered use of the inner-city television system during the experimental period.
The Lincoln Memorial services in the national capital were televised and brought to New York via cable when the experimental television service from Washington of New York was inaugurated over coaxial cable on February 12. Transmission of this program was arranged in cooperation with Columbia Broadcasting System, the Allen B. DuMont Laboratories and the National Broadcasting Company.

New York To Miami
The coaxial cable which the Long Lines Department of the American Telephone and Telegraph Company built between New York and Washington forms one link in the Bell System's multi-channel long distance telephone route to be extended from New York to Miami. The present program calls for additional coaxial facilities to be constructed along this route. Other routes are planned for extension, some will extend across the country from Atlanta to Los Angeles and San Francisco; west from Philadelphia to Chicago and thence south to New Orleans; and from St. Louis west to Kansas City and Denver, and north to Minneapolis.

Cables Under Construction
Construction of the coaxial cable from Washington to Charlotte was started some months ago, and the cable-laying trains have traversed about half the distance between these two cities. The Charlotte-Augusta-Atlanta stretch will be the next link in this significant Atlantic Seaboard voiceway. Construction will be started during the latter part of this year on a coaxial cable between West Palm Beach and Miami. Before cables can be placed in service, however, amplifying equipment has to be installed at repeater stations at frequent intervals along the route, and the terminal points equipped with the various types of apparatus required.

Construction of the Southern Transcontinental coaxial cable, which will extend from Atlanta to the West Coast, is now under way.
Congratulations

You have just completed the world's largest and best-equipped television studios.

You have the inventive genius that made commercial television possible... the genius that has steadily advanced the standards of this great new medium for the past 15 years.

You have pioneered in the design of television broadcasting equipment...and have built more television broadcasting stations than any other company.

You have blazed a trail in television station operation of incalculable value to newcomers in the field.

You have set basic policies of commercial programming procedure for this great new industry.

You have in production a line of de luxe home receivers without equal in the history of television.

We are proud of our association with you.

BUCHANAN & COMPANY, Inc.
Advertising
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES · BEVERLY HILLS
BRITISH STAR TELLS ABOUT TELEVISION ABROAD

When lovely Jacqueline Craven, British magazine cover girl and television star, arrived at the new Du Mont Television Studios for inspection of modern television, Du Mont studio assistants gathered around to get an earful about BBC's postwar television plans.

LISTENING TO LOU

After dress rehearsal of George Lowerer's dramatic fantasy, "Experience," Louis A. Sposa, director of the program, gives words of advice to the cast. Incidentally, Sposa is manager of the Program Service Department of Du Mont.

WORLD'S LARGEST

Located in the John Waburg Building on Broadway, the large studio control rooms, dressing rooms, and dressing rooms occupy about half a million dollars worth of space. The cost of half a million dollars worth of space. The system is a newly-invented electronic lightbulb, not affect the incandescence.
OPEN A LITTLE WIDER PLEASE

Abbey Louis is the nurse, John Graham the patient, and Lawrence Deacon the dentist in George Lowther's dramatic fantasy, "Experience," which will be given at the premiere opening of Du Mont's new John Wanamaker Television Studios on April 15.

STUDIO ASSISTANTS LEARN TO WORK FAST
The crew that moves dollies, sets cameras, and handles cables, are college girls who are determined to learn all there is to know about television.

Vassar, Mount Holyoke, and Barnard are represented by these efficient workers.

STUDIOS
At 9th Street and smaller studios, audience balcony and were built at a of the lighting sys- torbs heat but does}

Facts About DuMont’s Wanamaker Studios

Studio A is the largest television studio in existence, having 50 ft. by 60 ft. of floor space. It is 50 ft. high. Formerly the Wanamaker Auditorium. Overlooked by balconies on three sides. Seating capacity 400; total audience capacity 700.

Audience has clear view of studio production. Hung at approximately the level of the audience’s eyes, are nine 20-inch viewing monitors, so that the audience may also see the televised program.

ILLUMINATION

The illumination of this studio is provided by a series of banks of reflector lights suspended from the light grids, floor lights and powerful spotlights—a total of more than 100,000 watts.

ELIMINATION OF HEAT

Science has solved the serious problem of excessive studio heat—one of the bugaboos of television. The new studios will have special heat-dissipating glass plates on each lamp and slot, insuring comfort to talent and studio personnel without loss of incandescence or picture quality.

These transparent saucer-shaped plates or discs are clamped in front of the bulbs and spotlights, preventing the radiation of heat but virtually none of the light.

Du Mont is the first television station to install this important improvement.

CAMERAS

Four cameras and two microphone booms will be used on all live programs, thus assuring greatly improved production. A newly-designed camera-dolly makes it possible to shoot from any angle.

CONTROL ROOMS

The Studio Control Room is commodious, with ample room for operating technicians, directors, etc. Behind double plate glass windows that command an unobstructed view of the studio, this control room will be the workroom of—

Two video control engineers who control camera sensitivity, and insert shading pulses to correct the inherent fault of the iconoscope;

An audio engineer who “rides gain” on microphone or turntable (when recordings or recorded sound effects are used) pickup;

A video engineer who does the switching from one camera to another, handles fade-outs, montages, etc;

A program director and his assistants.

An interphone headset system provides communication between the studio control room and the studio crew.

The Master Control Room, located behind solid walls on an upper floor, has no immediate concern with studio production activities. It receives the images coming from the studio control rooms and the film projector room. Generally, it is the “clearing house” for the entire station operation. Its personnel include—

A video engineer, charged with final monitoring of the image;

An audio engineer who makes a final check on sound quality and levels;

A production supervisor who eues all live-talent pickups from the various studios, assembling into a smooth-running continuity;

A motion picture video engineer; and

A projectionist responsible for the projection of film, slides, etc.

FROM STUDIOS TO TRANSMITTER

The master control room at DuMont’s John Wanamaker studios transmits video and audio signals to the WABD transmitter control room located on the 42nd floor of 515 Madison Avenue, a distance of approximately two and one-half miles over a matched telephone line. Arriving at the transmitter control room, the signals again are checked, and built up or corrected when necessary, before being fed to the WABD transmitter atop the building 650 feet above the sidewalks.

The present WABD transmitter has a service range of approximately fifty mile radius, although programs frequently are received by set owners at a distance of 75 miles.

TWO SMALLER JOHN WANAMAKER STUDIOS

These two studios, adjoining each side of the large studio are each approximately half its size and afford the same technical accommodations.

THE WORK OF THE ARCHITECT

Large foyers, comfortable opera chairs for the audience, commodious dressing rooms for operating personnel and talent, air-conditioning, and other studio conveniences combine to make the Du Mont John Wanamaker Studios the most modern and comfortable in existence.

WINCHELL CALLED

DUNNINGER’S

RADIO SHOW "THE MOST INTERESTING NOVELTY OF THE YEAR."
IN TELEVISION HE WILL BE A SENSATION!

CALL DAN TUTHILL
NATIONAL CONCERT AND ARTISTS CORPORATION • 711 FIFTH AVENUE, NEW YORK
DELIVERIES IN MAY

THE $100 TELEVISION SET

THE VIEWTONE "ELITE" (TELEVISION & RADIO)

THE VIEWTONE "ARISTOCRAT" (TELEVISION, RADIO AND RECORD CHANGER)

VIEWTONE TELEVISION CO.
203 E18th ST. NEW YORK, N.Y.
TELEVISION SECTION

Monday, April 15, 1946

Design Of Du Mont Studios And Operation Told By Cuff

General Plan and Layout Radically Different From Other Tele Studios With Nothing Overlooked

One of the most serious lighting problems in television has been the lack of foot lights. Ordinary stage foot lights in fixed positions were impractical, and no existing method of lighting for the floor gave sufficient illumination. Completely new types of foot lights were designed. These were operated on relays and could be moved around in and out of sets as desired. The visitor to Studio A will perhaps be immediately struck by a rather peculiar innovation in studio construction. In all television studios so far, the camera cables have come out of boxes directly under the control room window. This has been a constant source of complication, since under this physical setup it was impossible to move anything across the studio floor with out passing in front of a camera. All camera positions could not be changed. In other words, you had cameras 1, 2, 3, and 4, and it was impossible to bring cameras 4, 5, and 6 to the left of camera 1 or to bring cameras 1 and 2 to the right of 3 and 4. After much consultation with engineers and program people on the subject, the architect and chief engineer together designed a cable-elimination termination box which fits into the floor, several feet in front of the control room window, thus leaving a clear space between the cable box and the control room window through which cameras, lights, microphones, etc., can be moved.

Allen B. Du Mont--Pioneer In Television

By J. R. POPPEL
President, Television Broadcasters Association, Inc.

FROM its very beginnings, the greatness of our nation has been merely a reflection of the greatness of its people. The measure of our greatness, therefore, is gauged best in terms of man's contribution to mankind.

As a nation of pioneers, we have prospered. But, as we justly reward, though the compen- sations generally come only after years of arduous, and frequently thankless, effort.

Allen B. Du Mont is typical of the indomitable spirit that characterizes the inventive genius of our nation. An extremely modest individual, he has, particularly in radio, achieved satisfaction in conquering electronic riddles and adding a usefulness for them in terms of better living.

I know Allen Du Mont well. I know him as a down-to-earth hard-working, sincere American who works to serve the laurels which a grateful industry is just beginning to bestow upon him. As one who has contributed much to the development of the excellent television which is now becoming available to all of our nation, Allen Du Mont is truly one of America's top ranking television pioneers.

His life has been typical of our best conceived notions of an inventor. As a Montclair, N. J. school boy he took an interest in all things mechanical, and in particular radio, while in high school he entered Rensselaer Polytechnic Institute where he pursued engineering studies with enthusiasm.

A Phi Beta Kappa key proudly worn is testimony to the success of his efforts.

Radio telegraphy engaged his attention as a youth and he took to the sea as a telegraph operator aboard a coastwise steamer.

Although radio broadcasting was then still in its infancy, Allen Du Mont looked beyond the day when every home in America would have a radio set. He was a young man of vision so it was natural for him to perceive what the future might hold. That's how he became a man of television.

During the middle 1920's when Baird, Jenkins and De Forest were experimenting with electronic and mechanical methods of television broadcasting, Allen Du Mont began to give thought to other methods--electronic methods. As vice-president of the De Forest Television Laboratories, Allen Du Mont experimented with mechanical devices, while giving close study to electronic television. He thought so much of his ideas that he left De Forest and went to work on improving an old device that had been at that time the cathode ray tube.

He went to work, it should be added, in the basement of his home on a shoestring investment. It was here that his inventive genius resolved itself to the fullest. Improved cathode ray tubes to aid radio service mechan- ics in their labors was the first step forward. A few orders came in and a few men were added to the staff.

Other uses for the cathode ray tube began to materialize and it became quite evident that his basement laboratory would bulge only so much. So the business expanded first to the unheated Du Mont garage and a short time later, was co-ordinated into a store in the business section of Upper Montclair. And the walls continued to bulge as experimentalist Du Mont worked on cathode ray tubes for television went forward.

Television research continued until the same time as the new location. The first Du Mont television set was designed and created there. It was then that the market ahead of all others. Allen Du Mont had finally set his根据ly on a television console and applied for a television set in New York City and was licensed to operate. It was an exciting time as network streamers in this direction when wars clouds began to gather over Europe.

As the storm of war broke upon the world, Allen Du Mont pledged his efforts and his plant to the war effort. Much of the pioneering work was rapidly converted to the war program. Radar and other marvelous instruments that contributed much to the winning of the war are directly traceable to the many of the Du Mont developments. The exigencies of the war program and the need for tremendous production saw the Du Mont plant in Passaic grow from a modest three-story factory into a large industrial enterprise.

And Allen Du Mont stands ready to meet the challenge of the future. Already granted a New York television license and about to receive a construction permit for another station in Washington, he is looking forward to other stations in Cleveland, Pittsburgh and Cincinnati.

The fellow who had faith in an idea, and started on a shoestring has become one of the titans of television. A just reward for a pioneering spirit that has gone undimmed through all the years.
Du Mont Tele Web Becomes Reality

By LEONARD F. CRAMER
Vice-President and Director of the Television Broadcasting Division of Alien B. Du Mont Laboratories, Inc.

Today with the opening of Du Mont's John Wanamaker studios we can begin to think in terms of nationwide television networks for the first time. Economically, networks are more important to television than they have been to radio because of television's higher production and operating costs necessary to live program origination. Until now, however, there have been no television broadcasting facilities of sufficient magnitude and flexibility to permit the production of truly professional television programs worthy of being aired over a network. While there will always be room for improvement, the new Du Mont studios now offer an opportunity and a challenge to the program producing fraternity. Now that Du Mont has completed the first television network originating facility for its New York Station WJZ, WABD, we can begin to execute our plans for a nationwide network of Du Mont-owned and affiliated stations. In addition to New York it is Du Mont's plan to tie its existing Washington outlet which will also provide an originating source of programs of important national interest and complete its five-station wholly owned network by the addition of Pittsburgh, Cleveland and Cincinnati. This contiguous network may be tied together by coaxial cable, air relays, or a combination of both, before the end of 1946 and will cover an exceptionally rich market representing approximately 25 percent of the purchasing power of the nation. In a market such as this the advertiser can well afford to sponsor top flight shows. It is Du Mont's plan to make its programs available to independent affiliates throughout the country. At first, film recorded shows will serve as the means for building and holding together this proposed network. Later, air relays and cable will be used, but time differences will still require the use of film recording.

Before the middle of 1946 Du Mont will have installed at WABD the special sight and sound film recording system, recently described before the SMPE by Dr. Allen B. Du Mont. Thus, Du Mont and its clients will have a substantial backlog of low cost program material ready for use on its own stations and for use by its affiliates as their transmitting facilities are completed. This will help to solve the program problems of new television broadcasters and will result in immediate revenue from commercial sponsors.

Newsreel Coverage
Paramount News is covering the opening of the Du Mont-John Wanamaker Studios of WABD and will work in the studios throughout the entire evening.

Tele Veteran
Tom Hutchinson, who directs tonight's "Let's Have Fun" show for C. F. Mueller Co., over WABD, has been active in television since 1936. He was formerly with NBC.

Du Mont Department Heads

LEONARD F. CRAMER: Executive Vice-President, Television Broadcasting Division.
MILTON J. ALEXANDER: Advertising Manager and Director of Publicity.
SAMUEL H. CUFF: General Manager, Station WABD.
ROBERT F. JAMIISON: Assistant Manager, Station WABD.
PHILIP FUHRMAN: Manager, Time Sales Department.
SAL PATREMIO: Chief Engineer, Station WABD.
LOUIS A. SPOSA: Program Operating Manager.
MISS I. WOLFF: Guest Relations Department Manager.
MRS. J. KENNEDY: Office Manager.
ROBERT BRIGHT: Art Director.

Attention!!

FRANK SINGISER

SHREWD SELECTION!
CLEAR INTERPRETATION!
POSITIVE LEADERSHIP!

"The News Headliner"

AVAILABLE FOR A NEW SPONSOR

Call Dan Tuthill
NATIONAL CONCERT and ARTISTS CORPORATION
711 Fifth Avenue, New York 22, N. Y. • Plaza 3-0820
The TRUTH About TELEVISION

With the opening tonight of Du Mont's John Wanamaker Studios, Commercial Television becomes a full-fledged reality. It is fitting, therefore, at this time, that I thank my associates and friends in the television and electronics fields for the help which they have given us during the past fifteen years, from the days of our earliest television pioneering.

Today, black-and-white television of magnificent quality is a reality—ininitely better than prewar television.

Clever propaganda has spread the notion that there are two television camps: one for and one against color. This is deliberate misrepresentation. No one is opposed to color. For many years the majority of the industry has been deep in television color research.

But, after fifteen years of concentrated effort in this field, to which I have dedicated my life, I must state reluctantly, but unequivocally, that practical commercial color television for the home is, in my opinion, still in the far distant future.

The layman in his eagerness for Utopia may be dazzled by color demonstrations, but the informed, sincere scientist is not convinced by dramatically staged and carefully controlled laboratory demonstrations of any new art. It is a far cry from the successful laboratory experiment to the practical, useful product for the consumer.

Color is desirable but its importance has been overemphasized. For instance, after 30 years of color motion pictures, less than 6 percent of today's motion pictures are in color.

Evidence of DuMont's unqualified faith in black-and-white television and the commercial standards established by the Federal Communications Commission is manifested in our investments in research, television stations, and in manufacturing facilities for receiver and transmitting equipment.

We believe that diligent research and exhaustive field experimentation in the years to come will add color television as a further refinement to an already existing public service of unprecedented value. Du Mont believes in the future of color television and we will devote our efforts to develop this refinement just as we have applied ourselves over the years to the creation of superior black-and-white television.

Practical color television for the public is not yet in sight. Black-and-white television is ready to serve the nation now!

NOTE: If you are interested in studying the numerous technical difficulties that must be overcome before color television is ready for the public, please request a copy of our booklet, "The Truth about Color Television," now in preparation. Address: Dr. Allen B. Du Mont, 2 Main Avenue, Passaic, N. J.

Copyright 1946, Allen B. Du Mont Laboratories, Inc.
of the war, with strikes and labor upheaval settling somewhat. The RMA spring conference got under way in New York. Initial talks indicate a not-so-ready production outlook for this year, as one RMA member declared output would be far under FCC pre-war levels.

The United Nations meetings in New York are being transcribed to provide full international coverage. TV service is supervised by the radio Section of UN. Sigurd S. Larmon, prefix of Y. R, was elected chairman of the board of AAAA at the 28th annual meeting in New York.

Thomas Brophy, president of Kenyon & Eckhardt, told the AIA that television development is being carefully observed, but no attempt to mold policy will be made by agencies.

Two NAB requests regarding FM were denied by FCC, two others were accepted. Procedures for filing commercial television applications were also revised by the Commission. Many applications on file are considered incomplete. N. Y. State income tax filing is explained via State Radio Bureau's ETD.

The Radio Executives Club played host to the UTTWAC at a Victory Luncheon at the Roosevelt. 800 members and guests heard the final report of the group which proved its morale value during the war. Former Treasury Secretary Henry Morgenthau, Jr., launched a commentator series on WMCA.

A new contract being negotiated between movie producers and AFM would forbid pictures for television use. Fred Waring and his orchestra will replace Fibber McGee and Molly on NBC this summer. The FCC told the Senate Small Business Committee it was in complete accord with its FM program. Letter pointed out that 1946 is a crucial year for FM, and also sought strong recognition for veterans.

The House Appropriations Committee recommended a nine million dollar cut for the OIC. Committee felt that OIC would go too far for a government agency if the original amount ($19,000,000) were granted.

Benjamin Cohen, acting secretary-general in charge of information for the UN, will speak at the Ohio State University radio sessions.

Conflict arose between radio and theater interests in Youngstown, Ohio, regarding daylight savings time.

Industry committee asked CAB to change its rating methods because it does not provide "ideal" service.

Press Wireless, Inc., filed with FCC to operate a short wave service from UN headquarters.

Meanwhile efforts to get UN officials to arbitrate the tele-newsreel camera-man dispute failed.

Webs completed plans for special Holy Week, Passover and Easter programming.

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New Educational Series To Be Presented On NBC

"The Schools Are Yours," a new 13-week dramatic series, will be presented by the NBC University of the Air, beginning June 15. The series written by Desmond Molarsky will be produced in cooperation with the National Educational Association.

Jewish Appeal Luncheon

A luncheon meeting of the amusement branch of the United Jewish Appeal Committee has been called by Billy Rose for today at the Hotel Astor at 12:30 p.m.

Muzak FM Station Sets 10 Hour Daily Schedule

WGYN, the Muzak FM station in New York, today begins a ten-hour broadcast day, the largest FM skid in the city. Broadcast time will be from noon to 10 p.m., except Sundays, when station goes on the air at 3 p.m. Programs will be almost entirely transmitted with newscasts three minutes before 6 o'clock.

---

Produce Magic Results

Four times the quantity of crops and four times as much money! Sounds fantastic, and to anyone else but a Valley farmer, it would be impossible. Down here we have a perfect climate and a rich delta soil, so it is easy to grow a combination of citrus fruits, cotton, and vegetables the year round. Instead of one season, we have four! Money . . . our effective buying power is $650.00 per person, or a total of 165 million dollars. The results produced by KRGV are equally astounding. That, too, is easily explained . . . it's the only network station to be heard throughout Magic Valley at all times.
Approvers By FCC Include CPs, Power, Station Sales

(Continued from Page 1)

are experimenting strictly in color. Experiments devoted to black-and-white exclusively are being conducted by the following: Allen B. Young, WOR, New York City; and Samuel E. Bass, KDEN, Minneapolis, Minn., for the purpose of improving the reception of black-and-white television. The grants were made to the following:

- Mitchell G. Tischler, trading as North Country Broadcasting Co., Malone, N. Y., to operate on 1400 kc., 250 watts, unlimited; Madisonville Broadcasting Co., Madisonville, Ky., to operate on 1700 kc., 250 watts, unlimited; Middletown Broadcasting Co., Middletown, Ky., to operate on 1450 kc., 250 watts, unlimited; Lee Broadcasting Co., Sanford, N. C., to operate on 1050 kc., one kw., daytime; James C. Murray, Lewisburg, Tenn., to operate on 1450 kc., 250 watts, unlimited; Billie Averette Laurie, Jacksonville, Tex., to operate on 1400 kc., 250 watts, unlimited.

The FCC reiterated its stand that grants will be made to applicants with "deep local roots," other things being substantially equal.

In proposed decisions, the Commission granted the applications of A. C. Neff, for construction of a standard station in Savannah, Ga., and Great Northern Radio, Inc., for an AM station in Glens Falls, N. Y.

In making the grant to Neff, the Commission denied the application of Atlantic Broadcasting Company and Chatham Broadcasting Company. In other Denials, the FCC denied the application of Glens Falls Broadcasting Corp.

Requests for power increases were granted by the FCC to two applicants. They are WJHL, Johnson City, Tenn., from one to five kw., and WDFE, Chattanooga, Tenn., from 250 watts to one kw., night.

Sale of WDGG, Minneapolis, Minn., to Twin Cities Broadcasting Corp., for a consideration of $87,000 was approved by the FCC. The voluntary assignment was made by Moe C. Young, executrix of the estate of George W. Young, deceased.

The Commission also approved the transfer of control of Radio Enterprises, Inc., licensee of KEEL, Ed Dorado, Ark., from T. H. Barton to Wilfred N. McKinney, for a consideration of $53,000. The deal was for 55 percent of the stock.

Sale of WMGB, Mobile, to Nunn Broadcasting Corporation by S. B. Dequille for $250,000 was approved by the Commission. With the consent of the seller, $75,000 on deposit in escrow will be applied as liquidated damages in case the proposed sale is not executed, the terms of the agreement, plus $175,000 to be paid within 15 days after the approval by the Commission.

The Commission approved the application of the Observer Radio Co., for construction of a standard station in Orangeburg, S. C. By its decision, the Commission granted the application of the Observer Radio Co., for construction of a standard station in Orangeburg, S. C. By its decision, the Commission denied the application of the Observer Radio Co., for construction of a standard station in Orangeburg, S. C.

TBA Cites FCC Report On New Telereceiver

(Continued from Page 1)

AM and FM bands; 10,000 sets will be equipped for six telerec channels and AM reception; 500 sets for 15 channels and AM: 4,000 sets will be equipped for six telerec channels and 500 sets for 15 channels and AM. TBA believes that within a year that television receivers in quantities will be produced and that several new stations will be televising.

Theater-Studio Blaze, Fire Terminates WOR Program

(Continued from Page 1)

of a fire in the offices over the theater company's quarters. Studio audience filed out quietly and the listening audience heard, "We terminate this program due to circumstances beyond our control." The theater and studio sets then filled in the rest of the time.

Great smoke and water damages had been done to the theater auditorium and stage could not be determined. Friday as water was expected to keep the theatre closed. Several other Mutual and WOR shows originate from the playhouse.

Web, Station Salaries Increased During 1945

(Continued from Page 1)

weekly pay of $407,000. This compares with 1944 with 6,000 executives receiving $341,153 in wages for the corresponding week in 1944.

Five major networks and their 10 key stations reported employment of 216 executives at an average weekly wage of $252.40, a decrease of 13 executives and an increase of $41.71 per week from 1944.

The study indicates that in general, compensation increases with the power of the station, ranging from an average weekly rate of $121.92 for a "general managerial" executive on a local station to $283.74 for the same positions on a 50,000-watt clear-channel station.

Other categories follow the same general pattern.

Send Birthday Greetings To—

April 15

Davo Albert Earl Ferris
Mary Jordan Oliver W. Nicoll
Darin Driscoll Philip Porterfield

to sell

Durham

you need station

WDNC

*NORTH CAROLINA'S LARGEST CITY

Represented by Howard H. Wilson Co.
THE BOOK OF THE YEAR

RADIO ANNUAL 1946

Out Soon!
COAST-TO-COAST

SAN FRANCISCO—Mildred Garrison, has taken over KPO's Women's Magazine of the Air program while Dorothy Rankin, Jane Lee to the listeners, is vacationing in New York. . . . Leonard Gross, KPO assistant director of public services, has resigned to become assistant publicity manager and radio director for the San Francisco Chamber of Commerce.

Eddie Fitzpatrick and arch replaces Emil Coleman at the St. Francis Hotel Mural Room April 23. St. Francis Recycling Drive is aired nightly over the KPOOutlet at 11:30 p.m. Robert F. Laws, KGO promotion and publicity manager, recently addressed the San Francisco Advertising Club in the Palace Hotel on the subject of radio and the opportunities in the radio field.

PHILADELPHIA—WPEN, independent outlet owned by the Evening Bulletin, will for the first time in Philadelphia conduct the city preliminaries for the Miss America Pageant of 1948. Although station's plans have not been completed, various judging committees composed of city notables will be chosen shortly. Through the contest, both WPEN and the Evening Bulletin will promote the scholarship benefits accruing from the Pageant. Station facilities will be employed for talent judging.

PITTSBURGH—Sister M. Rosalia, was awarded first prize in the $1,000 KQV contest for the best letters urging the United Nations to adopt an annual international holiday dedicated to peace.

MINNESOTA—Minneapolis—Ben Leighton will on May 4, take over the KSTP segments of newscaster Mark Gregory. Minnesota's 1947 political campaign began April 8, with Thye and Youngdahl, senatorial and gubernatorial candidates, airing over the Northwest network, with KSTP as the key station.

FORT WAYNE—Guy S. Harris, formerly associated with a Texas outlet writing continuity, producing and directing local shows and recently of the U. S. Army, has been appointed continuity director for WGL Mudge Roemer, Harris' predecessor, moved into the sales promotion department as assistant to Norman C. Widenhofer, sales promotion manager.

The "What Do You Think?" program, aired Wednesdays over WOWO in cooperation with the Junior Chamber of Commerce, is recognized by the public as a truly interesting series. On a recent broadcast, in which the pros and cons of commercialism were introduced, the speakers on the show discovered that the public had plenty to say about the subject in radio and had few qualms about expressing itself.

NEW YORK STATE—Schenectady—Kolin Hager, WGY station manager, has been recently elected a member of the board of directors of the Advertising Club, Inc. Three Cub bears adopted by the State Conservation Dept., appeared personally to give the "bear facts" on WGF's "Armed Fish and Game Club" program aired Thursdays at 7:45 a.m. Buffalo—Mrs. Jim Wells substituted as principal speaker at the Buffalo meeting of Michigan State College alumni for her husband. WBEN sportscaster, who was in Florida with the Buffalo Bisons baseball team.

WARD Fenton, after three years of Army service, has rejoined WBEN's on-air staff.

MINNESOTA—Minneapolis—Ben Leighton will on May 4, take over the KSTP segments of newscaster Mark Gregory. Minnesota's 1947 political campaign began April 8, with Thye and Youngdahl, senatorial and gubernatorial candidates, airing over the Northwest network, with KSTP as the key station.

INDIANA—Pittsburgh—Sister M. Rosalia, was awarded first prize in the $1,000 KQV contest for the best letters urging the United Nations to adopt an annual international holiday dedicated to peace.

CONNECTICUT—Bridgeport—Edwin McHugh, gospel singer, is now being heard in a new thrice weekly series over WCRC accompanied by E. Rhey Garrison.

HARTFORD—The two-hour Shopper's Special program on WBC, now has studio audiences selected from among various organizations and business firms in and around Hartford. Emcee Ray Hansen, who used to work alone with Otto Neubauer and his orchestra, now quizes audience members on the show.

NEW HAVEN—Resident, Mrs. James Lucason won $88 from the Retail Merchants Bank in the "Shop New Haven" slogan contest recently conducted on WHRC under the sponsorship of the 240 store members of the Retail Division, New Haven Chamber of Commerce. The web is carrying the entire eight weeks campaign, offering $20 in daily cash prizes with a grand prize of $100 for slogans of twelve words or less.

DISTRICT OF COLUMBIA—Washington—Paul Martin, WWDC studio announcer is now emceeing the "Open House" stunt every weekday in the place of Norman Reed. . . . Bonnie Ward, of the WWDC traffic department, is still in Sibley Hospital. . . . Len Wilson is the new secretary to Ira Walsh, director of public affairs.

"The Veteran Speaks" is the new series of programs over WWDC on Wednesday evenings. . . . WOL announced the signing of Marian Sexton as director of women's programs. Prior to joining WOL, Marian served with KMOX, St. Louis, where she created a number of women's features.

The Only Way to Sell the World's Top Market is Through

THE MICHIGAN RADIO NETWORK

Represented by the Paul H. Raymer Company
Clear Channel Hearing

Television

ANA Opens Meeting; Sets Radio Committee

The semi-annual meeting of the Association of National Advertisers met under way yesterday at the Westchester Country Club, in Rye, N. Y., and confined initial discussion to a review of committee activities and the improvement of service to ANA members.

At the morning session, the executive committee of the ANA radio council announced the election of Chairman of Robert L. Elder, assistant to the president of Lever Bros., and (Continued on Page 6)

Chicago Tribune Buys Nielsen Radio Index

Chicago — The Chicago Tribune, affiliated with WGN (Mutual), has purchased the Nielsen Radio Index, it was announced yesterday by Chester M. Tower, who supervises advertising for the Tribune and its radio interests. The Tribune becomes the first newspaper to use the NRI service.

In making the announcement Campbell explained that the area of influence of the Chicago Tribune and (Continued on Page 2)

Two Detroit Tele Bands Granted Sans Hearing

Washington Bureau, RADIO DAILY

Washington — In a surprise move, the FCC yesterday announced it had granted an order calling for a consolidated hearing on Detroit television allocations and granted the applications of The Evening News Association and King Trendle Broadcasting (Continued on Page 2)

Anniversary

Morton and Jim Jordan—better known as "Tibber McGee and Molly"—will begin their twelfth year under the same sponsorship with their broadcast today on the NBC network. Besides Morton and Jim, two others have been regular members of the group since its premiere, April 18, 1934. They are Harlow Wilcox, announcer, and Don Quimby, writer.

Ascap’s Tele Rights; No New Move Near

Although Ascap yesterday confirmed that it had received from its writer and publisher members assignment of their public performance rights in the television field for a three-year period, no immediate change in licensing is expected to take place. Currently, Ascap is (Continued on Page 6)

Truman’s Hyde Park Talk Had 7,840,000 Audience

President Harry S. Truman’s address at Hyde Park last Friday commemorating the first anniversary of the death of Franklin Delano Roosevelt, carried by the networks, was heard by 7,840,000 adult listeners, according to a survey made for CBS by C. E. Hooper, Inc. The Hooper rating for the address was 128.

The President’s share of the listening audience was 78.7.

Commission Resumes Sitting En Banc Until April 26; Take Up The Study Of Rural Dwellers’ Problems

High-Speed Facsimile Shown FCC By Finch

High-speed transmission and reception of printed material and pictures was demonstrated over the weekend in New York for FCC members and engineer W. W. Finch, president of Finch Telecommunications, Inc., and owner of FM-Facsimile station W2BN in Boston.

One of the models demonstrated is (Continued on Page 7)

Blair & Co. Named Rep. For Philippine Network

John Blair & Co. have been appointed U. S. representatives for a new network to be put into operation about the first of the year by the Philippine Broadcasting Co. It was announced yesterday by Norman (Continued on Page 2)

NDC Executives Return From Tour Of Stations

Five NDC executives have returned to their desks in New York after more than a month on the road visiting four major cities on NDC’s 1948 station meetings coast-to-coast tour.

(Continued on Page 8)

Du Mont-Wanamaker Studios In Formal Debut Last Night

Representing an expenditure in excess of $500,000, the Allen B. DuMont (WABD) television studios were formally dedicated last night in the John Wanamaker department store, revealing the project as the most modern of its kind ever built in the United States. Co-incidental with the opening of the studios, the first permanent television network came into being with links from New York to Washington, D. C.

Complete description of the WABD studios was published in yesterday’s issue of Television Daily.

Dedictory program which got underway at 8 p.m. was followed by a reception at the Park Lane. Program included Dr. Allen B. DuMont; Grover A. Whalen as master of ceremonies; Dr. Ong T. Hie, Chinese Ambassador to the United States and President of the Security Council of the United Nations; Governor Walter Edge, of New Jersey, and Leonard (Continued on Page 7)

Safety Theme

Citing radio and other media for giving "active leadership to the cause of safety," the Committee of Information, President Truman’s Highway Safety Council has urged these agencies to resume leadership of the crusade for safe driving. The committee is headed by W. J. Scripps, of the Detroit News.
Philo To Seek Approval Of Capital Stock Increase

(Continued from Page 1)

The proposed amendment providing for the increase of two million shares of common stock to 3,370,557 shares, at its annual meeting May 17, was announced over the weekend by John Ballantyne, president. This includes 250,000 shares at $100 par value preferred stock, 2,960,057 shares of $75 par value common stock, and 55,557 shares of $3 par value "B" stock.

After these steps have been accomplished, the authorized capitalization of Philco Corporation will consist of 5,000,000 shares of $100 par value preferred stock, 2,960,057 shares of $75 par value common stock, and 55,557 shares of $3 par value common stock, of which 1,572,145 shares of common stock are now outstanding and held by the public, so that the corporation will be in a position to raise whatever capital may be required from time to time in the foreseeable future to meet the needs of the business.

The Corporation announced that no plans have yet been made for the sale of either preferred or common stock.

Blair & Co. Named Rep. For Philippine Network

(Continued from Page 1)

Paige, general manager of the network, was expected to go on the air in Manila about July 1. Other outlets will be in Cebu, Davao, Zamboanga, Iloilo and Tacloban. An agreement with the four major American networks will permit U.S. sponsors to re-broadcast their programs in the Philippines via air-expressed transcription.

De Witt Millhauser

De Witt Millhauser, 61, chairman of the newly-created Committee of the Corporation of America, died Sunday at Doctors' Hospital, following a recent major operation.

Millhauser, who was born and lived in New York City, had been associated with the firm of Speyer & Co., Wall Street banking firm for 36 years. He was a director of the First National Bank of New York when he retired. In 1929 he was elected a director of RCA and later became a member of the finance committee and a director of two RCA subsidiaries, NBC and RCA Communications, Inc.

Two Detroit Tele Bands Granted Sans Hearing

(Continued from Page 1)

casting Company (WXZB). By its decision, the Commission, in effect, denied the applications of United Detroit Theaters and the Jam Handy Organization, Inc., that there was a demand for television channels in Detroit open.

At the same time, the FCC postponed indefinitely a consolidated hearing scheduled for May 13 on five applicants for television stations in the Detroit area.

The Detroit action was unexpected and done without the knowledge of at least one of the commissioners.

Two of the original six applicants for the Detroit channels dropped out of the race. These included WJR and International Detroitra Corporation.

Although the Commission's Detroit action is expected to bring protests, it was viewed with interest because it may set the pattern for television allocations in other cities. The FCC has designated for hearings applications in most of the nation's principal cities. The FCC already has stated that it will take action first in those cities where there is a demand or where grants would "further the art."

Eclipse

The sun is larger than the earth.

The earth is larger than the moon.

But when the sun is eclipsed ... as shown by this partial eclipse snapped at Manila, P. I. ... it’s the moon that does the dirty.

It isn't what you are ... but if you're in the right place at the right time ... you can oftentimes steal the show.

Down here in Baltimore, W-I-T-H puts on the eclipse—not every so often—but day in and day out.

In this big five-station town it’s W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station in this, the country’s sixth largest city.

W-I-T-H and the FM Station WJXMB

IN BALTIMORE

TOM TINNSLEY, President

REPRESENTED BY HEADLEY-REED
In tune with the market

Philadelphia can't seem to get enough fine music. In a recent survey, 4 out of 10 said they wanted more symphonic and light classic programs. That's why so many of them listen regularly to WPEN.

Today WPEN is giving discriminating listeners in the Philadelphia market more good music than ever before. And doing it every day—at hours when the audience is biggest.

No wonder thousands of Philadelphia listeners have turned to WPEN since this station has been owned and operated by The Evening Bulletin, the largest evening newspaper in America. In music, they count on WPEN for the best.

WPEN
950
WPEN-FM
258

THE STATIONS FOR PHILADELPHIANS

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles
Personal Contact
That Inspires Confidence

Here is an example of the powerful influence of person to person contact. This young man is inspired with an infinite faith that whatever is done is right.

We are not doctors in this representative business, but we recognize the advantages of person to person contact in salesmanship. Telephones, letters, promotion are all good selling aids; so are research, Hooperatings and market data. But the man who brings home the orders is the man who combines with these tools the best person to person contact. That is good selling.

PAUL H. RAYMER COMPANY • RADIO ADVERTISING
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO
Ascap's Tele Rights; No New Move Near

(Continued from Page 1)

licensing video stations on an experimental basis. As was the case with radio originally and then Muziek and other wire music, Ascap agreed some time ago to provide television with a covering license to perform its music without committing itself on a strict monetary basis. This is to continue until such time as television is in a position to establish itself commercially and the field more clearly defined.

According to some Ascap officials, television rights as to music have still to be determined as to limitations and other ramifications. Licenses now being used by tele stations have a 30-day clause therein which permits Ascap to cancel it. Television committee at Ascap, however, will continue to study the new art and its possibilities. This group is comprised of board members and is expected to make its formal findings at a later date this year.

At the recent annual meeting of Ascap, it was announced that the membership comprised 1,755 writers and 257 publisher members.

Benny Broadcast

Hollywood—Jack Benny and his troupe will broadcast from the hangar-deck of the USS Saratoga Sunday, on the eve of the carrier's departure for the atom bomb tests in the Pacific. Program is heard over NBC, 7 p.m., EST.

MANHATTAN MEMORANDA...

Look for plenty of changes in the Hit Parade's format. They're meeting three times a week on it now... With the Rudy Vallee show cancelling out, Don Ameche steps in for Drene next fall... Y & G, who take over the Gen's Electric Sunday nite slot on NBC, will insert a Carmen show there... Schick not interested in Milton Berle's audition of "Court of Petty Grievances," we hear... Ginny Simms all the for summer May 10th so she can have her baby, Tommy Rige's and Betty Lou go in... The Tom Lewis-Loretta Young checked out yesterday for the coast. Mrs. L. guests on Lux next week... Dinah Shore will have a new std conductor next season. Robert Emmett Dunan tooled up with movie work at Paramount... Bob Hope set for Tony Martin's 2d show. Dinah Shore opens the series... Mary Hamilton Y & T talent exec, shifted to the H'wood office to be with her husband... Current gag around the American net is that the Lona Turner-Pete Jagger blaze was strictly a publicity stunt for their "Bride & Groom" show.

Give To Conquer Cancer

Lee Shubert bedded with pneumonia. 74 years of age, he never wears an overcoat because he says it makes him look too fat... Look-alikes: Van Johnson and Bill Von Zehne. 82 stations already signed up for Harry Warner's co-op show Saturday nite... "This Is Your FBI" getting a great nstl press buildup... Ditto the handling of the kickoff on the Woody Herman Win-the-Band contest... Cari Brison will be on the air with his own music and song program shortly via WOR, and Ade Kahn, his press agent, wonders if his slogan will be 'The Swedish Music This Side of Heaven'. Bob Wells, at the age of 24, is the new asst to the president of Musicraft... Frank Lovejoy opens with "Woman Bites Dog" at the Belasco tomorrow nite. Show drew nice notices out-of-town... Arnold Hurley, WOW's program director, is profiled in the May issue of this Month.

Give To Conquer Cancer

Fred Wakeman's forthcoming book, "The Hacksters," will rip open a prominent agency and its star client. Hitting harder than Joe Louis, it wouldn't surprise us if it costs the agency the account. What's more, the characters involved are so thinly disguised that you can tell them all. It'll be a Book-of-the-Month selection... John Lund going off the Bob Crosby show, with Jeri Sullivan moving in as a regular on the 24th. Guest comic will be added each week... Hosay Carmichael interested in Bob Dwyer, lush Seven-Up vocalist for his coast show... King Cole trio gets its first regular air assignment May 12th when they join the Kraft Music Hall... Merrill E. Joel's will be "The Cherry Orchard" on Equity Library prod. A H'wood jazz ed is preparing a complete list of big shot musicians and leaders who are alleged to be on the weed and is threatening to publish it in his next tue... It is absolutely untrue that Scey's of the Times, Fred Vinson, tired all the Crosby noolch deals, has offered Bing the U. S. Mint on a percentage basis.

Give To Conquer Cancer

Paul Denis starts his radio co'm in the Post in September... Bob Sylvester, News drama columnist, coming out in the fall with his first novel... Court Benson and his pretty wife, Grace Matkews, who landed the leads on CBS "American Portrait." Saturday, have been starring in radio drama in Canada for five years or so... Johnny Kane's Monday p.m. stanza over WBAY, "Sammy's Bowery Folies," renewed again... The Jack Rubins expecting a visit from the stork any day now. He's one of the better comedy writers and directors... Ed & Pegge Fitzgerald, the original breakfast-fast-for-twosome, return to their p.m. network spot in the fall when they'll be bankrolled by a large drug firm.

SINGAPORE SAL SAY:

Comes now to Singapore many fellows from movies and radio, entertaining chap could easily get together whole motion picture company or radio stations... Lust by recruiting gentlemen eating H. Yow Gal Singapore at any moment. Other day see many men from Story Productions, Armand Deutsch, Hal Horne, Ted Lloyd, making full plans for producing Taylor Caldwell's "This Side of Innocence." Also see C. L. Mazer, NBC VP, they call him, many of them initials. Also Herb Moss, director of Hildegard program. One gentleman much impressed with his voice, face and figure. Believe he intends to make great radio star, for he say I am next on his program. Could this be?
ports Opposes Tele
Slater Tells ATS Meet

(Continued from Page 1)

Professional sports magnates are likely to "look askance" at television that becomes a "booming operation," simply because or the trend it will bear to the box office that has taken years to develop. Dr. Harry J.among those with whom he discussed the possibilities of the medium were "will harden and Ford Price, president of the American and National Baseball Leagues, respectively.

The attitude of these men, according to Slater, is one of "vehement opposition," chiefly because of its threat to patronage. And not unimpress among the objections to televising the events is the "satisfactory" reception of these events - the home which sports officials fear television will "break the quality of its attractive interests." Slater pointed out, "One plan to set up their own television installations in their parks to provide accurate and satisfactory average, if at all."

Also significant, because of its source, is the feeling of Slater that "no man like Hardwick and Frick are wit." He pointed out that a television viewer can experience the climate association with an athlete in tense moment much more definitely than a spectator seated in a grandstand and some distance from the incident.

Announcer A Factor

Another angle of television sports coverage is the problem of the announcer. "I have a hunch that most radio sportscasters will never become television sportscasters because of the nature of their work," said. "Radio announcers, I think, are trained to describe action on the air and to describe what is going on in the game, whereas a television announcer is trained to do the same thing, but also to work with the camera's description. It's not just a matter of talking about the game, it's about explaining the game as it's happening."

The need for co-operation between the director, cameraman and all members of the crew on a sports telecast is stressed by Peter Barker, NBC director, who related some of the incidents of the Army-Navy game telecast from Philadelphia last winter. "Every member of the crew, from the director down the line, must work together for the best results of a sports broadcast," he said, explaining that the teamwork and co-ordination is of the utmost importance. "This is what we're striving for," he explained. "We're trying to make sure that every aspect of the game is covered, whether it's the player's expressions, the crowd's reaction, or the weather conditions."

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High-Speed Facsimile

(Continued from Page 1)

High-Speed Facsimile Shown FCC By Finch

A new duplexer unit which sends and receives messages by radio at a speed of 30,000 words per hour or 2,700 sq. in. of picture copy per hour. The second Finch unit shown was a similar duplexer machine, but with a slower speed of 9,000 words per hour or 918 sq. in. of picture copy. Both models are identical in size and appearance and have push-buttons for automatic framing and to provide for the ejection of messages.

To show how newspapers may be automatically broadcast to homes, a four-column paper was run off, bearing an eagle masthead and the name "Airpress." An 8 x 11-inch page was received in two minutes. The paper was similar in format to the London Daily Mail, and carried news and pictures.

Portable Model

Other units shown included a portable model capable of sending and receiving at a rate of 20 sq. in. per minute, and a duplicating unit for making facsimile copies of an original.

Commission members in attendance were: Charles R. Denny, acting chairman; Commissioner Paul A. Walker; Commissioner Ray C. Wakefield; Commissioner Clifford Durr; Commissioner Ewell K. Jett; Commissioner Rosel Hyde.

now that the "Wraps" are coming off...

watch Radio Mirror

WARTIME PAPER SHORTAGES kept many magazines "under wraps"...but even then, clocking showed up the real champions. Take the performance of Radio Mirror. Month after month—during these rationing years—it sold better than 92% of available copies within the first seven days on sale!

Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growth favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation. Already its print order has been nearly doubled over wartime levels—a whopping 425,000 for the May issue!
COAST-TO-COAST

OKLAHOMA — KTOK aired the rodeo held in connection with the Oklahoma Livestock show and 4-H Club meeting. Paul Hunt, KTOK special events director, broadcast the rodeo from the Coliseum and on the floor of the coliseum, and the auction directly from the stockyards. TWELVE—John Barlow, who served as radio and television executive director and technical officer for the American Forces Network, has returned to the KVOO engineering staff.

MASSACHUSETTS — LAWRENCE—WALW has secured exclusive broadcast rights for the boxing bout between Tippy Larkin of New York and Willie Joyce of Indiana for the world's junior welterweight championship. It will be staged at the Boston Garden Monday, April 29. Blow-by-blow account will be provided by Jack Stehlin, WSPN, and Sr. Joe Bons, KWOO, who will have rescheduled his meal Hours at the all-lot follow-up service with the Navy.

MISSOURI — ST. LOUIS—Sports caster, Francis Lax, has inaugurated a new series of articles, sponsored by the Hyde Park Brewery, entitled "Sports and What's Answer Man" to be heard Tuesdays, Thursdays and Saturdays over KXOK. Series will feature sports stories, answers to questions sent in by fans and interesting stories. KANSAS CITY—Walt Loichman, KCMO's director of sports and special events, is now in Florida covering the daily activities of the Kansas City Blues at their Spring Training camp. Loichman is also airings daily accounts of "What's News with the Blues" as well as information regarding all exhibition games played Monday through Saturday by the team.

FLORIDA — JACKSONVILLE—In conjunction with Ray Jewell and the St. Johns Theater, inaugurated a series of "Young Jacksonville's Cinderella" with Ashley Oliver and Speed Vail, Mr. D and Mr. K, who conduct the "Joey Korn Ketz" program each day in front of Joey's interview women in downtown Jacksonville in an attempt to find the lucky woman whose feet the magic slipper fits. They Women who fit the boot will receive a wrist watch and the title "Diamonds' Jones," in connection with the Warner Bros. Jacksonville premiers at the St. Johns Theater.

Send Birthday Greetings To—

April 16

Milton J. Cross W. Wright Esh
George Ludlow Jack Newsler
Elton Tenney Norwood Joe McDowall

RADIO DAILY

FCC Studies Rural Needs At Clear-Channel Hearing

Commission, Denny said, with a decision expected to be reached by late August or early September. Denny said that the current sessions will stick to the three months of statutory time in order to have a clear channel answer ready for the new NARBA conference in October.

The Bureau of Census study was started about a year ago at the request of the FCC and the Bureau of the Budget in an effort to get an answer to the perennial puzzler: "Do the nation's rural dwellers get proper radio service?"

Stressed by the FCC as the major objectives of the census study were the following:

1. What do rural people want from radio?
2. Do rural people consider the program service they now receive to be adequate, and if not, why not?
3. What do rural people need, if anything, to improve the programs over the heads of the list listeners?

Clear channel broadcasters countered with a study conducted by Dr. Robert H. Baskin, who, in some 23 separate volumes, is expected to be the target of many clear channel broadsides. The Census study points to the..." (Continued from Page 32)

NBC Executives Return From Tour of Stations

The five are: Niles Trammell, president of NBC; Noran E. Kerst, manager of NBC's Television Department; Robert Shelly, director of technical development; Ernest C. Bulley, director of the station department, and Sheldon B. Hickox, Jr., station relations manager.

producer. Clarence Merson, vice-president, Charles E. Hammond, director of advertising and promotion.

McCormick Quoting GOP: Will Join NBC Sales Dept.

John McCormick, for the past year head of the radio department of the Republican National Committee at Washington, will return to the NBC National Division network sales department today, April 16, as announced by Paul McElroy, manager of the department. McCormick, who left NBC in March, 1946, to direct radio activities of the GOP, will be assigned to the Proctor & Gamble Company and the General Mills, Inc., accounts.

Cancer Benefit On MBS

Frank Sinatra and Bob Hope will make a special variety show over Mutual for the benefit of the American Cancer Society, April 19, 11:30-12:30 p.m. EST, from Hollywood. Among those who will appear are: Ginny Simms, Perry Como, James Cagney and Lew Ayres. Program is produced by Glenn Whiston and Al Caspall.

Harley Profile

Arnold Harley, program director of WGN, will receive the special Peabody award for his "Mr. Colombo Discovers America," as is profiled in the "30's" magazine of the Peabody award, by Dorothy Saugata. The article is titled "Tune In on Harley."

AGENCIES

A. L. CAPSTAFF Hollywood production head for Footlo, C. & Belding has been named to present the special award show for the American Cancer Society which airs on the complete Mutual network April 19. Bob Hope and Frank Sinatra are among 2,500 stars who appear on the broadcast.

ROBERT B. MARKS, after 15 years with the Armed Forces, has joined the Edward B. Marks Music Corporation as manager of the chemical department.

AMERICAN CHICLE COMPANY announces the return on July 1 of Badger and Browning, his last handle to the Beeman's Pepsin Chinaberry gum advertising.

SIR GIRA SHANKAR BAJP, K. C. S. I, K. B. E, agent-general India in the United States since 1946 and India's representative on the F. A. and Agriculture Organization, will address the Advertising Women of New York Inc., at a luncheon at The Belvedere, Thursday, April 18, at the Belvedere Hotel, 12th Street and Lexington Avenue.

WILLIAM S. K. Advertising, it has been appointed to handle national advertising public relations and advertising for Cato-Knife Corporation (cutting tools).

TEEN TIME TOPICS

Bob Jenkins, high school senior, a former of Canton's 5 high schools at an eager audience of teenagers who pack WHBC for the "1400 Club" afternoons each week. By including such high-interest local features with each days schedule holds WHBC to "good-neighbor" reputation... keeps most radios in the "City That's Always Busy" tune to WHBC.

*WRITE FOR THE CONCERN SURVEY*
Anti-Petrillo Bill Now Law

Easter Surprise
Boston—John Shephard, III, Yankee web skipper, played "Easter Bunny" yesterday when he gave a pair of nylon stockings to every girl staff member for themselves and to men for their wives or sweethearts at all Yankee network-owned stations. This presents Easter surprise gift made a big hit at WNBC, Boston; WEAN, Providence; WQBN, Hartford; WAFB, New Orleans; WICC, Bridgeport; the FM stations, WMTW, Washington; WGBR, Bristol, and the Moral office in Boston.

Low Ceiling Prices Declared By Cosgrove

Low ceiling prices, were blamed for lack of radio receivers, by R. C. Cosgrove, vice-president and general manager of the Crosley Corp. and president of the RMA. Cosgrove made the declaration in course of a forum devoted to the industrialist, on CBS network last night. Program was entitled, "Roll Call On Production" and was arranged by the National Ass.

Elect New Board Members Of RCA Institutes In N. Y.

Dr. James Rowland Aasegill, public service counselor of NBC, and Glenn Denn, a director of RCA and NBC, were elected directors of RCA Institutes, Inc., yesterday. Charles J.

NAB Petitions For Relief From CPA Building Edict

Washington Bureau, RADIO DAILY
Washington—Stressing that construction of new radio stations in the U. S. would further employment of veterans, help reconversion program and advance development of mass communication held to be in the public interest, the National Association of Broadcasters has appealed to the Civilian Production Administration for relief under the CPA order restricting construction. The letter, on behalf of the entire radio broadcasting industry, highlights the fact that the requested exemptions for building by radio broadcasters represents a small portion of the overall cost of construction and installation of a radio station and involves only a negligible amount of building materials now restricted by the CPA. Studies disclose that "building activity and construction represents slightly more than one-fifth of the total CPA order restricting construction."

Prospect?
WOW's plans, according to reports, are void of any actual plans, since the "new station" was signed "Raymond H. Kuhn, Munich, Germany."

Gratitude
Mom, Leon Blum, wife of the former French premier. In a broad- cast over WOR yesterday, expressed gratitude to American radio and BBC for service rendered via underground shortwave while the couple were wartime prisoners of the Germans. It was Mom, Blum's first interview since arriving here with her husband, Martha Demes conducted the interview.
FINANCIAL

NEW YORK STOCK EXCHANGE

Net High Low Close Chg.
Am. Tel. & Tel. 194 192 1/8 192 1/2 1/8
CBS A 43 42 3/8 42 1/2 1/2
CBS B 42 42 3/8 42 1/2 1/2
Farmer's & T. 53 53 1/2 53 1/2 1/2
Gen. Electric 48 47 7/8 48 1/2 1/4
Philip Morris 54 52 15/16 52 15/16 1/4
RCA Common 16 1/2 16 1/4 16 1/16 1/16
Stamco C. 32 32 1/16 32 1/16 1/16
Westinghouse 35 34 35/32 35 35/32 1/32
Zenith Radio 35 35 35/32 35 35/32 1/32

OVER THE COUNTER

DeMont Lab Bid Asked
WCAO (Baltimore) 34 34
WJR (Detroit) 37

Erect New Board Members Of RCA Institutes In N. Y.

(Continued from Page 1)

Pannill, president, announced. Re-elected as directors of RCA Institutes were Mr. Pannill, Lieut. Gen. James G. Bowden, who is chairman of the board, Frank E. Mullen, Thompson H. Mitchell and George F. Shecklen.

Joins Treasury Staff

Edward F. McDougall, recently discharged from the U. S. Navy, has been appointed Director of Office of Public Information of the U. S. Treasury department's Savings Bond Division for New York. He will direct press, radio, and advertising activities in New York State.

Coming and Going

CRAIG LAWRENCE, vice-president in charge of radio for Cowles, is spending a few days in Boston.

WAUHILLA L HAY, publicity director for N. W. Ayer & Son, Inc., has returned from a business trip which took her to St. Louis and Oklahoma.

ARCH MORTON is here from KNX, Los Angeles. Made a call yesterday at the headquarters of the Columbia Network.

PATRICE MUNSEL, coloratura soprano who stars on the "Family Hour" program, was received by Mrs. Tripp and Mr. Brown at the White House prior to the course of a luncheon of the National Society of Arts and Letters.

CLARK A. LUTHER, national sales manager and promotion director of KKH, Wichita, Kan., is in town on a short business trip. The station is affiliated with CBS.

WALTER J. PRESTON, program director of WRIN, Chicago, is in town for conferences at CBS.

SAMMY KAYE—be of "So You Want to Lead a Band"—will appear today in Indianapolis.

24-Hour Cancer Benefit On WNEW Easter Sun.

Bernice Judis, station manager. All programs beginning midnight, Saturday, April 20, will be fitted into a pattern to bring attention to the "Unseen Enemy," and will go around the clock.

Twenty-three full programs of fifteen, half-hour and hour-long duration, will be especially built for the cancer program according to Ted Christ program director. In addition, spots and station breaks will be interspersed throughout the day and night.

The station will be open all day and evening to celebrities who will act as pledge takers on the phone. Movie and theater tickets will be given away to all who phone in pledges. Special autographed recordings by leading musicians will also be given to listeners phoning in pledges.

McGrath Named Mgr. Dir.

Boston—William McGrath, former sales promotion manager of WNEW, New York, has been appointed managing director of WHDH, independent station here recently taken over by the Herald Traveler Corporation.

Gold nuggets

We knew we'd have to get around to a picture and headline like this one sometime in this series. But there's a twist to it, and a point to be made.

That pan of gold nuggets isn't from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as we're concerned: Just off the traditional path of radio time buying, many radio advertisers have struck gold.

We'd like to offer you W-J-T-H—the successful independent station in Baltimore—as an example.

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

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

Facts are available to prove that you the independent in Balti more is your big buy.
Signature By Truman Makes Lea Bill Law

(Continued from Page 1)

RADIO DAILY

FCC Scans Listener Polls At Clear-Channel Hearing

(Continued from Page 1)

of Agriculture and the Bureau of Census study concerned itself with a poll of rural audiences in "secondary service" areas throughout the country, maintaining that the census study left a gap, the clear channel group countered with other polls conducted by Whan in the primary service areas of several of the clear channel stations.

Dr. Whan's study of the primary service area of WLS, Chicago, indicated that of the men and women polled, approximately 80 per cent said, unqualifiedly, that radio was doing a "good job" and fewer than 5 per cent thought radio was doing a "poor job."

As an answer to whether or not radio has been giving the public the types of programs it wants, Dr. Whan cited the WLS study which showed that "fewer than 3 out of 13 reported any programs wanted could not be heard when wanted."

"And those who reported inability to get a desired program were at odds over the type of program wanted and the time it should be broadcast. No more than 3.6 per cent of any type of listener were agreed on the type of program wanted at a given period of the day or night."

Discuss Daytime Serials

The question of daytime serials continued to be a top topic in the clear channel hearing.

When startled some of his audience by revealing that about 40 per cent of women polled in Iowa not only listened to the serials but maintained the programs helped them solve their personal problems.

Commissioner Durr asked Dr. Whan if the women had much choice of programming at these hours, since serials took up a major portion of the time on some of the networks.

In Dr. Whan's study of the service of the clear channel stations he said he had been directed to learning the following:

1. How much listening clear channel stations got in the outer portion of their primary coverage.
2. Whether or not reception was difficult between 1/2 millivolt and 2 millivolt lines.
3. The types of programs listeners preferred and whether or not different types of people or people in different localities preferred similar kinds of program materials.
4. Whether different classes of listeners in these areas were satisfied with available programs at the various hours of the week day.
5. Whether different classes of listeners were satisfied with programs available during the major portion of Sunday's broadcast schedule.

According to Dr. Whan the clear channel stations came out on top in all categories.

“Remember...more than one million people live in KGW’s primary area. The KGW radio advertiser is within reach of 270,000 prosperous homes in the heart of the Northwest's industrial, economic, transportation and trade area! Plentiful power and the nation's lowest industrial power rates are attracting new enterprises to the rich, progressive Northwest.”

ROSS FEDERAL RESEARCH CORPORATION

Sixteen years of reputable and efficient service to national advertisers, agencies—
and radio stations.

Executive Offices
18 E. 48th Street
New York 17, N. Y.

AVAILABLE

Arranger, age 26, married, 1902. Wants position on staff of major radio network or as affiliate. Experienced in Benny Goodman, Louis Prima, Dolly Dwyer and others. Some previous experience in Red network. Other references supplied if desired.

RALPH STEIN
14 Nye Ave. WA 3-1572 Newark, N. J.

K4GW says

Miss

“K4GW says: Remember...more than one million people live in KGW’s primary area. The KGW radio advertiser is within reach of 270,000 prosperous homes in the heart of the Northwest’s industrial, economic, transportation and trade area! Plentiful power and the nation’s lowest industrial power rates are attracting new enterprises to the rich, progressive Northwest.”

One of the Great Stations of the Nation

PORTLAND, OREGON

Represented nationally by Edward Petry & Co., Inc.
It happened on NBC

In the Beginning...

OCTOBER 7, 1941

"Red Skelton and Company" made its debut on NBC under the sponsorship of the Brown and Williamson Tobacco Corporation, selling Raleigh Cigarettes. Red leaped to immediate fame among NBC's top comedians.

JANUARY, 1943

Red won his all-time peak Hooper rating of 40.7 (exclusive of Eastern area*). By this time he was also famous as a motion picture star, appearing in many Metro-Goldwyn-Mayer productions.

*On the present basis of computed ratings in the Eastern Time Zone, this is equal to a 32.4 rating.

Red Skelton's heritage of humor is rich. His father, who died before Red was born, was a famous Hagenbeck and Wallace circus clown. His mother, too, was in show business. When he was ten years old, Red joined a medicine show at $1.00 a week. The next few years were spent with wandering stock companies and minstrel shows. At fourteen, Red was playing on a showboat, up and down the Ohio and Mississippi. Then came a period of clowning with the circus that remembered his father a generation before. At sixteen, Red won new fame as the nation's youngest burlesque comedian. A veteran with ten years of hard knocks and experience behind him, Red was 23 when he was first heard on NBC—on the Rudy Vallee show in 1936.

If Mark Twain and Horatio Alger had ever collaborated in writing a book they might easily have produced

AMERICA'S NO. 1 NETWORK
Later...

JUNE, 1944
Like many other radio favorites, Red was inducted into the Army. Already he had played more than one thousand military engagements. During his eighteen months in the Army, Red worked ceaselessly—entertaining troops in Africa and Italy.

DECEMBER, 1945
After being hospitalized because of overwork, Red was honorably discharged from the Army. He returned to NBC in his present series with the same sponsor, same product, and same Tuesday night time. His millions of loyal listeners welcomed him back with a 24.8 Hooper rating—the highest first-time Hooper rating ever recorded. This immediately put him in third place among all Hooper-rated programs.

...the National Broadcasting Company
Notes From An Aisle Seat...!

- Two picture firms interested in bankrolling Henry Morganthau's new oil story. (Note: Macy's Oil Co. deal with Jacky Strikes calls for $6,000 per, play or pay. It also kayoed a proposed series with Chesterfield. "Theater of Romance," the C-B-yest, is a full-length film, with Jean Halloway writing the script. GE House Party with Art Linkletter coming east for four weeks. Bill Sweet's pinch-hitting for Jerry Devine on "This Is Your FBI" while latter takes three weeks off in Bermuda. Season Anna Sosenko has turned down all those movie offers for Hildegard that she is planning to produce a film herself with the chanteuse. The Jack Dempsey influence; Since the Old Mouler started doing an assist on the Adam Hat Mondy slate after Mutual two weeks ago, both main bouts ended in a one-round key. Danny O'Neill and his wife looking at joining the break-up-two-ranks. Fred Robb in the disc jockey, dined at the 400 Club the other middle and Gene Krupa snapped: "There's a guy who's making a fortune giving all the bandleaders the needle." John Carl Jeffrey, gen'l manager of WKMO, which copped CBS' ten thousand dollar promotion award, in town at the Lincoln. Money Amsterdam says there's only one Paul Whiteman—and that's Vincent Lopez!

Give To Conquer Cancer

- Question Marks: Is some of the Woolworth coin going into the recording biz? Is the N.Y. State Commission against discrimination reasoning a new transcribed show to fight against intolerance? Is Hildegard looking for a new sponsor? What P.A. got his knuckles rapped for soliciting votes for one of those political polls? Why don't those who are marrying off Land Turner and Pete Jaeger ask Buddy Rich whom she's really going to wed? Is it true that RKO is trying to get Gloria Stokowski for the lead in the film version of "I Remember Mama?"

Give To Conquer Cancer

- Goody Ace is a happy gent these days. Not only has he found a system for getting white shirts, but he's also dug up a doc who okays many cigars as he cares to inhale. As per our item last week, the Mills Bros. went off their thrice-weekly WEFM shot and were replaced by a variety show also from the Zonolite. Aside to Ed Murrow and Abe Schechter: Bernie Easte is out of the Army and back in town. The Tommy Riggs deal, filling in for Glany Simms, was set up by Century Artists. Erikline Hawkins at the Lincoln one of the few bands to show up in the "Lend a Bell," Bob Ossman roadshowing his program in Hartford, Baltimore & Washington for three weeks in a merchandising set-up for his sponsor. Bill Conway, formally of the Modernaires, will be the 4th voice in the Smoothies, along with Babe, Charlie & Little. Mike Porter, former American Weekly ed., has bought the Sands Point Yacht Club. Movie stars unable to get contract renewals at the film factories, flocking to Manhattan for a flag at radio. April 30th issue of Look will feature a display of the Jefferson Machermon caricatures from "The Con And Feeding Of Executives" by Tom Faught and Lawrence Hammond. At a coast broadcast when Clark Gable rested his leg on a table and it burned up ash-hole in it. Judy Canova cracked: "Gable's back, and arson's got him."

Give To Conquer Cancer

CAB And Hooper Compared
In Detailed Ad Agency Report

(Continued from Page 1)

Marion Harper, Jr., vice-president in charge of research of the agency, and graphs of significant educational programs. The institute is a
 xorkeet by representatives
 of women's organizations, educational
 acitivists, and executives from numerous allied
 fields.

NRC network executives attending the confab will include: Sterling
 Inner; Dwight B. Herrick, Doris
 eth; Jane Tiffany Wagner, Hugh
 Bevilo, Jr., Robert W. Friedheim, Sam
 McCray and Sid Eigels; NBC
 (Continental division representatives will
 Judith Waller, William Drips, Wil- 
 lan Ray and Elizabeth Hart. From
 wood: Jennings Pierce of New
 Frank Moore; from Washington:
 Gene Juster.

Six AC executives will rep- 
 include: Robert E. 
 Inner, Robert H. Hinckley, Grace
 Johnson, Robert Saudek, Earl 
 ilin, Carol Irwin, Robert White, 
 and Alma Kitchell.

Ward Taylor, CBS vice-presi- 
 will take part in the Institute's 
 lymsposium and Lyman Brot- 
 will serve as toastmaster at the 
 ual dinner May 5, when Clifford 
 ur, FCC member, and Sydney 
 ee, New York attorney, will discus 
 rsibility of the public to 
 CBS officials are scheduled to 
 chairmen of the panel discussions: 
 W. White, and Robert W. Heller. 
 hers from the web include: Frances 
 monet, Charles Reisig, Edmon 
 lan, Leon Levine, and William C. 
 kerman.

New Radar Set Revealed

(Continued from Page 1)

A radar set designed by 
 Vancouver, B.C., and patented 
 by the Royal Navy for its 
 torpedoes is said to be the 
 most sensitive. 

New York: President of the 
 Broadcasting System, will lead 
 a delegation from the network's New 
 York headquarters, including A. 
 Thiel, Jim O'Brien, Dorothy 
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 on Washington Bureau) and Eu- 
 e King from WOR program dept.

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DAWSON RETURNS
to WFBC

Appointed Director of Programs in the Public Interest

James Dawson, popular news 
analyst and author-producer of a 
 series of public service programs 
 on WFBC and the Blue Ridge Net- 
 work before the war, has returned to 
 WFBC after four years of active 
 duty with the U. S. Navy.

He participated in the majority of 
 the Pacific fighting; Solomonas; 
 New Guinea, Tarawa, Marshalls, 
 Midway, Wake Island, Borneo, Phi- 
 ppines, Okinawa and Japan, end-
 ing the war as a Lieutenant Com- 
 nder.

Dawson has been appointed Direc- 
tor of Programs in the Public Interest and already has two 
 series of shows in the works—a forum 
 discussion of controversial issues, 
 "In the Public Interest," and a 
 dramatized feature-story, "This is 
 Greenville."

Author of several books and 
 backed by long newspaper experi-
 ence, Dawson is well qualified to 
 offer WFBC listeners the best in public interest programs.
Low Ceiling Prices Decreed By Cosgrove

(Continued from Page 1) sale of Manufacturers. Dr. Ralph Robey, business editor of Newsweek magazine, conducted the roll call. Ten other industrialists in addition to Cosgrove were heard on the program, NAM more or less staged the program in answer to the OES head, Chester Bowles.

Cosgrove's talk was as follows:

"Some radio receivers, have been in low supply for lack of components, those parts that go to make up a radio receiver, manufactured mainly by specialty companies. And this shortage is due to low price ceilings which will not permit recovery by these manufacturers of their actual cost. These costs are made up mostly of labor, which are almost doubled in the radio business. The components, or parts, people in our company are made only as many radio parts as we should have made in each of those eight months after V-J Day and in those eight months after V-J Day and in those eight months after V-J Day. The radio industry has reported through the Office of Price Administration and through Mr. Paul Porter, detailed facts of all the components in short supply, together with statistical information to justify a modification of policy.

"Many meetings have been held by the industry's advisory committee with OPA officials over a long period of time and are still holding meetings, hoping to correct this situation.

"The industry had a very easy re- conversion job to do and by this time, the market should have been flooded with radio receivers.

"That is why you cannot get radio receivers."

NAB Asks Radio Reliefs From CPA Bldg. Edic

(Continued from Page 1) overall expected expenditures by all Commissions, including transmitters, studio, equipment, and facilities.

Pointing out that the FCC issues a construction permit for radio station only after thorough study to ascertain that the station will serve the public interest, convenience, and necessity, the letter to CPA goes on to say that by the end of 1946 the FCC will have granted about 1,100 permits for new stations.

Would Create New Jobs

It is estimated that some 20,000 new jobs will be created directly in station employment as soon as these stations can be established. In addition, in request points out, "construction FM radio stations at this time is essential to the creation of a vast new market for receivers," and the manufacture, distribution, installation and servicing of FM transmitters and receivers would provide employment for tens of thousands of veterans of World War II.

Seek $15,000 Exemption Class

Based on these and other facts, the CPA was urged to place radio station in the $15,000 exemption class, instead of the $1,000 category which the request states "is completely inadequate, and would stop dead in its tracks the program for new radio stations. It was further requested that author- ized for construction of new radio stations, which would exceed $15,000 be considered and pass upon by the Washington offices of the CPA.

New Series On CBS-BBC

To Replace Present Show

(Continued from Page 1) other station at large through the pro- gram. Charles Collingwood will handle the program for CBS in New York and Wilson Midgley will be the spokesman for the BBC from London. Midgley will produce for CBS and Godfrey James for BBC London.
Replacement Shows Set

Price-Bill Amendment
May Hypo Production

Washington Bureau, RADIO DAILY
Washington—The issue of radio receiver production as well as that of reduction of components and transistors was put squarely up to the industry yesterday as the House passed the Wolcott amendment to the price control extension bill guaranteeing all manufacturers, jobbers and retailers a "fair and reasonable" profit on each item. If this amendment remains in the bill and becomes law, it will wipe out the complaints.

(Continued on Page 9)

RCA-CBS Boxing Bout
Set By Gillette On ABC

Boston—J. P. Spang, Jr., president of the Gillette Safety Razor Co., definitely stated yesterday that his company would sponsor the broadcast championship bout between Joe Louis and Billy Conn from the Yankee Stadium on June 19. Show will be held over the full facilities of the American network and the low-by-low description will be.

(Continued on Page 2)

Renew "Your Hit Parade" For Another 52 Weeks

Renewal of "Your Hit Parade" on BS for 52 weeks effective April 27 as announced yesterday by CBS and "note. Cone & Belding, agency handling the account. Show will continue to be heard on Saturdays, 9:00-9:45 p.m., EST, on the full network. The program is also recorded and broadcast over CBS outlets in Honolulu, Iloilo and Ilhavo.

P. A. Paradise

New daily radio column in New York Herald Tribune will be launched within two weeks. This makes the second N. Y. daily allot space to radio since the first of the year. The past announced plans for its radio column recently with Paul Dennis slated to be its radio editor. Trend definitely is toward increase in the number of such columns.

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AFM Confers

Executive Board of the AFM continues to hold meetings at the union headquarters on Lexington Avenue. Understood that yesterday's meeting included the attendance of Joseph A. Padway, special counsel to the AFM, James C. Petrillo, president, reiterated yesterday that there would be no official comment made relative to the passage of the Lea Bill, until further notice. Meeting of the board included the film negotiations and what was termed various routine matters. Meetings have been lengthy in session.

(Continued on Page 9)

Demonstrate To Press
New Facsimile System

A newly designed facsimile broadcasting system which will bring into the home by radio, four nine-and-one-half-inch by 12-inch pages of text or photographs during a 15-minute broadcast period was demonstrated to the press yesterday by John V. L. Hogan, president of Radio Inventions.

(Continued on Page 10)

Many Applicants File
For FM and AM Stations

Washington Bureau, RADIO DAILY
Washington—A new group of applications for FM and standard facilities in various parts of the country was announced yesterday by the FCC. Applicants for CP's for new stations.

(Continued on Page 9)

FCC's Authority Questioned
By Counsel For The NAB

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday was accused of overstepping its authority in demanding that broadcast licensees publish advance notice of their intent to sell or transfer control of radio stations.

Don Petty, NAB general counsel, said FCC's so-called "public auction" rule would attract "speculative capital" to the broadcast industry and would result in "trafficflying" in licenses. "Surely the Congress," Petty said, "would have spoken in unmistakable terms had it intended the Commission should institute a system of publicly auctioning broadcast licenses and permits."

Petty appeared before the Commission for oral argument on the new regulation. He said the FCC already had applied the rule before the oral argument in the AVCO decision. Act.

(Continued on Page 10)

Programs Reveal Full Hiatus Advantage Utilized By Sponsors; More Than 30 Web Features Involved To Date

Six ABC Affiliates
Will Increase Power

Six affiliates of ABC have been granted CP's to improve their facilities and increase their power to an aggregate total of more than 60,000 watts, according to John H. Norton, network vice-president in charge of stations. At the same time, ABC added its 204th affiliate, when WDUK, Durham, N. C., joins the web as of June 1, as a Southeastern Supplementary station. WDUK now under.

(Continued on Page 9)

Sees Comm't Tele Films
Strong Advertising Tool

Until network television becomes a reality, commercial films will be able to carry the message of a national advertiser to a widespread audience, thus insuring an important place in.

(Continued on Page 2)

High School Boys-Girls
To Run WNEW Apr. 30

Boys and girls of New York City high schools will operate WNEW on Tuesday, April 30, as the radio phase of Boys and Girls Week, April 27 to.

(Continued on Page 2)

President Comments
On FCC Situation

Washington Bureau, RADIO DAILY
Washington—President Truman has no plans to fill the seventh seat on the FCC in the immediate future, he told his press-radio conference yesterday. Asked by RADIO DAILY what his plans were regarding that seat, the President remarked that he is considering several men for the post, but that it might be sometime before he.

(Continued on Page 9)

CBS Gross Earnings Show
Increase Over Past Year

Gross income of the Columbia Broadcasting System and subsidiary companies for the three months ending March 30 was $22,097,804 against $22,031,844 during the same period in 1945. Frank K. White, vice-president.

(Continued on Page 2)

Surprise

When Edgar Kobak, president of Mutual arrived at his office this morning he was run into a surprise party in which all departments took a hand and gave him a gala toasts. MBS proxy last crossed the half-century mark, laying claim to being 51 years old today. Another year shortly will celebrate the anniversarization of the 300th station with Kobak's Mutual.
Sees Comm’l Tele Films
Strong Advertising Tool

(Continued from Page 1)

the schedule of video programming, Reginald Evans, vice-president of General Screen, commercial motion picture film producers, said yesterday at a panel-discussion luncheon of the American Television Society at the Hotel Sheraton.

Stressing the specific value of films in commercial television programs, Evans pointed to the important place these films have been granted in video programming for a typical period by NBC and Philco.

The most important factor films will provide in a television commercial, Evans said, is the "believable" demonstration of the advertiser’s product. "Many thousands of neighborhood theaters throughout the country have been using one-minute commercial films with good acceptance," he said. He referred to the success achieved in this medium by General Motors and other top-notch advertisers in areas where there were unattached, adding that the same degree of advantage could be realized in television. Predicting that "television commercials will be largely on film," Evans outlined four points which may prove their value to video executives: (1) films are a perfect means of demonstration in that they are prepared and edited in advance, eliminating mistakes and "fluffs"; (2) the technique of the motion picture medium makes available all the tricks achieved in Hollywood—with a few new ones from television; (3) films can be prepared in advance and used immediately; (4) in the interim between the present and the day of network television, films will be able to carry messages to a widespread audience.

LIKE THE NAME OF

Beethoven

ON A SYMPHONY...

that's WIRE

ALL OVER THE INDIANAPOLIS BUYING AREA WHERE LISTENERS DEMAND QUALITY PROGRAMS

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

Phobos & Deimos got out of line

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

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

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

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

Q. E. D.

W-I-T-H

and the FM Station W3XM in BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Sees Comm’l Tele Films
Strong Advertising Tool

(Continued from Page 1)

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Q. E. D.
BALANCE HOLDS THE AUDIENCE

THE daily program schedule adhered to by WOV results in balanced broadcasting to two distinct metropolitan New York markets... two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And in the evening between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO, Natl Rep.
Last Friday, on the anniversary of the death of a great American, the National Broadcasting Company announced a two-volume record album based on his speeches. It is titled "Rendezvous with Destiny" by Franklin Delano Roosevelt.

The first in a series of NBC Documentary Recordings designed especially for educational use, "Rendezvous with Destiny" recreates the spirit of one of the greatest orations in world history—1933-1940. Through the actual words and famous voice of Roosevelt, the significant events of this period are brought back before us in correct chronological sequence...in vivid, dramatic form.

Editor of "...Rendezvous with Destiny" is the noted news analyst, historian and author, Cesar Storchinger, who was also responsible for the selection of the 23 speech excerpts represented in the album. Mr. Storchinger was chosen for this important assignment because of his broad experience in radio and journalism and his acute perception of contemporary history. Over 800 of Roosevelt's speeches were reviewed before making the final selection. Long listening sessions were held and recordings of lengthy addresses were played and re-played.

Then came the task of assembling this material, with the aim of creating a continuous production. Many times entire excerpts had to be eliminated because of bad pickup conditions and extraneous background noises.

Tom Bennett, NBC staff composer was then commissioned to write an original musical suite. An orchestra of 40 skilled musicians was assembled by musical director Norman Cloutier. Ben Grauer, and Carleton Smith were assigned the important role of narrators to carry the historical theme between the various speech excerpts. Director Bert Wood integrated these many and complicated elements, and the result is an absorbing document of an era.

"...Rendezvous with Destiny" is now available at $16.65 per set of two volumes (12 records) plus shipping charges by writing Department M, NBC Radio-Recording Division, New York, 20.

Windy City Wording...!

- * Frank Sinatra has been ordered by his manager to cancel his scheduled personal appearance date at the Chicago Theater in May and take a rest instead. From what we hear, Frank is a very tired and run-down character...he was billed to receive an estimated $25,000 for his Chicago appearance. This is his seventh visit to Chicago, and only a 20,000 per cent boost in salary over what he received the last time he appeared there—In 1939—when M. T. Dorsey's vocalists, he rated all of $125 a week...Judy Logan has been hearing ex-Gil's find places to live on her "Help Your Neighbor" program over WAIV. Now Judy is her new husband, Joe Dean, an ex-Marine, to whom she was married in February, and help themselves. They're having to give up their apartment, with slim prospects of finding another one...Guy Lamberto and his Royal Canadians will air their "Spotlight Band" date from WGN studios April 21, preceding a one-night stand at the "Truman Ballroom April 22...Maryann May, soloist with AEB's "20th Century" program from Chicago, in N'Yawk for rehearsals with the New York City Center Opera Co. with whom she'll appear this spring in such varied roles as Ruth in "The Pirates of Penzance," Maddalena in "Rigoletto" and Suzuki in "Madame Butterfly."...Watch for a couple of ditties penned by two local boys to land on the Hit Parade—"Cynthia's In Love," by Jack Owens, Cruising Groozer of the Breakfast Club, and "Who's Got A Tent For Rent?" by WBBM's Jack Fulton.

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**Give To Conquer Cancer**

- * Cowboy Star Gene Autry will air four of his CBS Sunday shows from WBBM studios this month and next. The first will be April 21, after which he will move on to Washington and Cleveland for two broadcasts before returning to Chicago for three more broadcasts on May 12, 19 and 26...Joe R. Stuffle, program manager of WBBM, in town conferring with Don Roberts, CBS Western sales manager, on plans for the Wayne King summer show, which will originate from WBBM...When Henry J. Theilen's co-workers at a Hammond, Ind., manufacturing plant questioned the accuracy of his factory whistle blasts, Theilen told them he checked his watch with WGN. Still skeptical that he blew the five o'clock whistle early enough, they demanded that Theilen prove he was right. Thelen got the proof in the form of a notarized document from WGN explaining the station's hourly time signal originates with Western Union's master clock in Washington, D. C., that this master clock is synchronized hourly with Naval Observatory time, and that Naval Observatory Time is the universally accepted standard of measurement. All of which ended further argument.

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**Give To Conquer Cancer**

- * Decca Records feted Carmen Cavallaro, one of its best-selling artists, at the Hotel Sherman the other day...When Maggie Flanigan, Hollywood's top femme press agent, came through on her way back to the West Coast a few days ago she was guest at a dinner party given for her by Allan Jones at the Chet Paree...Ted Grizkard, a recent WBBM staff acquisition and emcee on the station's new Monday-through-Friday "Hi, Neighbor" program, reversed the usual procedure when he left WRAS in Louisville to come north. Instead of asking for a letter of recommendation from his boss, W. Lee Coulson, Ted left one recommending his boss to any job-seeking radio kids. "All in view of the present labor situation," Ted explained. "That I'm credited with one of the 'cures of the trade.' It was an idea he had for a cartoon which appeared in a nationally known magazine. Showing an announcer at a studio microphone, the caption reads: 'We wish to thank the program sponsors for relinquishing this time so that we could bring you this special broadcast—all except, the Peter Pool Company, who was pretty darn nasty about it!'

---

**Give To Conquer Cancer**

- * Randy Brooks records for Lang-Worth
A Salute . . .

- To Lum and Abner, two great radio personalities!
- To Miles Laboratories, a distinguished company, makers of Alka-Seltzer, One-A-Day Vitamins, and Nervine.
- To Wade Advertising Agency in charge of advertising for these products.

Greetings from a team-mate:

KBS
The Keystone Network

over whose stations the Lum and Abner program is brought to millions of NEW LISTENERS in BEYOND-METROPOLITAN AMERICA.

Greetings from a team-mate:

ALLIED RECORD MFG. COMPANY

whose fine transcriptions reproduce the Lum and Abner programs with "im-person" fidelity . . . treating "Beyond-Metropolitan" listeners to the full enjoyment of All their comedy.

CONGRATULATIONS, LUM AND ABNER! Make it another thousand!
Color television has now been shown to groups of non-set owners and owners of black-and-white sets. These groups speak for the audience television must create for itself. Impartial observers well-known in the fields of research and psychology attended the survey session. One was C. E. Hooper, who said: "I feel that Columbia leaned over backwards in being fair."

- Here's what the public says:

...greatly prefers color, and here's the evidence:

Both groups were given a check-list of 22 words to be applied either to color or black-and-white television. The words picked give the predominant reactions to each:

<table>
<thead>
<tr>
<th>For color</th>
<th>Non-set owners</th>
<th>Set owners</th>
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<tr>
<td>&quot;Beautiful&quot;</td>
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Only 1 out of 12 non-set owners (and only 1 out of 8 set owners) agreed with the statement, "I am completely satisfied with the television now being broadcast. Black-and-white is good enough for me."

Only 1 out of 4 non-set owners and the same percentage of set owners agreed with the statement, "I would rather have a 16x22 inch picture in black-and-white than an 8 x 10 inch picture in color."
overwhelmingly picks color television

Only 1 out of 8 non-set owners (and 1 out of 7 set owners) agreed with the statement, "It would be better to spend money to improve the quality of programs in black-and-white than to spend it to develop color television."

Only 1 out of 4 non-set owners (and 1 out of 12 set owners) agreed with the statement, "I would be completely satisfied with the quality of black-and-white television if I could get a larger picture."

...WOULD PAY MUCH MORE FOR COLOR, AND HERE'S THE EVIDENCE:

The question asked: "...if you were buying a new set, what is the most you would pay for one with a black-and-white picture 8x10 inches...or a color picture the same size...?"

The median answer of non-set owners was 49% more for color. The answer of set owners was 34% more for color.

The same question was asked in connection with a 16 x 22 inch picture.

The median answer of non-set owners was 40% more for color. The median for set owners was 28% more for color.

...WOULD WAIT FOR COLOR, AND HERE'S THE EVIDENCE:

Those who did not already own television sets were asked: "What is the longest time you would wait for color after black-and-white sets are on the market?" 7 out of 10 gave replies ranging from one year to "indefinitely."

LET US SEND YOU A COPY OF THE STUDY. Its findings are of vital interest to everyone in any way responsible for planning his organization's investment in television. Address, Columbia Broadcasting System, Dept. T, 485 Madison Ave., N.Y. 22, N.Y.

COLUMBIA BROADCASTING SYSTEM
Summer Replacement Skeds
Reveal Busy Hiatus Season

(Continued from Page 1)

stances of considerable new programming being rushed to fill the breach. Some of the best-known stanzas have definitely set replacements, some are tentative and others still undertermined.

While planning more such commercial classics this season naturally finds itself with more open periods than usual. Mutual, however, is not obliged to replace vacationing shows with sustainers and it is presumed each station will handle its time. MBS line-up to date is as follows:

"THE SHADOW" sponsored by Blue Coal and Careysalt, vacations as of June 2.

"QUIK AS A FLASH," Helbros watches, to be replaced for the summer by "Chappell Mysteries" on effective date as yet.

"SHERLOCK HOLMES," Petri watches, is taking the hiatus "TREASURY HOUR OF SONG," Conti Castle Co., replaced as of May 28, by "Starlight Serenade," for the summer.

"BREAK THE BANK," Vicks Chemical Co., is scheduled to depart after Saturday night's show.

"EXPLORING THE UNKNOWN," will take a nine-week vacation after July 7, but will be kept on as a sustaining by Mutual. At the end of the nine weeks, Revere Copper & Brass resumes sponsorship.

"ROUGE GALAXY," F. W. Fitch Co., nothing to date.

"DOUBLY OR NOTHING," will continue during the summer.

Chicago Setting Schedules

CBS will continue the New York Philharmonic Symphony Orchestra time under the name of CBS Symphony with U. S. Rubber remaining in the fall.

"REQUEST PERFORMANCE," sponsored by Campbell, will eventually continue through the summer with "Corliss Archer" holding down the bag, effective late this month. DURANTE & MOORE, United Drug, will have Wayne King and orchestra after June 7, with the comedians taking the fall effective Sept. 13. GINSY SIMMS, The Borden Co., will have Tommy Riggs and Betty Lou as a replacement.

"THIS IS MY BEST," Cresta Blanca Wine, expected to replace with a script show, plans tentative now. "OZZIE AND HARRIET," may be replaced with "Silver Theater" again, but tentative at this time.

"VUX POP," Emerson Drug Co. has Jackee Cogen taking the time for the summer at least with the comedy show, "Forever Ernst," starting April 29. Other CBS replacements are in the making.

ABC Schedules

Probably the largest single replacement series to hold the time for Texas Co sponsorship of the Metropolitan Opera Company falls on ABC which have nearly three hours to program until the opera season returns. Burt... day afternoons. This series will include: "Museum of Modern Music," a musical variety 1:30-2:00 p.m., with Henry Morgan as emcee. Also there is "To Live In Peace" and "Saturday Concert" series. "Chicago Serenade" will be heard from 2:30-3:00 p.m. semi-classical music directed by Rex Mau- phin. "Hill Toppers," a novelty group is heard 2:30 to 2:45 p.m., and "Melodies to Remember" follows. "Pine Playhouse," with Earl Wild as soloist is sked for 3:00-3:30 p.m., and "Roundup Time" is 3:30-4 p.m. A program of popular and concert music will be heard 4:00-5:00 p.m. effective this Saturday. Also starting April 20 is the "Saturday Concert," 6:00-6:00 p.m.

Allis-Chalmers will sponsor the Boston Symphony in its entirety this summer, picking up from all points. Summer edition of the "Ford Symphony Hour" with Alfred Drake will start on ABC Sunday, June 30, at 8-9 p.m.

NBC's Replacements

Lineup of NBC replacement finds Fred Waring definitely scheduled to replace Fibber McGee & Molly starting June 18, for a period of 15 weeks.

(Continued on Page 9)
Six ABC Affiliates
Will Increase Power

(Continued from Page 1)

construction, is owned by Couch, Bennett, and Lanier and will operate on 1510 kc., with 1,000 watts daytime power.

Of the ABC affiliates which will increase their power, four are in Tennessee and one each in Massachusetts, Georgia, and Louisiana. WLAJ, Lawr-
ence, Mass., affiliate of ABC has received a construction permit authorizing an increase in power to 50,000 watts from 5,000 watts on their present frequency of 680 kc.

The three Tennessee ABC affiliates which received permission to increase their power are WMPS, Memphis; WDEF, Chattanooga; and WJHL of Johnson City. The FCC grant to WMPS authorized 10,000 watts daytime power and 500 watts nighttime power on 680 kc. Currently the station's operating power is 1,000 watts day and 500 watts nighttime power on 1460 kc.

WDEF also was authorized to step up its power and change its frequency. The construction permit issued by the FCC covers 5,000 watts daytime power and 1,000 watts nighttime power on 1370 kc, as compared with the current 250 watts on 1460 kc.

KPDY of Austin, Texas, and affiliates have received permission to increase facilities is WHJL of Johnson City, which was authorized to increase its daytime power to 5,000 watts from 1000 on their present frequency at 910 kc. Their nighttime power of 500 watts remains unchanged.

The Augusta, Ga., affiliate, WAGC has been authorized a construction permit by the FCC covering 5,000 watts daytime power and 1,000 watts nighttime power on 860 kc. WAGC now operates with 250 watts on 1240 kc.

KMLB of Minneapolis, Minnesota, was granted a construction permit to increase its power to 1,000 watts. The station's daytime power will be operating with 1,000 watts day and 1,000 watts nighttime power on 1440 kc.

Many Applicants File
For FM and AM Stations

(Continued from Page 1)

and stations were made by the following: Midwestern Broadcasting Co., Apo, Mili., to be operated on 1460 kc., 250 watts, unlimited; Fort Sumter Broadcasting Co., Charleston, S. C., to be operated on 1500 kc., 250 watts, unlimited; WCHR, Inc., Eau Claire, Wis., to be operated on 1400 kc., 250 watts, unlimited; C. Merwin Doyns, San Bernardino, Calif., to be operated on 780 kc., 1 kw., daytime; Millard Cline and Donald K. Deming, Palo Alto, Calif., to be operated on 1220 kc., 250 watts, daytime; Arizona Radio and Television Co., Mesa, Ariz., to be operated on 1460 kc., 250 watts, unlimited; Utah Valley Broadcasting Co., Provo, Utah, to be operated on 1450 kc., 250 watts, unlimited; Nashville Broadcasting Corp., Nashville, Tenn., to be operated on 1500 kc., 1 kw., daytime.

Also Northern Allegheny Broadcasting Co., Warren, Pa., to be operated on 1350 kc., 1 kw., daytime; Greenville Broadcasting Co., Greenville, S. C., to be operated on 640 kc., 5 kw., limited; Public Radio Corp., Tulsa, Okla., to be operated on 960 kc., 300 watts, unlimited; Del Norte Broadcasting Co., El Paso, Tex., to be operated on 1560 kc., 500 watts, daytime; Traveler Publishing Co., Arkansas City, Kan., to be operated on 1280 kc., 1 kw., daytime; Milburn H. Stuckey, Jr., F. Bruce and F. M. Lindsey, Jr., a partnership, Centralia, Ill., to be operated on 1460 kc., 250 watts, unlimited; Orange County Broadcasting Co., Santa Ana, Calif., to be operated on 630 kc., 5 kw., unlimited; Dan B. Shields.


Summer Substitutes
Reveal Busy Schedule

(Continued from Page 8)

S. C. Johnson & Son, show's sponsor. RED SKELETON, will have Sig
dom Romberg and orchestra filling in for the summer as of June 11, which is sponsored by Brown & Wil
liamson Toc. HILDEGARD, Brown & Williamson, has "A Life In Your Hands" set as replacement, no effective date yet. "PEOPLE ARE FUNNY," also Brown & Williamson, will have Harry Soronik and orchestra starting August 2, for seven weeks.

Eddie Cantor, Bristol-Meyers, will have "Maggie and His Mouse," effective July 3.

Bing Crosby (Kraft Music Hall) starting May 6, will have Edward Everett Horton, King Cole Trio, and Eddy Duchin orchestra. Not exactly a replacement but a summer fill-in at least until Crosby returns in the fall for the same sponsor.

Bop Hope show, Pepsodent Co., has been cast "Man Called X," which filled in last summer with Herbert Marshall. No date as yet. Jack Benny, American Tob. Co., has Frank Morgan in a show, no effective date as yet, insofar as the network is concerned.

Burns & Allen, will find Meredith Willson and orchestra with no date yet given the network.

now that the "Wraps" are coming off...

Wartime PapEr Shortages keep many magazines "under wraps"...but even then, clocking showed up the real champions. Take the performance of Radio Mirror. Month after month during these rationing years - it sold better than 92% of available copies within the first seven days on sale.

Now, the wraps are coming off! Paper restrictions are being lifted. And Radio Mirror is really beginning to move plenty fast. According to circulation department estimates this fast-growing favorite will have, in 1946, the greatest gain of any magazine under a million newsstand circulation.

Already its print order has been nearly doubled over wartime levels - a startling 425,000 for the May issue!
FCC "Overstepping Authority," Says NAB

(Continued from Page 1) Ing Chairman Charles R. Denny said the rule had been applied as a "test." Denny demanded change.

Answering Petty's charge that the Commission did not have authority, Denny said: "If we don't have them we'll ask Congress to give us authority" and told the NAB representative to confine himself to a discussion of the regulation.

Stating that the rule was "badly directed to the public interest" Petty said NAB had received "numerous complaints" from broadcasters protesting the regulation. He said the regulation would result in higher prices, as well as attracting "speculative capital to the broadcasting industry" and "starting traffic in liesensse." Also appearing in opposition to the rule was Paul Segal, representing the Sioux Falls Broadcasting Association (KSOO). Segal said the rule would make it impossible for executors of an estate to transfer control of a station to the deceased owner's family without first putting the station up for sale. The Commission appeared to be sympathetic to this argument and requested Segal to make a formal request for a change in this respect.

Lauds Women For Work In Market Research Field

(Paying tribute to the role of women in the market research field, Pauline Arnold, partner, Market Research Company of America, addressed the New York chapter of the American Market Association at the Hotel Commodore yesterday.)

Paul Revere's famous ride was made on April 18, 1775. Today, the modern way to spread the news in Philadelphia is to use WIP.

RADIO DAILY COAST-TO-COAST

Thursday, April 18, 1946

Demonstrate To Press New Facsimile System

(California) — The United States Treasury Department has awarded RPO a citation for patriotic co-operation in both its "War Finance program." James Day, ex-

Army officer has been named assistant to Henry Schacht, RPO supervisor of public service and agency sales. Day replaces Leonard Gross, who resigned to join the San Francisco Chamber of Commerce as assistant publicity manager and radio director. . . . Eastern RPO operations will consist of airing "A Veteran's Easter" from Ft. Sismonos. It is a program to celebrate the new life that a new life can be based on faith in the resur-

rection of Christ.

Oklahoma

TULSA—KOVO has announced the opening of a 240-acre demonstration farm, where every modern process toward soil conservation in the manner of the Southwestern farmer will be practiced, using tools and equipment available to the aver-

age farmer. Terracing, contour plowing, irrigation of minerals and insect control will be a way of the demonstrations car-

ried on under the direction of experts from Oklahoma A. & M. College, county agents or other sources. Instruction of the program will be supervised by the KOVO farm dept.

North Nebraska

NORTH PLATTE—John Alexander, KOY manager, has been recently named president of the North Platte Rotary Club. OMAHA—Bud Noble, discharged after service in the Coast Guard, has been added to the staff in the Coast and federal WAC, staff of KOIL. . . . Clarke Thornton, having served over five years in the Signal Corps and formerly of WPIC, WMA, WJEA, WIOE, WVOE, KOIL announcing staff. . . . Westinghouse Electric Corp., announced that the WNO area has been cited as possessing superior ability for scientific pursuits in the fifth annual Westinghouse science

lary work, however, during the war. Toward the end of the war, a group of broadcasters called the "Broadcasters Facsimile Analysis" arranged for the steady work of broadcasting the home. The equi-

ment shown yesterday is the result of the co-operation in this BFA, of which Theodore C. Streibert, presi-

dent of the BFA, a subsidiary of Radio Inventions Service, Inc., is chairman of the executive committee.

"General Electric will undertake the manufacture of the designs offered by Radio Inventions, for both trans-

mitters and recorders. "At the present time," Mr. Streibert said, "it appears from the problems that facsimile schedules will be begun in about 15 leading cities within the next six months primarily with a view to developing presentation tech-

niques and determining public re-

action to them." Newspapers, it was said without doubt, will offer an extremely useful tool, both in the

Send Birthday Greetings To—

April 10

Page Gillman  Leopold Stokowski
Charles La Trobe  Muriel Hoyne
Edgar Koback

PHILADELPHIA 5,000 WATTS • 610 K.C. MUTUAL'S 3rd MARKET STATION Represented Nationally by GED. F. HOLLAND & CO. WIP—FM

www.americanradiohistory.com
Changes Were Many During 1945 Keep Up With The Parade
Radio Annual
BIG 1946 Edition Covers Everything Goes Everywhere Out Soon
There are no favorites among Weed and Company stations. All receive thorough representation in the nation's top radio time buying centers. Constantly on the alert for new business, Weed's staff of time-wise men keep clients' time schedules billed to capacity.
UN Avoids Tele Dispute

Near-Channel Policy Discussed By Evans

Washington Bureau, RADIO DAILY

Washington — Pressing possible tyranny of other clear channel operators, an executive of KDKA, through yesterday told the FCC policy for each clear should be uniformed by the service rendered individual stations.

is impossible for me to express opinion as to whether the number of clear channels should be in-

(Continued on Page 6)

To Film Easter Parade a Video Shows Next Wk.

Clurious features of the Atlantic Easter Parade will be filmed and broadcast as a television presentation by ABC, it was announced today by Paul Morey, network television chief. The film, to be made Sunday, will include shots of Easter fashions on New York's Fifth Avenue, taken from the vantage point of St. Patrick's Cathedral.

broadcasts will originate from 1 B, Schenectady, on Monday. (Continued on Page 4)

No Stars To Appear In Special Shriner Show

Arranging array of stars from radio, film and screen will take part in National Shriner's Organization's special to tell the story of the 15 North American Shrine hospitals for crippled children in a special broadcast, Saturday, April 27, at 8:30 p.m., on the ABC network. Harry Von and Don Wilson will act as emcees. (Continued on Page 2)

Midair “Meeting”

This marvelous post-war world of radio brings no end of wonders, as evidenced by last week's broadcast of a meeting of the Hotel Sales Managers Association, yesterday at 10 a.m., with Ruth Don, holiday in Boston and Tom Stahl interviewing members on the shortage of hotel space. The "meeting" was held at American Airlines DC-4 at 4 a.m. above New York.

Radio Revelation

Washington - Radio-controlled drone boats, which had their first battle test in the invasion of the Marshalls, will return there in July in connection with the joint Army-Navy atomic bomb test. Used only twice during the war, due to the ease with which the enemy could make them ineffective by radio jamming, they will again be used as part of the safety test to be made at Bikini Atoll following the atomic bomb burst.

Tele Set Schedule Favors Washington

Radio manufacturers, will route between 10,000 and 13,000 television receivers into Washington this year, a spokesman for Allen B. DuMont Laboratories said yesterday. William A. Roberts, attorney for the company, said six leading set manufacturers have assured DuMont they will have

(Continued on Page 3)

Jaeger Resigns ABC Post: Will Enter Own Business

C. P. (Pete) Jaeger, vice-president of the American Broadcasting Company, yesterday announced his resignation to devote his full time to the organization and operation of a new company which he will head. Jaeger will open at 1 East 54th Street, headquarters of Trans-American Broadcasting and Television Corporation.

Discuss Future Of BBC In London Times Editorial

London - The forthcoming appointment of five new governors of the British Broadcasting Corp. has touched off a great deal of discussion regarding the future of Britain’s radio service under the Labor government. Some time this year, unless stymied by other legislative business, the BBC charter is due for a thorough re-examination by Parliament, with sweeping changes possible but not probable. The opportunity exists, according to the conservative and authoritative London Times, "for the reinstatement of the highest standards of independent public service." The Times editorial, however, was in no sense an attack upon BBC, with the writer explaining that the need for re-examination of its service springs from the "profligate and abnormal demands" of the past six years.

Not An Employer, Security Officer Says, In Taking No Side In Movie-Camera Ban For Television Use

From unimpeachable sources, it was learned yesterday by Radio Daily that at no time did former-Mayer Fiorello H. LaGuardia contemplate quitting his two new programs, one over WJZ and the other over the American network. LaGuardia will definitely continue his radio work unless some physical handicap develops and makes it impossible to continue. It was pointed out that LaGuardia was UNRRA chief.

Pres. Truman, Hoover Talk On All Networks Tonight

President Truman's address to the nation on the food conservation program, and ex-President Herbert Hoover's message from Cairo by shortwave, will be carried by the networks.

Cottone Named Counsel Of FCC Replacing Hyde

Washington Bureau, RADIO DAILY

— The FCC yesterday announced the appointment of Benedict P. Cottone as acting general counsel.

Free Political Time Returning On CBC

Montreal—Free radio time for national political parties which lapsed when membership in the House changed following the election in June, 1945, will be restored by CBC within the next few months. It is expected that one-half-hour period each week of national network time

Sarnoff Given 1st Award Of Temple Brotherhoods

Brig. Gen. David Sarnoff, president of RCA, was the recipient of the First Annual Award of the Metropolitan Conference of Temple Brotherhoods, which was presented last night during ceremonies at the Temple Emmanu-El, New York.

Among The Best

Four religious addresses delivered over CBS, "Church of the Air" during 1944-45, are listed in "Best Sermons—1945 Edition," which will be published by Harper's May 22. The anthology consists of 52 sermons selected from a total of 5,674 submitted. Eighteen denominations, seventeen states and five nations are represented in the book.

(Continued on Page 6)

(Continued on Page 3)

(Continued on Page 2)

(Continued on Page 5)
Radio Stars To Appear On Special Shriners Show

(Continued from Page 1)

cees. Nonmember guest speakers will be on hand as well as such stars as Bob Hope, Roy Rogers, Dinah Shore, sports names and orchestra leaders such as Spalding Jones and the King Cole Trio. Dick Vincent will write and produce the special broadcast.

Sorry, Mr. Asch

In the April 12th issue of Radio Daily, the Albany correspondent incorrectly reported that the Patroon Broadcasting Company is one of four stations seeking the WOGO wave length. Leonard L. Asch, general manager of Patroon Broadcasting Company, advised that his company is not applying for the WOGO wave length.

POSTWAR CASUALTY

Box 101, RIO DAILY
1501 Broadway
New York 18, N. Y.

W-I-T-I
IN BALTIMORE

JON TINLEY, President
REPRESENTED BY HEADLEY

How do Homing Pigeons do it?

You've probably read of the most incredible feats of speed flown done by homing pigeons. Some have been known to cover 1,000 miles two days. But the thing that always fascinated us is their ability to get home straight on the nose.

The ability to bit anything right on the nose doesn't seem to be a skill that we humans usually need. We usually have to figure it out. The 'instinct' is to be right in front of you.

And that's why we're glad we got the kind of radio facts that we can use in our personal lives. One of the greatest numbers of listeners is the one that gets home straight on the nose.

If you'd like to get home in 10 minutes, W-I-T-H belongs to the class.
UN Says Tele Movie Cameras Must Wait On Washington OK

White, CBS protested to Begley of alleged discrimination against the use of motion picture cameras for televising which was being done by both CBS and ABC. White indicated he was concerned that the way the panel was setting up an adverse labor precedent and that his network was using IBEW members, affiliated with the AFL, as its television technical crews.

Begley's Letter
Following the recent letter of protest by White, Begley yesterday answered as follows:

"In taking cognizance of your letter under date of April 5, 1946, the writer finds it necessary to correct apparent misinformation supplied to your firm regarding the recent jurisdictional incident involving two AF of L unions, IATSE, local No. 644 and IBEW, local 1212.

"Permit me first to inform you that this is the eighteenth labor relations incident we have experienced in launching the Security Council Sections of the United Nations at Hunter College. As with the one exception, we have been satisfactorily resolved as of this date through internal adjustment of their own affairs by the bargaining agents involved. We naturally expect this situation will be handled in the same fashion. The experience in these cases and it does not discriminate or use lockout as has been inferred. We have merely set up facilities for the various information services to use as a convenience for reporting on the work of the Security Council. We are determined that no secondary issue should interfere, particularly when the item is not in our control. We are in the way we view the television dispute.

"Unfortunately, the jurisdictional assignment for television has not been definitely given in the AF of L nor can this be accomplished at the local level. As a result it has been referred to the higher echelons in Washington from where we trust a decision will shortly be announced. Until that time television coverage will be eliminated from the two (2) firms so engaged-The American Broadcasting Company and the Columbia Broadcasting System. Naturally we shall assist in reestimating the program when the matter is clarified so that technicians involved will use facilities in harmony and not subject Americans to embarrassment by attempting to explain to representatives from other countries.

"Your obligation to Columbia employees appears to be properly accounted for in the lodging of this protest but we cannot retreat from a position that these disputes must be settled internally without using the United Nations as a sounding board. "We may further suggest that agreement by the locals and the broadcasting company to use the bond jointly until Washington advises us further may induce our General Counsel, Mr. A. H. Feller, to reach a favorable decision on reconsideration of this coverage.

"Again, we regret unfortunate situations that deprive the public of this medium so promising for accurate reporting of the proceedings based on the basis of first things first, the broadcasting companies and unions involved seem to have the initial responsibility. We of course will continue accreditation for your people in all other coverage during the interim period. Personally, I join with you in hope for a speedy solution to this problem which is an American matter politely and not a decision for the United Nations."

White's Reply
"This will acknowledge receipt of your letter of April 16th in reply to our request of April 5th that the United Nations reconsider its decision respecting the coverage of Security Council proceedings by television cameramen making use of motion picture cameras.

"While we appreciate the reasons which prompted your original action in this difficult situation, we still feel that the exclusion of television does not fairly solve the problem and sincerely hope that you will find it possible to avoid further discrimination against this news medium by reopening the Security Council to television coverage."
RADIO DAILY

CHICAGO

BY BILL IRVIN

EVEN if it meant bringing part of the Mississippi River to the NBC Chicago studios, the Allis-Chalmers Manufacturing Co., sponsor of the National Farm & Radiator Hour (NBC, Saturdays, 12:00 noon CST), was determined to spare no efforts to inject a role of realism into its commercials on the April 15 broadcast. To emphasize its offer of a booklet, describing methods of preventing soil erosion, the company secured a bottle of water from the muddy Mississippi, demonstrating how the silt content of the river rises in the spring. Everett Mitchell, M. C., on the program then shook the bottle during the commercial, hoping it would sell satisfactorily. WDLK, FM station of the Moody Bible Institute, continued its full-time operation on its new high-frequency-channel of 99.7 megacycles on April 15. H. Coleman Crowell, executive vice-president of the Institute and manager of WDLK, announced. Under the new broadcast schedule the station will be on the air from 8 a.m. to 6:00 p.m. At present the station is using a vertically polarized antenna with one kilowatt power but hopes to install high gain horizontally polarized antenna this summer. Incomplete tests by WDLK engineers indicate a stronger signal on the new band, Crowell said.

The Fair store, through Ivenhill Advertising Agency, has renewed its five-minute and 15-minute news programs on station WMAQ for 52 weeks starting April 15, it was announced by Oliver Morton, manager of the NBC Central Division national spot sales department. Both shows are heard Mondays through Friday—the five-minute spot from 6:00 to 6:05 p.m., CST, and the quarter-hour show from 12:00 noon to 12:15 p.m., CST. Moulton Kelsey is heard on the noon period and Goodwin Brown on the afternoon broadcast. William McGuine, WGN commercial manager is serving on the award committee of the Chicago Federated Advertising Club's annual competition to select the most distinguished advertising in all media produced in Greater Chicago during 1945.

ABC to Film Easter Parade For Video Shows Next Wk.

(Continued from Page 7)

April 22, from WARE, DuMont studios in New York, on Wednesday, April 24, and from WPTZ, the Philco station in Philadelphia on Friday, April 26.

Walking The Main Stem...!

- - - If Phil Spilcinsky isn't grabbed up pronto after he concludes a ten-year-anniversary session with his NBC's Electric Company Sept. 1st, this dept., for one, will be mightily surprised. Averaging better than 10 over the decade, Phil will probably leave the air with the highest rating of any musical station around.

- Overstated Y & R droppings two directors and two writers. John Crosby new radio ed. of the Herald-Tribune. An agency we know wants to do a soap opera about the famous Stark Club. Suggested title: Just Plain Millionaire. A jakebox which will show files as well as play music will be on the market next fall. Bertram Schubert just signed a deal with NBC whereby he'll represent them on their Archie Andrews play. Ruth Ann & Rynn pitching a detective series called De'Arnow in a summer spot. Bergman summer replacement still wide open, despite reports to the contrary. Glamorous Kaye McNells new Cede Society ed of GQ magazine, with her first colo appearing in the May issue. Some of those air commercials are as bad as they ought to call them cruel-cruel—Lester Lewis out of uniform next Friday and hunting for a Quoatn but to put up in Radio City for an office. Bing Crosby added to the Cancer show being put on by Mutual today, along with Hope, Sinatra, Crosby, Como, Lew Ayres and Gunns Simms. Murray Dale hears that a bunch of H'wood yes men are joining forces to put on a show tagged "Out, The People."--Give To Conquer Cancer--

- Canadian Jerry Wilmont, whose rapid-fire newscasts have made him a top Mapleleaf announcer, was once called on the carpet by a CBC official, who complained of his undignified stance. "You sound like one of Americans, Walter Winchell," sounded off the exec. "In that case," snapped Wilmont, "I want a raise!" The matter was dropped. --Give To Conquer Cancer--

- Col. Thayer, who airs nightly over ABC, has received permission to do shows on other networks. "It's a matter of being readied for a sale, he hears. Peg Lynch is one of the "Interesting People" in the current issue of American Song. She writes ABC's "Private Lives of Ethel and Albert" and plays Ethel on the air. Milton J. Kramer a very busy lad these days with reading 8 new programs, plus working a B'way play for the fall. Unique approach to the hotel situation was Mutual's "Meeting in the Sky" aired over Manchester, the program featured the hotel managers of N. Y. being interviewed by Ray Boles. Paul Gardner has a story on Perry Como in May issue of "The Weekend" and a year on the Indianapolis Speedway in the current "Holiday." Mutual Missing a great bet by not airing Alton Scott's "Once Over Lightly" locally. His adult humor has the casiness of a Crosby plus the bouquet of a Benchley. Hideaway's new rating on NBC, Wed. night is the first time the club has ever toppled CBS in that time slot. Dave Driscoll of WOR, has a special column from Sec'y of the Navy Forestal acknowledging his contribution to the war effort. Morris Knys, radio director for Chicago's WGN, has had his ear from the Radio Directors Guild. Burt Brander, heard on several of the air thrillers, has had quite a few real life adventures himself. As a Navy fighter pilot, he's credited with downing 20 jap planes. Time magazine reading a story of Ed & Peggie Fitzgerald, breakfast-for-two originators. --Give To Conquer Cancer--

- Ted Steele's banning of the Mills tune, "Cement Mixer" from KMPC as being a menace to children's morals, has boomeranged the song into the hit class, with layout being prepared by Life, Look and UP. Incidentally, all the big band names are taking bows on creating 're-boop' music, but we seem to recall a jazz trumpeter named Dizzy Gillespie using it several years ago, as only 62nd Street disciple can tell you. Re-boop, once for the esoterics, is now on its way to nati prominence. --Give To Conquer Cancer--

SOUTHWEST

VIRGINIA LA. RAE, coloratura soprano and Rolf Danilo start new series of daily quarter-hour programs over KTSU, San Antonio. The programs will be annually by M. C. Annan at the piano and the Melotones, a musical organization. The Mission City Pontiac Co. San Antonio will air a new series of half-hour programs over KONO, San Antonio. The programs will be heard Monday through Friday, will be titled "Music Through the Years." KEYS, Corpus Christi, has announced that Taylor-Booe-Snow Radio Sales will be national sales representatives for the station.

The fifth district of the Radio Teacher Association, announced its annual series of quarter-hour programs will be aired over WOAI, San Antonio, titled "What Is Happening in Education." The Express Printing Company of San Antonio, applied to the FCC for permission to operate an FM station. Group also has application pending for standard broadcast unit to open full time with 220 watts on 1450 kilocycles. Viole Short, KTSU continuity chief, San Antonio, has been named chairman of the Women's Activities Committee of the 15th district of the NAB.

A station has been submitted to the FCC and the Southwest Broadcasting Co., for a new standard to be built at Eastland and to open full time on 1360 kilocycles.

KPDN, Pampa, owned by R. M. Holley and operated by the Pan News has been granted an increase from 190 to 250 watts.

Billy Averylute Laurie, operator KNHT, Paletine, has applied to the FCC for an operating license to build a standard broadcasting station at Jackville, Tex. Facilities for the new station have been completed to open full time on 1460 kilocycles.

The Ector County Broadcast Company, formed by president Medow, has applied to the FCC for a standard outlet to operate full time with a power of 1,000 watt on 1200 kilocycles.

Construction permit has been granted by the FCC to the FM Broadcasting Co. of Fort Worth, to operate full time on 1460 kilocycles to a power of 250 watts.

Ken McClure, news chief of W. San Antonio, and G. A. C. I chairman of the board of WOAI, two of the three Texans which heard mention in the latest edition of "Who's Who in Transportation and Communication," has been named to the board of GKO, president of which is a third Texan.

Ave Maria Holm WMCA — Sunday — 6:00

For 10 years the number one Religious show of the AM League, ITS A DONALD PETERS PRODUCTION

www.americanradiohistory.com
LaGuardia Broadcasts To Continue On WJZ

Discuss Future Of BBC
In London Times Editorial

Free Political Time Returning On CBC

Mayor O'Dwyer, Chandler To Guest On WEF Opener

WGR Joining CBS

Sammy Kaye Renewed

Can you still actually hear transmitted program service? If you are the right min. you will need our New York office at 165 E. 42nd St., New York, plus the usual commission. Write details last time you heard any. Address in care of WGR, 12 Queen St., Buffalo.

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New York 17, N. Y.
Clear-Channel Policy
discussed by Evans

(Continued from Page 1)

creased or decreased, or what power should be authorized," Walter Evans, vice-president of KDKA told the Commision. He said, "that the issues will have to be determined separately for each clear channel upon an analysis of the service rendered."

Future stand of ABC was also revealed by the network's counsel, who stressed that NBC and CBS have the lion's share of clear-channel stations.

Questioning of Evans brought out that 12 NBC-affiliated stations also serve the secondary service area of KDKA.

KDKA witnesses surprised some observers by comparing the station's program with success. We have always broadcast farm listeners with the yardstick of the Department of Agriculture's study which has been using heavy fire from the clear channel group.

"We are deeply concerned," Evans said, "that no action should be taken or policies established as a result of this hearing which would hamper us in continuing to serve the vast audience that depends upon KDKA, and of which more than 40 per cent are located in rural areas. Whether KDKA could continue to serve its rural audience adequately if its clear channel were broken down is essentially a technical issue involving such matters as the production of revised engineering standards. The possibility of higher power and the future allocation policies of the Commission.

"If it is the policy of the Commission that higher power is necessary in order to best utilize the clear channels, Westinghouse is willing to undertake the construction, investment and the operating expense incident to the increase of the power of KDKA to any power practical within the present Commission regulations.

"With respect to programming, as the testimony of our witnesses at this hearing makes clear, KDKA has sought to develop a well-balanced program structure designed to meet the needs and desires of all its audience, including the great number of listeners situated in rural areas. We have followed a policy of initiating new types of programs and have made every effort to furnish a program service in accord with the highest standards of the industry. We believe that we have been successful. We now have a fully aware of our obligation to operate our broadcasting station in the public interest. We have recognized the responsibility of KDKA to provide programs particularly suited to the audience which it is able to reach because it is a clear channel station.

Under close questioning by Commissioners, Evans and BDG. contemplated using a power of 1,000 kw.—double the present limit—if the FCC would okay the increase. Evans and BDG. witnesses were closely questioned by counsel for the regional broadcasters on programs duplicated by the NBC-affiliated stations in the area.

Sixteen Apply for AM Three for FM, At FCC

Washington Bureau, Radio Daily—Sixteen applications for CPs for new standard stations, mostly from the South and Southwest, were filed last week by the FCC. They include:

J. O. Fly, Sr., George F. Fly, Harold P. Smith and Robert W. Rounsivall, flying east last week as representatives of the Translating Broadcasting Co., Sholkata, Texas, to be operated on 1400 kw., 250 watts unlimited; LCB, Inc., Loria, Ohio, to be operated on 1430 kc., 250 watts unlimited; W. L. Rossil and John D. Ross, doing business as Halcon Broadcasting Co., Beeville, Texas, to be operated on 1490 kc., 250 watts unlimited.

Also Goggan Radio Sales, a partnership composed of Benjamin F. Goggan, Jr., and Howard E. Dennis, Philadelphia, Pa., to be operated on 1490 kc., 250 watts unlimited; Metter Broadcasting Co., Metter, Ga., to be operated on 1170 kc., 250 watts, day-time; Gila Broadcasting Co., Fort Apache, Ariz., to be operated on 1280 kc., 400 watts unlimited; Eastern Idaho Broadcasting and Television Co., Pocatello, Idaho, to be operated on 1450 kc., 250 watts unlimited; Jessica L. Longston, C., V. Zasor, Edward Brownlow, doing business as Montana Broadcasters, Havre, Mont., to be operated on 1290 kc., 250 watts unlimited; Kelly Bell, Naco, Texas, to be operated on 1290 kc., 250 watts unlimited; Gila Broadcasting Co., Coolidge, Ariz., to be operated on 1580 kc., one kw. unlimited.

The Commission also announced three applications for FMs for stations including Beverly Broadcasting Co., Paragould, Ark., to be operated on 1470 kc., 250 watts unlimited; Tallahassee Appliance Co., Tallahassee, Fla., to be operated on 1360 kc., 250 watts unlimited; Fort Arthur Broadcasting Co., Port Arthur, Texas, to be operated on 1340 kc., 250 watts unlimited; Kelly Bell, Naco, Texas, to be operated on 1290 kc., 250 watts unlimited.
JOINS RAYTHEON

J. Ernest Smith has joined Raytheon Manufacturing Co., to head its Microwave Communication Engineering Department. It was announced yesterday by Roy C. Ellis, vice-president of the company. During the past two years, Mr. Smith was with Radio Corporation of America, working up from student engineer to research director and then to the head of RCA Laboratories, previously known as RCA Communications.

BENDIX PROMOTION

L. C. Truesdale, general sales manager, Bendix Radio Division of Bendix Aviation Corporation, Baltimore, announces the promotion of Paul M. J. teed to the position of assistant to the general sales manager. Reed has served as assistant advertising and sales promotion manager for the past three years and has been with Bendix since the inception of the exclusive program of the Radio Division of the company.

TAKES EMERSON POST

Louis Facent, Jr., has been named manager of Radio Speakers, Inc., Chicago, Ill., subsidiary of Emerson Radio and Phonograph Corporation. In his new capacity he will take over all of the production operations at Radio Speakers under the direct supervision of George S. Holly, vice-president and general manager.

3 STATION SPOT CAMPAIGNカリガリ

A new one-minute spot campaign titled "Your Essex Weather Reporter" will be aired for WOR and WMVY from April 20 to 22. The campaign, which will air six days weekly, will be repeated three times a day, depending on the interest of the listener.

THE STATION AREAS:


FOR SPECIALIZED DELIVERY

CALL

HOLLYWOOD MESSAGER & EXPRESS

6278 Hollywood Boulevard

GLADSTONE 5591

Night Phone: GLADSTONE 234

Send Birthday Greetings To—


APRIL 19

APRIL 20

APRIL 21
THE BOOK OF THE YEAR

Out Today!
Radio Awards Announced

KFI-KDKA Witnesses At 'Channel' Hearing

Washington, D.C.—WASHINGTON—Radio, as well as other informational and educational media, should maintain a continuous vigil against any form of censorship, Byron Price declared here Friday as he received the American Society of Newspaper Editors' scroll in recognition of his outstanding job as director of the Office of Censorship during World War II.

FCC Agrees To Alter Definition Of "News"

As a result of communications between Robert W. Brown, executive editor of International News Service and officials of the FCC, suggestions will be submitted to the industry shortly with a view toward rewording the proposed FCC definition of "wire service." In his petition filed with the Commission late last week, Chairman Benny agreed that the proposed wording and definition should be altered.

Disney Drops Tele Plans: Will Wait For Color Video

Walt Disney Productions, Friday, petitioned the FCC for permission to withdraw its application for a black-and-white television station in the Los Angeles area and declared a preference to wait the advent of color television on a regular basis.

In the petition for "disposal of application,"

Radio Seeks Improvement In U. N. Physical Setup

When plans are drawn up for conversion of the Lake Success and Flushing Meadow sites for UN occupancy, the major request of broadcasters will be for more working space, a RadioDaily survey of news chiefs revealed yesterday.

The newsmen feel that their greatest handicap at the current Security Council sessions at Hunter College in the Bronx, is the lack of studio space away from the Council chamber.

APA Urges Keeping CAB Rating Service

Rye, N. Y.—National advertisers attending the annual convention last week of the Association of National Advertisers voiced a formidable desire for continuation of the CAB rating service and at the same time expressed approval of the principle of co-operative, tripartite research.

They agreed, however, with the ANA radio committee's criticism of all present-day rating services and its definition of an "ideal rating service."

CP's Granted To Seven, Power Jumps To Three

Washington—The FCC yesterday granted CP's to seven applicants for new standard stations in various sections of the country. They include:

Union City Broadcasting Company.

First Major League Game In Chi. Televised By WBKB

Chicago—Television history was made here over the weekend when the opening game between the Chicago Cubs and the St. Louis Cardinals was televised.

FCC Clarifies FM Policy Re "One To A Customer"

Washington, D.C.—The FCC on Friday issued a special statement designed to clear up industry misunderstandings about its "one to a customer" policy.

Who's Who?

Recently Austin Williams, WLW, Cincinnati, appeared on Ruth Lyons' "Morning Mystery" program.

(Continued on Page 10)

(Continued on Page 11)

(Continued on Page 12)

(Continued on Page 13)
Coming and Going

BILL QUARTON, manager of WMT, Cedar Rapids, la., in town Friday for conferences at CBS, with which the station is affiliated.

CEDRIC FOSTER, analyst on the Yankee and Mutual wests, described from the Greek Ortho- dox Cathedral of New York, the Eucharistic celebrant of the Easter Mass which started at 11:30 a.m. and ended at 12:15 Easter morning.

DR. PHILLIPS THOMAS, head of the Western research laboratory, will go to Springfield, Mass., to address a regional meeting of the American Institute of Electrical Engineers.

HENRY SYLVESTER and JEANNE HARRISON, his wife, are back from a short trip to Phila- delphia.

DuMont-Wanamaker Tele
Draws Customer Interest

DuMont completed its first week of operations in the new Wanamaker studios over the weekend, as hundreds of department store customers and visitors were provided their first experience of watching television in rehearsal and on the air.

Bill McNeil, the first week of programming under the new, modern setup, DuMont presented one and one-half hour shows, with two-thirds of the time left for audience participation quizzes to heavy drama. Programs aired during the week were included in the schedule.

Bill McNeil and his cast, including Nancy Martin, Jack Owens, Sam Cowling and Fran Allison, are all of the Philadelphia Earp for Super Sirts, two ABC programs including the debut of "Famous Jury Trials," special religious programs in observance of Easter Week and Good Friday.

DuMont officials report excellent customer interest in the Wanamaker studios, which visitors are permitted to inspect with the assistance of WABD guest relations representatives. Requests for tickets for future programs have been very heavy. It was added, and are likely to increase as schedules become more settled and projected.

Food Front Problems
To Be Discussed at O.S.U.

"Radio's Role on the Food Front" will be the theme of a panel discussion to be conducted by the NAB's Association of Women Directors at Ohio State University's Institute for Education by Radio at Columbus May 4.

Speakers will be Chester C. Davis, chairman of the President's Emergency Planning Committee, and Paul Willa, president of the Grocery Manufacturers of America.

American Leaves CAB:
Woods Quits As Director

The American Broadcasting Company announced over the weekend that "American Leaves CAB," leaving the Co-op's Analysis of Broadcasting, effective immediately. Mark Woods, president of ABC, also made known his resignation as a director of CAB.

ADE HULT, vice-president of Mutual in charge of Midwest operations, and BARRY KEIT, who returned to their desks following a trip through New England in the interest of the network's co-operative programs.

MARGE, JENNI and CLElia FONTAINE, who have been here from Chicago for recording dates at Maltacite, leave today on the return trip to the Windy City.

HELEN SIOUSSAT, director of talks for CBS, as Wednesday will discuss "Talk Is My Business" before the Advertising Club and Women's Advertising Club of Baltimore.

BILL CUNNINGHAM, newscaster on the Yankee Network, is due on his broadcast on Mutual from New York.

Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.

Competition is going to bear down with new products, new labeling, new package design. And the fight for business will be bitter.

It's time now to figure out ways to reach more people to tell your story to.

If you're interested in radio in Baltimore—the city's 6th largest city—we'd like to tell you about one station in this five-station town.

Most time buyers know about W-J-T-H—but maybe you haven't gotten around to looking over the independents.

Here are the facts in W-J-T-H: W-J-T-H delivers more listeners per dollar spent than any other station in town.

That's all.
SHOWMANAGEMENT AWARD
for
OUTSTANDING SPOT NEWS COVERAGE

Hecht and MacArthur's uproarious comedy-drama of news gathering, "The Front Page," was given a real life, 1946 version, in Pittsburgh. Only the principal characters were changed. The scoopsters this time weren't newspapermen but newsminded radio station operators. Instead of covering a murder trial, this Pittsburgh "Front Page" had the current Page One participants, a union and a utility company.

How KQV and its "unholy three," general manager Pete Wasser, assistant Jim Murray, and newshawk Louis Kaufman smoked up the smoky city for 19½ hours will not soon be forgotten by KQV's embarrassed competitors or the town's entire population.

Not only did KQV score its first news beat when Kaufman pledged with the union head that if he took off the imminent walkout—a action that would paralyze the city's power supply—but it was the only news outlet functioning when the strike action came. Then the whole dizzy, delirious union-utility fight ended smack into a KQV microphone, when the union head made the exclusive strike-over announcement from the radio station.

How KQV sat on the story of the strike's end, snatching the mayor's office and the city's and other rooms of three newspapers and the other radio stations has already become radio news history.

The question of panty-waist journalistic ethics is not considered here. KQV, by aggressive, tough action, proved that a radio station can stand up and take news punches with any other news source. A great city's health and security of its town. KQV's job was to "cover" the story and help settle it. KQV did that—and how! They have become Pittsburgh's newest and boldest Pirates.

Variety's decision serves to confirm what we've been telling advertisers for a long time—

WE'RE PITTSBURGH'S AGGRESSIVE STATION

KQV 1410 KC—1000 W
Permit for 5,000 watts granted and transmitter construction under way.

NATIONAL REPRESENTATIVES

WEED & COMPANY • NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • BOSTON • ATLANTA
By Bill Irvin

A FIELD day for midwest flying farmers and their associates, flying men, on August 1 at Purdue University, West Lafayette, Ind., is the latest activity planned by WLS and The Prairie Farmer. On that day the WLS "Downtown Time" program will originate from Purdue.

Lorettta Pockli, secretary to Frank P. Schreiber, manager of WGN, will become Mrs. Ben R. Proffit, Co., Detroit, Mich.

Sallie Recht, member of the NBC Central division accounting department since 1940, and more recently budget officer of the division, has been named secretary to I. E. Shoverman, general manager of the Central division. Miss Recht will take over her new duties on May 15.

The Andy Willard Association of ABC Central division will hold its spring outing on Wednesday, April 24. Features of the event will be a scavenger hunt, climaxmed with a steak dinner. One of the prizes will be a plane trip to Mexico, plus a three-day holiday. Beginning April 27, ABC's club time program will feature the favorite hymn of outstanding personalities of stage, screen, radio and other walks of life. It will be on the air at 9:15 a.m., CST. Best-loved hymns of President Truman, Gen Eisenhower, Mrs. Eleanor Roosevelt, Sister Kenny, Charles L. Faust, Lauritz Melchior, Lionel Barrymore and many others will be featured on the program. First composition to be "My Country 'Tis of Thee," favorite of Don McNeill. The hymn itself was written by McNeill, in collaboration with W. H. Williams and the late Walter Blauvelt. Club time is sponsored by Club Aluminum Products Company of Chicago.

Robert E. Dryden of the regular 1946 baseball season was scheduled Tuesday, April 16, when the Chicago Cubs met the Cincinnati Reds in Cincinnati. First broadcast from Wrigley Field, home of the Cubs, was last Saturday, April 20, when the Cubs met their long-time rivals, the St. Louis Cardinals. The play-by-play broadcasts were handled by WIND Sportscaster Bert Wilson, who also handles WIND's exclusive broadcast of the Chicago Bears pro-football games. For the third consecutive season, the WIND-Cubs games will be co-sponsored by P. Lorillard and Co., former Gold Cigarettes, and the Walgreens Drug Company, Chicago. Lorillard and Mitchell is the agency for P. Lorillard and Schimmer and Scott for Walgreens.

California Commentary . . . !

- • • Les Mitchell, producer and director of "Theater Of Famous Radio Players," heard over Don Lee-Mutual on Thursdays, is all smiles. He has just received word that his show, which is transmitted, won a high rating. The program has been on the air only since Jan. 17, and Mitchell makes a point of using one or more unknown players on each show.

Los Angeles

Chet Doyle, who recently joined CBS-KNX as an account executive after serving in field artillery and Armed Forces Radio Service, has resigned to become manager of the Los Angeles office of George D. Close, Inc., San Francisco, which represents newspaper publishers and radio stations. Doyle was manager of CBS' San Francisco office before entering the service. Larry Stevens, who until recently was soloist on the Jack Benny show, is filling an engagement at the El Rancho Vegas, Las Vegas. He recently appeared in "Centennial Summer," at 20th-Fox, singing "All Thru The Day." Almaneau, who was a captain in Army Intelligence and was radio editor of Newsweek before entering the service, has joined the CBS-KNX publicity department.

-Give To Conquer Cancer-

- • • Mel (Scotty McBrown) Blane, who also plays "Cartoonie Technicolorvich" on the Abbott and Costello show, has become the current rave of magazine editors. Recently named radio's best supporting comedian by "Today's Woman," Blane was this week lensed and interviewed by Redbook and Liberty. Ernie Martin, who is in charge of CBS network programs emanating from Columbia Square and who is spending three months in New York, has no housing problems in Gotham, Gilbert Seldes having loaned him his East 59th Street apartment. Guitarist Bob Simmons, who was in the string section of Billy Arta's "Blondie" orchestra before joining the Army, is now out of uniform and has returned to his place in the band.

Fritz Blocki, Chicago writer and radio producer, is in Hollywood and may take a fling at scene writing.

-Give To Conquer Cancer-

- • • David S. Hillman, who is dissolving his partnership with Donald Breyer as the Hillman-Shone-Breyer agency as of the end of April, will continue the organization under the original firm name of Hillman-Shone, which had its start in 1935. The sole ownership of the new agency will rest in Hillman's hands. The final announcement, who is now a leading man in Hollywood pictures, has had the option in his contract expired for another term by the studio. Alen Young was the guest of 1,000 youngsters at the Burbank Recreation Center April 13 and at their request spoke on "Teen-Age Clothing." By the way, Young is an enthusiastic booster for his home town hockey team—the Vancouver, B. C. Canucks—and when they played in Hollywood, he sat on the bench with the visitors.

-Give To Conquer Cancer-

- • • WXYZ has been televising the events at the Southern California Sportsmen's show at the Gilmore Stadium. Extra cameras were used to enable telecasters to take in full scope of the ski jump and other large scale events. Klaus Landseth, managing director of WXYZ, has announced that station will soon stage wrestling and boxing matches, which it will televise, and there is a possibility that outlet may enter promotion of professional bouts, if Los Angeles promoters fall to cooperate with station. Hal Davis, publicity director of the Kenyon & Eckhardt agency, and George Zachary, who will produce the Ford Symphony Hour program in Hollywood, over ABC, starting June 30, have returned to New York after a trip here in connection with the summer programs. The April 13th "Win, Place or Show" program emanated from the Southern California Sportsmen's show at the Gilmore Stadium.

-Give To Conquer Cancer-

Send Birthday Greetings To—

April 22

Eddie Albert Edmund J. Holden
Beat Reppen The Phil Strong
Robert Weislog G. Richard Shatto
Patrick J. Montague

PRESIDENTIAL certificates of appreciation for work done for the state selection service have been awarded to 36 members of the staff of the Radio House at the University of Texas at Austin. The citation was for the program "Now Is The Time," dramatizing problems of Texas veterans.

Several days meeting has been held in Arlington's nomination meeting of the Taylor-Howe-Snowden station. Meeting discussed the current trends in broadcasting, station operation, policies and general information. The meetings were conducted by O. L. "Ted" Taylor and Alex Kexes. Station managers attending including George Johnson, KFSA, San Antonio; Archie Taylor of KRGV, Weslaco; Raymond Holmstron, KJGC, Amarillo; Bob Brown of KRKY, West and Dewitt Landis of KFYO, Lubbock.

Many stations in the state are making arrangements to bring their listeners broadcasts direct from the 11th annual reunion of the Texas Fiddlers Association to be held May 24 at Athens. It is the largest musical festival in the state. This is the first meeting since 1941.

NBC Talent Auditions Get Underway Tuesday

(Continued from Page 1)

on April 19, will receive a special audition and voice test under the supervision of Elliot Robertson, an NBC central division production director. Of these performers, from six to nine will be selected for dramatic roles in comic "Unlike Leonardo," an author-play, script previously aired on NBC.

Rehearsals Tuesday

The auditions will take place Tuesday afternoon and the program will be produced in its entirety, complete with music, for the show audition. The complete show will be recorded and the record made available for reference and study by NBC producers, executives and the artists themselves. Under the new plan, NBC central division auditions now entail three steps—the general audition, the special audition and finally the show audition. The plan is part of NBC's program to foster development in Chicago, with emphasis on improving Chicago's position in the industry.
**AGENCY NEWSCAST**

DTVISING ENGINEERS CORP., a of Los Angeles, has taken over an additional suite of offices in the Lincoln Square Building and has installed Roy Gulbransen, for many years with Beaumont & Hobman and Ross Federal Research, as head of the merchandising Division; George Knapp, and Clark Kueny, KWKW program director and writer-announcer respectively, as heads of the studio; Walter Liefshater, in charge of production and Mary Lyons, new media and public relations manager. Edward R. Halperin, will remain as president and general manager of the Corp. According to Halperin, Advertising Engineers Corp., is now specializing in production accounts which require merchandising and selling help in the introduction of new products.

CAPT. MELFORD BRODIE, recently discharged from the Army after four years' service, has resumed his duties as production manager at the Screen-Brodie Agency, N. Y. Since the agency is expanding, they'll have two production managers from now on. Both Melford Brodie and Sidney Sawyer, who's been production manager these many months, will have the title; a number of the agency's accounts will be divided between the men for separate handling, while on certain others they will collaborate.

SAMUEL CROOT COMPANY, Inc., New York, N. Y., has been elected to membership in the American Association of Advertising Agencies.

HARVEY M. BOND returns to civilian life as advertising and sales promotion manager of the Helbros Watch Company, as a result of his appointment by William Belbelin, president. Formerly advertising manager, Universal Camera Corporation, and sales and advertising manager, Cosmota, Inc. Bond served three years in the Army in anti-aircraft and contract negotiations.

**Rittenhouse Returns To NBC Guest Relations**

Paul Rittenhouse, honorably discharged from the U. S. Army this month, has returned to his former position as manager of the NBC Guest Relations Department. Rittenhouse first came to the network in March, 1941, and was called to military duty in August, 1942. William Ervin, acting manager in Rittenhouse's absence, has assumed the duties of executive assistant manager of the department.

**Steele Returns To Agency As Vice-Pres. On Coast**

Major Ted Steele, just released from four years service with the Army Air Forces, has returned to Benton & Bowles, Inc., as vice-president in charge of West Coast operations. He will make his headquarters at the agency's Hollywood office.

**G. E. Tele Service**

GE tele receivers in the New York area may be converted to the newly-assigned frequencies for $15 as set, the receiver division of the G E electronics department has announced. Television Technicians, Inc., Brooklyn, is handling conversion for a company.

---

*Can you sell nationally known transistorized program service? If you are the right man you will head our New York office at salary over $5,000 annually, plus liberal commission. Write details last three years business experience immediately. George Box No. 162, Radio Daily, 1521 Broadway, New York City.*

---

This Huge Prosperous Iowa Farm Market is served daily by WMT Farm Programs!

WMT's hard-hitting Farm Division has successfully carried out projects ranging in scope from "speeding acceptance of the all-pullet flock" by poultrymen to stimulating "the use of roestone dust in combating costly cattle grubs".

To our Farm audience our interest in these Farm problems is VITAL —

TO YOU — it means the widest, most prosperous, receptive Farm market in the U. S. delivered to you only, by WMT.

*Within its half-mile wave contour (5,000 Watts at 600 KC)"
Since 1828, Webster’s Dictionary has defined jinx as: “a charm; a spell...” Now WEAF offers you the 1946 JINX: personified charm; audience spellbinder.

She’s Jinx Falkenburg—most famous of the “fabulous Falkenburgs”... Conover model... movie and radio star... sportswoman... USO trouper... housewife.

Her husband is “Tex” McCrary—former editorial chief of the New York Mirror... now executive editor of “The American Mercury”... author... star of newsreel features... recently Lt. Colonel, United States Army Air Forces.

They make an All-American couple, and combine their individual popularity and talents each weekday at 8:30 A.M. on the new WEAF hit feature, “Hi! Jinx.”

For a breezy half hour, listeners join them in “covering” and “discovering” the most fascinating city in the world—New York. In a lively interchange of worth-while ideas, the unsophisticated, highly publicized young pair discuss the problems of the times... visit with their famous friends... devote one session each week to the youth of the New York area. It all spells a fast-paced vehicle for sales.

“Hi! Jinx” is available. Sponsors may buy units of three or more 15-minute broadcast segments a week on this, the first of a series of great new WEAF shows for America’s No. 1 Market.

Write, phone or wire to WEAF, or your nearest Spot Sales representative.
KFI-KDKA Witnesses At 'Channel' Hearing

(Continued from Page 1)

ming and calling for an increase in the station's power.

Strategy of the clear channel broadcasters is that instead of a nation-wide indiscriminate slicing of clear channels by the FCC, each clear channel station should be allowed to stand on its own.

KFI's farmer-witnesses, in addition to praising the station's programming, criticized the recent action of the North American Radio Conference which allocated KFI's frequency to a radio station in Havana, Cuba. "The result of allocating KFI's frequency and granting greatly increased power to the Havana station may seriously interfere with the very valuable radio network service to California and the Southwestern states," one witness said.

Another witness, Roy R. McLean, representing the Central California Citrus growers, said there was a need for a higher powered clear channel in Los Angeles.

Service To Agriculture Stressed

"We frankly state that because of the willingness and ability to properly program the services which have been and are continuing to be the greatest benefit to agriculture, we believe that KFI should be that higher powered clear channel station."

McLean said KFI broadcasts continue to pound away on the theme that smaller stations could furnish the station, with less duplication than the clear.

Counsel for ABC has brought out during the hearing that the vast majority of the clear channel stations are affiliated with ABC and they have many of the stations duplicating service in the same secondary service area.

Calling for additional power for KFI, L. L. Spencer, president of the Podhunyin's Co-Operative Association, which operates the first KFI in outlying areas, is 'pathetic at the present time.'

" Members of the Commission," he said, "I urge you to improve the daytime reception of KFI in San Luis Obispo County, 230 miles north. Reception now is next to impossible."

Similar plagues came from livestock and rabbit farmers.

It was noted that following the hearing it would conduct field intensity tests to determine the reception of KFI.

Temporarily laid aside by the Commission is the lengthy study made by the Bureau of Census which, generally, tends to indicate that the cleared channels were desired by the public in the way of programming.

Named WBC Farm Director

Washington—A veteran farmer and farm commentator, Tom Noon, has joined the farm department of the NBC farm programs, George Y. Wheeler, program manager has announced.

Radio Daily

The Week in Radio

DuMont-Wannamaker Studios Open

By Jim Owens

Dumont-Wannamaker studio opened inaugurating the establishment of the nation's first complete video network. Monday night right after the program Monday night link New York, Washington and Philadelphia.

President Truman's signature on the network has been released by PM. PPX has made it. Industry spokesmen hailed the bill but warned against misuse of it. FCC had a big tuning key times predicting a CP's on stressing "deep local roots" in obeying applications.

More than 30 shows have been set by the four networks as summer replacement. The NAB questioned FCC's legal right to demand advance time of its network stations. Gillette formally announced radio sponsorship of the Louis-CNN Over the ABC network. Industry spokesmen said a strong incentive for set production in the House-passed OPA price relaxing measure. Facsimile demonstrations have been made by ABC, NBC, Mutual, Telecommunication and Radio Inventions, Inc.

The United Nations declined to take sides in the tele-camera dispute at Hunter College. Issue was put to Washington for settlement by Frank Beglow, Jr., ABC's Washington representative. The leading set manufacturer plans to distribute between 10 and 15 thousand sets throughout Washington this year.

"T. V. Law" M. Times predicting a "reinstatement of the highest standards of public service" in the BBC this year. Five new governors of BBC shortly be appointed.

Despite rumors to the contrary, E. F. LaGuardia will continue his radio work on ABC. After the major pre-radio time political faction will be restored by CBC. Walter Evans of KDKA, urged FCC to judge clear channel authorizations on the basis of service rendered. Monr. President Truman signed the network has been released by PM. PPX has made it. Industry spokesmen hailed the bill but warned against misuse of it. FCC had a big tuning key times predicting a CP's on stressing "deep local roots" in obeying applications.

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Disney Drops Tele Plans; Will Wait For Color Video

(Continued from page 1)

application without prejudice," Disney's attorney, Fred W. Albertson, said:

"Petitioner is engaged in the production of motion pictures for entertainment, educational and instructive purposes, specializing in animated drawings and cartoons. Some fifteen years ago it made exhaustive studies in this field, and it was convinced that the use of color in such animations was essential in order to take full advantage of".

"Petitioner has just completed a detailed investigation of the present status of the television art, and it believes that colored television is likewise essential for the type of television program service it proposes to render. In view of this fact, therefore, it desires to await the advent of colored television on a regular basis. "Petitioner does not desire its action in seeking dismissal of its television application to be interpreted by the Commission as a complete abandonment of television. On the contrary, it intends to continue to pursue its television programming plans, and, when colored television becomes established on a regular and commercial basis, to seek a permits from the Commission to build such a television station."

Green Leaves ABC

Chicago—Lew Green has resigned from the American Broadcasting Company as a producer-director effective May 1, and plans to concentrate on his new business, Green Associates. He specializes in production, spots, packaging (both live and recorded), recording and a furthering of his television animation business, which he started in New York before the war.

Admit Limitations

In his remarks, Dully explained that CAB was conscious of the fact that its figures do not include non-phone homes, rural areas and small towns under 9,000 population. He added that the board of governors approved a plan in October of last year, as soon after V-J Day as possible, for testing the various research methods, but that the actual project was held up due to developments since December. At that time, he said, the CAB board decided to employ nationally recognized authorities to evaluate technical and statistical procedures with the understanding that CAB should secure the services of those experts in rendering the best raterng service possible.

Compares CAB With Others

Dully pointed out that, if the test of methods has been made as scheduled, results would have been issued to the entire industry and "undoubtedly would have helped to clear up many of the impressions, misconceptions or misunderstandings we now have on radio research." The CAB chairman reflected that "it has been long known that the triennial type of research works best," citing as examples the success of the Audit Bureau of Circulations, the Advertising Research Foundation, and the Traffic Audit Bureau. "I contend," he said, "that just as it is important for the advertiser to control his research from within his organization—he should have some control over the research which governs the expenditure of his advertising dollars."

NA Urges Keeping CAB Rating Service

(Continued from page 1)

a two-hour session said, "We believe that NA should take positive action to see to it that this currently available raterng service, reflecting as it does, listening in telephone homes of 50,000 population and over, continued until a broader, authentic service is instituted." Bernard C. Dully, chairman of the CAB board of governors, summarized important parts of the report and emphasized that there should be co-operative control and operation of radio program research. "We are all in perfect agreement," he said, "as to the present deficiencies and what raterngs should be estimated."

He asserted that the desired type of raterngs could be obtained within CB if the service is continued and expanded in line with the principles outlined in the report.

Reasons Stated

Reasons brought forth during the session for continuing CAB raterngs included: (1) the avoidance of a "vacuum period" in research operations; (2) the unjustified power or monopoly which might be gained by private researcher in the detriment to the radio and advertising industrıes if CAB raterngs were dropped; (3) the advantages of co-operative particle research; (4) the lower and controlled cost of CB service; (5) the great retail sales area covered by CAB raterngs; (6) the cost of raternng service as against the unlawfulness of imposing its methods on private raternng services, and the legal restrictions against raternng services if they are once dropped.

KMBG programming goes one step further, long since recognizing that the Heart of America is 51% urban and 49% rural. In addition to regular "Public Issues Discussions," KMBG's weekly round table, half-hour of purely rural discussion entitled "County Neighbor."
City College Releases Its Selections For Station Promotion, Programming

(Continued from Page 1)

The committee on the National Radio Awards. The plaques are for the outstanding entry of each of the following groups: Sponsors, Advertising Agencies, Producers, Broadcasters, National and Regional Networks, Clear Channel Radio Stations, Regional or Intrastate Radio Networks, National Radio Networks. The plaques for the year 1945 will be presented at the Awards Dinner at the Hotel McAlpin on the evening of May 1.

Ralph H. Jones Company of Cincinnati, Ohio, for that advertising agency's promotion of the sponsored program: "Linda's First Love.

2. Station WEEI of Boston, Mass., for its promotion of the public service radio program: "Life to the Front.


4. The Columbia Pacific Network, Los Angeles, Calif., for its all-over regional network promotion.

5. The National Broadcasting Co., New York, N. Y., for its all-over national network promotion.

Awards Of Merit

Certificates of Award of Merit go to:

- National Broadcasting Co., New York, N. Y., for the most effective direct selling sponsored radio program developed by a clear channel station: "Slendera Bath Soap.

- Station WIN of New York, N. Y., for the most effective institutional sponsored radio program developed by a clear channel station: "The Author Meets The Critic.

- Buchman & Co., Los Angeles, Calif., for the most effective institutional sponsored radio program developed by a clear channel station: "Romance of the Ranches.

- Station KYW of Philadelphia, Pa., for the most effective institutional sponsored network radio program developed by an advertising agency: "Crisis in War Korea.

- Station WJZ of Detroit, Mich., for the most effective public service network radio program developed by a regional station: "Crusade for Better Drinking Water.

- Columbia Broadcasting System, New York, N. Y., for the most effective public service network radio program developed by a national station: "As Seen on TV.

- Station WOR of New York, N. Y., for the most effective institutional sponsored public service radio program developed by an advertising agency: "Chiquote Banana.

- F. W. Ziv, Inc., of Cincinnati, Ohio, for the most effective sponsored radio announcement: "WGAQ Cleveland Advertising agency: "Chiquote Banana.

- Station WJZ of Cincinnati, Ohio, for the most effective promotion by a broadcasting company of a sponsored national radio program: "Calling All Girls.

- Ralph H. Jones Company, Cincinnati, Ohio, for the most effective promotion by an advertising agency of a sponsored regional radio program: "Linda's First Love.

- Station KMBC, Kansas City, Mo., for the most effective all-over station promotion by a regional radio station: "Kangaroo WHK in Kansas City.

- Station WDAF, Omaha, Nebr., for the most effective all-over station promotion by a clear channel radio station.

- Columbia Pacific Network, Los Angeles, Calif., for the most effective all-over promotion of a national network.

- National Broadcasting Co., New York, N. Y., for the most effective all-over promotion by a national network.

- Station WPEI, of Boston, Mass., for the most effective promotion by a regional radio station of a public service radio program: "Life to the Front.

- American Broadcasting Co., New York, N. Y., for the most effective promotion by a national network of a public service radio program: "America's Town Meeting of the Air.

- Station WKY, of Oklahoma City, Okla., for the most effective promotion by a regional station of a sponsored radio series: "Edgar Bergen and Charlie McCarthy.

- National Broadcasting Co., New York, N. Y., for the most effective promotion by a national network of a radio program designed for sponsorship: "The Fred Waring Show.

- Honorable mentions go to:

  - Station KFII, of Wichita, Kans., for an unusually effective public service program developed by a regional station: "Citizens of Tomorrow.

  - Station WROK, of Rockford, Ill., for unusually effective all-over promotion by a regional radio station.

  - Community Chests & Councils, Inc., of New York, N. Y., for an unusually effective institutional radio program: "Unknown.

- Station KLYX of Denver, Colo., for an unusually effective public service radio program developed by a regional station: "Welcome Home.

- Station KSL, of Salt Lake City, Utah, for an unusually effective public service radio program developed by a clear channel station: "This Business of Farming.

- NBC Western Division, of Los Angeles, Calif., for the most effective all-over promotion by a regional network.

- Members of the awards committee are: William McIntyre, radio editor of Tide; Joseph Kocher, director of radio and television, Billboard; Law- en Hughes, New Advertising Age; Edlridge Peterson, managing editor of Printers' Ink; Hughes, New York editor of Broadcasting; George Rosen, radio editor of Variety; M. H. Shapiro, managing editor of Radio Daily, and the advertising sales managers of Sales Management.

- The Second Annual Radio Conference will open at 2:30 P.M., on Tuesday, May 2, at the Hotel McAlpin, and will be devoted to "The Effectiveness of Television Advertising," while the other will be a free, open session for all exhibit radio and television men, when key individuals will discuss "The Veteran's Chances in Radio" from an employment angle, the following categories being held for promotion and development of the stations: advertising, promotion, casting, personnel, programs, production, research, sales, scripts, special events, and program development.

As for FCC Report On Agenda

The FCC held on Wednesday, May 1, offers a registration fee. One session will be devoted to "The Effectiveness of Television Advertising," while the other will be a free, open session for all exhibit radio and television men, when key individuals will discuss "The Veteran's Chances in Radio" from an employment angle, the following categories being held for promotion and development of the stations: advertising, promotion, casting, personnel, programs, production, research, sales, scripts, special events, and program development.

FCC Agrees To Alter Definition Of "News"

(Continued from Page 1)

of a wire program was ambiguous and subject to abuse, in an effort to set up a standard whereby the licensee would get credit for a news program, even though it was not newsworthy.

The petition was filed formally after it was described orally to Chairman Charles R. Denny, and he invited Brown, on behalf of INS and radio licensees in general, to submit a rewording of or a "suggestion for a new definition of wire programs.

Brown said he would submit such suggestions or rewording after consulting with radio people throughout the country.

Brown said he wished to make clear that he was not attacking the FCC "blue book" report in general, but merely pointing out what it considered an injustice in the definition of a news program as a "wire program" unless it carried more than 50% "local items" in order to receive credit for local coverage.

Sees 1 Microwave Tower Possible For Radio, Tele

Unification in a single tower a microwave radio functions required to fill the needs of an entire community for radio, television and communications is regarded as a desirable possibility, Colonel Sosethenes Bohn, president of International Telephone & Telegraph Corp., said last week. Bohn made the statement at the breaking ceremony in Nutley, N. J., for a 500-foot microwave tower, which will be used at Federal Telecommunication Laboratories, an I. & T. subsidiary.

Bahn explained that if the system were achieved, there might be the possibility of simultaneous operation between 12 FM programs, 6 color television programs and 8 black-and-white television programs, 6 police networks for various districts, multiple transmissions to delivery trucks, trains, etc., as well as from the country.

Various broadcasting services are "important communities," he said, "while the efficient cooperation that will be needed in building one great tower to be shared by all functions utilizing microwaves, than from each service to bull according to its own needs. But this is true, and it is likely that because of the possibility that a large tower would be shared by users. Joining the other, he pointed out, would be able to build a tower superior to any that could be afforded by individual services."
Special Mutual Program Welcomes 300th Affiliate

Mutual's 300th station, WKRZ, Oil City, Pa., will be welcomed to the web with a special broadcast, "The 300 Party" to be heard April 27, 8-9:30 p.m., EST. Program will mark the first time Oil City will be the seat of origin of a national broadcast. With the addition, the leased lines linking the MBS network now total 20,697 miles.

Harry Savoy, Vera Holly and the Murphy Sisters will be heard from the new outlet, and there will be other pickups from New York, Chicago, Buffalo, Nashville, Hollywood and other centers.

Web programs and personalities participating in the show include Todd Russell, of Double or Nothing; "Nick Carter"; "The Shadow"; John Shuttie-worth, of "True Detective"; Ken Roberts, of "Quick as a Flash"; Basil Rathbone, Nigel Bruce, Dick Powell, Donald Crisp; "The Chicago Theater of the Air"; "Those Websters"; "Freedom of Opportunity"; "Exploring the Unknown."

Also, 20 "Questions"; "Leave It to the Girls"; Bert Lahr, the Landlady of "Take It Easy Time"; Ted Cott, of "So You Think You Know Music"; "Every House Matinee"; "Queen For A Day."

New Spot For CBS Series Shows Listening Increase

Listener interest in the CBS's "American School of the Air," now in its 16th year on the network, has picked up considerably since it was switched from the morning spot to the 5 p.m. period, according to a report made last week to the annual meeting of the air school's National Board of consultants, by the CBS research department.

Oscar Katz and Philip Eisenberg of the network's research department reported that a study showed "that more members per family are listening to the 'School of the Air' at the new time, with many more men and children tuning in the series than before." Their findings were substantiated by Dr. William C. Bagley, professor emeritus of Teacher's College, Columbia University, and chairman of the board, and Lyman Bryson, CBS director of education.

Taft Resumes Position

Cincinnati--Capt. Hubert Taft, Jr., has returned to WKRC as managing director of radio for the Cincinnati Times-Star Co., after three-and-a-half years in the Army Air Forces. He will direct all radio interests of the company, including operation of WKRC, and development of tele and FM. H. E. Frost continues as station manager.

Before entering the service, Taft was general manager of WKRC, a position which he held since the Times-Star bought the outlet from CBS in 1939. While in the Army, he spent 25 months overseas as fighter controller with a night-fighter unit.

Before Working Space At U.N., Radio Urges

Shortwave Shopping

U.N. reported to be short wave station shopping with consideration being given to taking over time one or more of the commercially owned stations on the Atlantic seaboard. Question of the propriety of U.N. in acquiring time on a commercially owned station enters in the deliberations. Some officials favor the Security Council owning and operating its own station.

A. E. Christiansen and Hugh Williams, guiding lights of the U.N. radio section. Both Christiansen and Williams are held in esteem by the broadcasters, and should experience no undue difficulty in settling the matter, it was said.

Summed up, the suggestions are as follows:

1. Larger broadcasting booths, 8 by 10 feet. (The booths at WJZ are 7 by 9.)
2. Studios for special broadcasts shared by interested stations on web.
3. Larger work rooms (used for preparation of scripts by commentaries, etc.)
4. Refinements such as air-conditioning, better soundproofing, etc.

HE DELIVERs the GROCERIES because HE SELLs THRU THE AIR WITH THE GREATEST OF EASE

Fulton Lewis, Jr.

sells hot rolls

IN

HAGERS-TOWN,

clothing in Cedar Rapids, banking service in Denver, and hundreds of diversified products for more than 180 other national and local advertisers. He sells because his large, select audience keeps its ear to the loudspeaker when Fulton Lewis, jr., talks. His commercials hit home, because his audience believes in what he says and what he sells!

AND HE'LL SELL YOUR PRODUCT, TOO!

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is still available for local sponsorship in a few choice markets. Wire, phone or write us at once for complete information.

COOPERATIVE PROGRAM DEPARTMENT

MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.

TRIBUNE TOWER, CHICAGO 11, ILL.
Here is a TRANSCRIBED "Outdoors" Program that has EVERYTHING!

Outdoor Life Time!

Produced in Association with America's Leading Magazine for Sportsmen

*Outdoor Life

- A READY MADE AUDIENCE NUMBERING 20,000,000
- Regular appearance of America's best known outdoor life authorities make Outdoor Life Time a LISTENING "MUST" for the 20,000,000 Sportsmen who buy fishing and hunting licenses each year...and who spend FOUR BILLION DOLLARS ANNUALLY for equipment and supplies.
  - In addition...these same authorities will provide listening enjoyment for the multitudes of Dog lovers, Boating enthusiasts—in fact, EVERYONE who enjoys life in the open!

- POPULAR ENTERTAINMENT — WIDE "HUMAN INTEREST" APPEAL
  - Amazing oddities and fascinating facts about life in the open—told in friendly, non-technical, "down-to-earth" language—make Outdoor Life Time popular entertainment for every member of the family!

- "MAIL-PULLING" CONTESTS AND POINT-OF-SALE PROMOTION
  - Sure-fire "mail-pulling" contests—as well as potent point-of-sale promotion pieces—unique in transcribed radio—are available as optional services with Outdoor Life Time.
  - *OUTDOOR LIFE MAGAZINE IS READ BY 1,500,000 SPORTSMEN EVERY MONTH AND KNOWN TO MILLIONS MORE.

RICHMAN PRODUCTIONS
10 EAST 43rd STREET, NEW YORK 17, NEW YORK
• Murray Hill 2-5854

WRITE, WIRE OR PHONE FOR AUDITION RECORDING

AFM Counsel Plans To Contest Lea Bill

(Continued from Page 1)

those things which the bill prohibits and an employer, Padway continues "refused to enter into an agreement with us we shall continue to exert our economic strength by strike, picket or boycott."

Lee Bill as passed and signed, prohibits coerced to induce radio stations to hire more employees than they need, pay royalties to the unit from broadcast recordings, or refrains from broadcasting non-commercial, educational programs.

Meetings In Ohio It is the consensus in the industry however, that since a joint "must committee" has been set up between the AFM and the NAB, that the first step of sounding out procedure will probably be made at a future meeting of these committees. This meeting is expected to indicate to the broadcasters what plans of action James Petillo, union president, contemplates. It is generally hoped that procedure of give and take will characterize the forthcoming meetings.

Saratoga Send-Off Jack Benny and program troupe broadcast from the hangar deck of the USS Saratoga, Sunday, April 15, on the eve of the carrier's departure for the last voyage—for the atomic bomb tests in the Pacific.
Radio Gets Recognition

Week FCC Changes

In AM Allocations

Washington Bureau, RADIO DAILY
Washington—Sweeping technical changes in the FCC engineering standards for the allocation of AM broadcast bands were proposed by industry engineers yesterday as the clear channel problem, veered from strict adherence to clear-channel standards, to a highly technical discussion of wave propagation.

As explained by the engineer group, the recommendations presented are:

The chief differences between the procedures and the Commission's present standards are as follows:

- (Continued on Page 7)

$10,000 For Cancer Fund Via WNEW Easter Drive

In estimated 2,500 pledges representing approximately $40,000 will be turned over to the American Cancer Society this week by WNEW, a result of the radio's round-the-clock drive on Easter Sunday.

Four hours was required to exceed all expectations. With calls flooding the outlet's lines the average of 100 phones per hour, according to Robert Reynolds, MBS Show To Cancel Out May 29

The Quentin Reynolds Sunday night commentary on Mutual, sponsored by Kist-CoIta (6:15-7:00 p.m., EST), will be cut out with the end of its 13-week run on May 19. Program will probably be replaced with Mutual in the fall.

April 29:

Albert L. Wasser, Washington correspondent for Mutual, will substitute for this date.

Day Early!

Return postcards sent out over the weekend by the Radio Executives Club of New York relative to the REC-NAB joint meeting to be held next Thursday, April 28, inadvertently had the date down as April 24. This being one day too early, the REC-NAB committee did but the premature date still be taken seriously and those reservations be made.

On The Way:

Please Be Patient . . . Your Radio Annual
Is in the Mail . . .
It's Bigger & Better
Then Ever Before . . .
Weights Over Five Pounds . . .
And Is Radio Completely
In One Volume.

Small Market Group Open NAB Session

Washington Bureau, RADIO DAILY
Washington—The NAB Small Market Station Executive Committee began a three-day session at the Statler Hotel here yesterday, with the NAB management study, engineering requirements, local news and public interest programming high on the list of discussion topics.

The management study series was authorized as a result of the Committee's meeting last fall. Arthur Stronger, NAB director of promotion, began the study in January, spending three to five days at each of five stations in various sections of the country.

U. S. Steel Contemplates Summer Replacement

"Guild Theater of the Air" is reported as contemplating a summer replacement, although nothing definite has been set as yet by U. S. Steel, either as to time or type of program. Understood that conditions are now being held, with a decision possible.

Supreme Court To Hear WOKO-FCC Argument

Washington Bureau, RADIO DAILY
Washington—The U. S. Supreme Court yesterday agreed to hear argument in the WOKO case, thereby providing the FCC a forum for further action.

Boom FM-Tele Era Ahead,
Chairman Of FCC Predicts

Washington Bureau, RADIO DAILY
Washington—One-hundred television stations on the air by the end of next year and 2,000 FM stations built within the next three years is the prediction of Acting FCC Chairman Charles R. Denny, according to an article in the Sunday Washington Post.

Denny, there described as "Atom Bomber" because of his energy as chairman, said that the issue of television and FM progress is largely up to the Commission. "It's up to the Commission," he said. To get out television permits so stations can be built. The public will buy television receivers as fast as they are built—if there is some prospect of immediate service.

AP Votes Associate Memberships For Broadcasters At Annual Confab

Members of the Associated Press yesterday voted owners of radio stations eligible for associate membership in the AP. The action, taken at the AP's annual meeting at the Waldorf-Astoria, marks the first time stations will be allowed join an international newsgathering organization.

In its radio wire version of the story, the AP termed the ruling "a new milestone in the dissemination of news."

As associate members, station owners:

(Continued on Page 7)

Recordings Not Hit

By Lea Bill Passage

Lea Bill as a law, will not affect contracts existing between the AFM and recording and transcription firms according to leading attorneys in the industry queried yesterday by RADIO DAILY. Nothing in the measure can be construed as eliminating valid contracts, but only an amendment to the bill.

(Continued on Page 8)

Strong Sales Tool In Tele Moscovics Tells Ad Execs.

Television, although an expensive medium in comparison to others now being used by advertisers, might develop into a sales impact so powerful that when measured in terms of results per dollar spent, "it could prove to be the most economical medium."
RADIO DAILY


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

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Strong Sales Tool In Tele-Moscow Tells Ad Execs.

(Continued from Page 1)

available to sales—George L. Moscow, commercial manager of CBS television said yesterday in an address before the Advertising Men's Association of the American Legion at the Hotel Lexington.

"Tracing the history of CBS's success in demonstrating color to the press and set owners, in addition to other advertising executives, Moscowisk stressed the point that "contrary to the usual belief, programming in color is not as expensive as is generally thought," and that "the whole picture of that industry operating practically alone."

"If you will...." he said, "that television is one of the post-war contributions to the good life" and was greatly admired by the public and that all these anticipated pleasures and benefits will be true in a more marked degree in television in full and natural color." These economies of video as an advertising medium is the basis of Moscovis, Inc. pointed out the "in all other matter, you make statements about products; in television, you prove them," and in this way the cost of product demonstration will be sharply lowered.

Also very important to the advertiser, Moscovis declared, is the use and treatment of commercials in television. Audiences have little objection to commercials as such, he said, and "on the contrary, in some cases, they have judged the commercials more attention-worthy than the program itself." On the other hand, however, the video audience is not nearly as indifferent to a poorly done message, but "they actively resent it," he added.

What television offers advertisers today, he explained, is a laboratory in which commercials and experience can be worked out, experience which may now be gained at a fraction of what it will cost to acquire later on.

$40,000 For Cancer Fund Via WNEW Easter Drive

(Continued from Page 1)

"Greet" Easter paraders from the streets to help take pledges.

Dr. Frank B. Adams, president of the American Cancer Society said, "Never before in the history of the Society have I ever experienced such wholehearted support. Station WNEW is to be congratulated upon its magnificent effort in helping to awaken America to the dangers of cancer and the need to combat it on the scientific plane. WNEW has earned the gratitude of the American Cancer Society and the American people as a whole for having led the radio and entertainment field in this all out drive."

Another speaker for the Society, said the station's operation plan for the day, whereby all programs were slanted to the drive, will be blueprinted and made available to all outlets for use in similar campaigns.

Quent Reynolds MBS Show To Cancel Out May 29

(Continued from Page 1)

for Cecil Brown on his daily 11 to 11:15 a.m. broadcast, starting April 29, and his May 1 (1:30-7:30 p.m.) show. Brown will be in Europe for a week.

Weather Note

Montreal--A blizzard and heavy snowfall in the Maritime Provinces Sunday disrupted CBC's international service, the station at Sackville, N. B., being cut off. No shore wave broadcasts were made to Europe.

Gold Nuggets

We knew we'd have to get around to a picture and headline like this one sometime in this series. But there's a twist to it, and a point to be made.

That pan of gold nuggets isn't from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as we're concerned: Just cut the traditional path of radio time buying, many a radio advertiser has struck gold.

We'd like to offer you W-L-T-H, the successful independent station in Baltimore—as an example.

W-L-T-H, the independent, has a listeners more per dollar spent than any other station in the big five-station town.

Facts are available to prove you that the independent in Baltimore is your big buy.

W-L-T-H
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY & CO.

401 MILLION DOLLAR MARKET

FOR RESULTS IN THE PHILADELPHIA MARKET

WDAS

PHILADELPHIA'S OUTSTANDING FULL-TIME INDEPENDENT STATION

SEE RAYMER

OFF THE AIR

REFERENCE RECORDINGS

L. S. TOOGOOD RECORDING CO.
212 W. LA SATTEL ST., CHICAGO 1, I. C. N. S. S. T.-H.

www.americanradiohistory.com
IT'S AUDIENCE THAT COUNTS

AND 67% OF THE TIME FROM 6:00 A.M. TO MIDNIGHT (YES—INCLUDING ALL THE BIG NETWORK SHOWS), WAAT HAS AN AUDIENCE IN NORTH JERSEY EQUAL TO OR EXCEEDING ONE OR MORE OF THE FOUR NEW YORK NETWORK STATIONS

Source: The Pulse of North Jersey

AND THAT'S ANOTHER REASON WHY: WAAT DELIVERS MORE LISTENERS PER DOLLAR IN AMERICA'S 4th LARGEST MARKET* THAN ANY OTHER STATION—INCLUDING ALL 50,000 WATERS!

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne, Dallas.

WAAT

970 KC
NEWARK,
N. J.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
DON'T DISAPPOINT THE FOLKS OUTSIDE

on the Pacific Coast, either!

*Approximately half the retail sales on the Pacific Coast are made outside counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee covers the OUTSIDE as well as the INSIDE half... a C. E. Hooper 276,019 coincidental telephone survey proves it.

Let those Pacific Coast outsiders in on your radio show—they spend 4 of the total 8 billions in Pacific Coast retail sales each year.

Put your radio message on Don Lee, the only network that can bring it to them.

All networks cover the inside 50% population, but only Don Lee has enough stations to cover the outside 50% also, which accounts for half of the money spent. For geographic reasons, it takes a great many on-the-spot stations to cover all the important Pacific Coast markets. Don Lee has 128 stations—the other three networks have 28 stations combined. What's more, Don Lee's stations are so strategically located that more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

To sell the big and prosperous Pacific Coast by radio, use Don Lee, the only network big enough to cover both money-spending halves, the inside and outside, completely.

The Nation's Greatest Regional Network...
LOS ANGELES

By RALPH WILK

The Kings Jewelry Company are sponsoring a new program on KMPC, entitled "Battle Around With Betty Crouch." This program is a mini-street type broadcast, conducted in front of the Kings Jewelry Company with Wes Battersea, emcee of the program, quilting patients-by.

Spieler Ken Niles, of the Thursday Abbott & Costello air, has turned scribe. He is author of "I Discovered the Ringneck," an article on pigeon shooting in the current issue of Outdoor Life Magazine. Niles is also one of Hollywood's nimblest nimbrows.

Paul Weston, Dartmouth Phi Beta Kappa maestro of CBS' "Joan Davis Show," garnered most of his college tuition fees leading his own band at various night clubs. He also does football games and at fraternity dances.

"Windfall," a collection of the original prose and poetry of Steve Allen, one-half of KJIU-Mutual-Don Lee's "Hi, Mr. Timer," has been published by the comedian in a private edition.

KJIU-FM returned to the air last week, with six hours of airtime daily after being dark for the past month. Frank M. Kenney, Don Lee frequency modulation director, announced the station was off the air while the band was being changed from 44.5 megacycles to 97.7 megacycles.

Dix (Randolph) Davis, who has portrayed Louise (Judy), audience rep and publicity men—Pierson Mapes and John Almums, of the Hutchins agency, in a huddle... Bev Kelley holding an animated conversation with J. Walter Thompson staffers... James Carmine, of Philco, chewing peanuts in a ringside box... Max Enlow, also from Philco, shaking hands with Kay McNell. John Xenni, chattering with McNell and inviting him to his Jersey home... Ed and Peggy Fitzgerald bowing to the crowd... John McNeil, manager of WJH, happy about the whole thing... Bob Kilmart, Ed Boroff, Carl Mulin among the ABC web contingent... Affable Johnny Gilligan, advertising manager of Philco, beaming over the Philco commercial floats in the parade... Ditto for Bud Barry of ABC who stayed close to the web engineers and okayed the pickup... Whole affair was a whale of a visual merchandising show as well as good air entertainment... Evidence that sponsors can work together and a nice tribute to the showmanship of both Swift and Philco.

--Give To Conquer Cancer--

- Radio Row Ticker Tape: Everybody concerned—Martin Strauss, Milton Blouw, etc.—seems to be happy with the audition last week of Ted Hunsig in "It Seems To Me," so watch for the show to go on for Schick April 29th... Harold Ickes may do a series of radio guest shots to hype interest in his colunm... Jimmy Dornoff go on to a long road tour next week. Bob Carroll, former NBC singer, is his new vocalist... Fred Cole resigned as ABC announcer to go to Boston. Don Lowe taking over his chores on "Ethel and Albert." We hope this doesn't start a new fad: Phil Brio is having his No. 1 fan, Marie Gravano, at Elbya, appear with him in his next picture for Monogram... Les Gostlieh, Y & R press chief, out in Hollywood for three weeks... Radio noise being opened at Bradley's where patrons can hear the net broadcasts while dining—something Miss Hamilton's needed for a long time. Aside to Iris Beth: Good luck in your new connection with CBS' sound dept. on the coast... Robert Q. Lewis, Dizzy Digest may wind up as a summer replacement on a coast-to-coaster... Louise Carlyle, who rates it, just landed a 13-week renewal on the Sunday Evening Party via ABC... The Jane Froman audition comes up Wednesday night with a specially invited studio audience... Jerry Grey's top notch arranging-conducting job for Phillip Morris attracting offers from the film factories for scoring jobs.

--Give To Conquer Cancer--

SINGAPORE SAL SAY:

Must conclude show business in United States very complicated indeed. In South Sea Islands where I grow tall, young men paint faces, young ladies put flowers in hair, everyone drink plenty rum and coconut wine, much fun everywhere, this is Show Business. However, different kinds of show business here make fine opportunities for many people who eat in Singapore, therefore, must not complain. Last week saw Bill Stern, Monte Fraser, RKO's Sol Schwartz, Ray Gel- ler, and that restaurant fellow, Jack Dempsey. Also sportsman Elliott Simpson, Mr. and Mrs. Bob Lahr back again, and Prince Pluz. All very talented people, glad to see, glad to see. Recommended to all Ameri- can show business people they take lesson from South Seas. If audience drink plenty rum, any show seem like Oklahoma.
RADIO DAILY

Associate Membership In AP Available To Station Owners

(Continued from Page 1)

ers will be allowed to attend meet-

ings of the AP and to participate in discussions, but will not be allowed to vote in the election of officers and other matters.

Under the previous setup, only

Newspaper publishers were eligible

for membership, and station desir-

ing AP news had to buy the service

of Press Association, an AP subsidiary.

The extent to which PA will be

affected by the new ruling is not

known, however the subsidiary's

recent entry into the transcription

field is now seen by many as being

in anticipation of yesterday's move,

which is expected to bring about a

run for AP membership by present

PA clients.

Radio Not On Agenda

Nothing on the agenda of the an-

nual convention of the American

Newspaper Publishers Association

pertain to radio this year, according

to the speaking arrangements now

set at the meeting being held at the

Waldorf-Astoria Hotel. In the past

there have been some turbulent ses-

sions, some not on the original agen-

da. Also there will be no radio meet-

ing in conjunction with the ANPA

such as formerly held by the news-

paper Radio Committee which de-

cided to dissolve following the more

favorable FCC decisions regarding

newspaper ownership of stations.

Trend of the convention so far has

been an optimistic outlook on the

progress of the post-war reconversion.

As usual a number of publishers

with radio interests are in attendance,

such as Col. R. E. McCormick, of

the Chicago Tribune and owners of

station WHAS Frankford Ethridge, publisher

of the Louisville Courier and own-

ers of WHAS; E. K. Gaylord, of the

Oklahoma City Oklahoman, owners

of KZD, Denver and WXY, Oklahoma

City; Amon C. Carter, Fort Worth

Star-Telegram, affiliated with WBAP,

KKGO and other Texas outlets.

McCormick and Gaylord, as direc-

tors of the Associated Press which is

also meeting at the Waldorf, are re-

nominated for another term and Ethridge and Carter have been nomi-

nated for election to new terms.

Yesterday's agenda at the Waldorf

included: National Newspaper Pro-

motion Association business meeting;

AP annual meeting; AP luncheon;

United Press business meeting at AP

headquarters; NNPA business meet-

ing and the annual meeting of the AP.

One of the matters expected to

come up for discussion at the AP

meeting is the question of the AP

refusing to grant the State Depart-

ment permission to use its news re-

sources for foreign broadcasts on the

ground that it would reflect upon the

objectivity of the news service and

give some quarters the fear that the

news is government propaganda.

This discussion, however, is not on

the agenda.

Radio And Agency Execs. To Attend Peabody Dinner

(Continued from Page 1)

awards will be presented to Edgar

Browne, Dr. Howard Hansen, WHAM,

KFWB, Arnold Hartley, WHAS,

KOMA and KOWH.

At the Ambassador Hotel in Los

Angeles, KFWB will celebrate the

event with a dinner for 200 members

of the Coast radio colony, with Robert

Alda as emcee. The station is expected

to make an important announcement

at the local affair on its operation.

possibly notice of the establishment

of limited network facilities between

the Warner Bros outlet and WABC in

New York as well as with several

other stations.

U. S. Steel Contemplates Summer Replacement

(Continued from Page 1)

reached late this month at the earliest,

"Gild" show is one hour, running from

10-11 p.m., Sunday nights and until

September. It is a slow movement,

it is believed that U. S. Steel may cut

down to a half-hour for the summer.

Thompson In McNeill Guest

Don McNeill's first guest star during

the Breakfast Club's New York stay

will be Johnny Thompson, radio's

"Song Salesman," who will be part of

the goings-on this morning (April

23).

* THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...

* WING SUPER SALES

* WEED & CO. National Representatives

In Central New England there is first listener interest and first in big time programming — therefore first in sales influence.

Indiana Confused On New Time Skeds

(Continued from Page 1)

on April 26, to extend until Sept. 29.
The same pattern will be followed by

most of the larger cities, but some will

best their neighbors to the clock a
day earlier. On April 27, at least two
towns, Lowellport and Charlestown,

have already adopted the "fast time"
schedule.

Though many upstate cities have

observed DST for 18 years, following

Chicago's lead, Indianapolis was

specifically prevented from observing
daylight time between 1929 and 1941
by a state law, which was repealed in

March 1951.

Among the other planning daylight

time are Port Wayne, South Bend,

Elkhart, New Albany, Jeffersonville,

Laporte, New Castle, Michigan City,

Crawfordville, Garrett, Logansport,

Rochester, Brazil, Auburn, Decatur,

Plymouth, and Valparaiso. The issue

was undecided in Elwood, Wabash,

Peru, Muncie, Richmond, Terre Haute,

Franklin, Greensburg, Nobleville,

Portland, Tipton and others.

Ohio Situation

Youngstown—Radio interests favoring
daylight savings time for Youngs-

town won out when City Council last

week voted against repealing the fast

time law voted by council last year.

The city council said it would be

impractical to change the time thus

far in July.

Youngstown will therefore be one hour

ahead of Cleveland and other Ohio cities,

which are retaining standard time

this year following the end of the

wartime emergency. Neighboring cities

near Youngstown are expected to fall

in line with that city in adopting
daylight time this year, but the dis-

trict will be out of step with the

remainder of the state.

Oppunities In Radio

OPPORTUNITIES IN RADIO, by M. B. Ransom and Richard Padjen, Voca-

tional Guidance Manuals, $.15.

Jo Ranson and Dick Pack, pub-

lishers of "Opportunities in Radio," re-

spectively, have written and com-

piled more than 90 pages of infor-

mative reading for those seeking a

career in the broadcasting industry.

His course applies to those behind

or in front of the mike, plus sales and

engineering. The book also include

chapters on the gamut of career-

ning, publicity, production, sales-

promotion, etc., with sample script-

ts and such things as APRA rules. Book

would assist in applying; informa-

tion to those in and out of radio, who

are to contemplate an interest in this

business of broadcasting. Not too

nearly, it delivers its messages in

odd manner of fact and figure.

There is no expense on the part of

the radio station to air "FEVER IN THE

GARDEN," Sensational new program. For a campaign in

your city, please write for your free copy.

WHTL, WISO, WQAM, WOR, WLS,

Write or Call

NATIONAL RADIO FEATURES

100 W. 47th St., New York, N. Y.

Phone: 4-8290 or 2-7294

Alan White—Dean Cornwell

— Coast to Coast —

Wednesday, April 23, 1946
Small Market Group
Open NAB Session

(Continued from Page 1) country. Altogether, the series is to include some 10 to 12 stations in the small market classification.

The committee is expected to discuss also personnel training, local, regional and national sales; employee-employer relations; group selling, syndicated programs, MMB, station promotion, FM and publicity.


NAB board liaison committee members working with the group include: William B. Baugher, WCWA, Euclid, Ohio; Clair R. McCollough, WQAL, Lancaster, Pa., and Harry R. Spence, KXRO, Aberdeen, Wash. Frank D. Pelage, NAB director of broadcast advertising, and J. Allen Brown, assistant director, will serve as advisor and secretary, respectively.

NBC Will Telecast
National Spelling Bee

Washington Bureau, RADIO DAILY
Washington—The National Spelling Bee to be held since 1942 will be televised by NBC over the Washington-New York coaxial cable on May 24, as 26 finalists meet in the grand finals of the contest to be held at the National Press Club here.

NBC television will install the super-sensitive RCA Image Orthicon camera to pick up the proceedings which will be relayed to New York and seen by viewers from 10 a.m. until conclusion. Also aired on the program will be the official pronouncer, Dr. Harold F. Harding, of George Washington University.

Musical Note Rev. Head

Musical Craft Records announces the appointment of Peter Frich as advertising manager of the company, headquartering in New York. Frich, a member of the firm for the past six months, was previously connected with the Argentina Importers Corp.

New NBC Telev Tower Started

NAB has started work on the new television-FM antenna atop the Empire State Building in New York. The new tower will be 31 feet high, replacing the old structure, which was 35 feet. Erection will take from 10 days to two weeks.

COAST-TO-COAST

PHILADELPHIA—Speaking on a special KYW-WTAS, Connie Mack, perennial manager of the Athletics came out in favor of the outlaw Mexican baseball league with, of course, qualifications, as John Dietz, Jr., WIPF production manager, will address Ohio State University’s Sixteenth Industry Education by Radio to be held in Columbus on May 3 to 6. Fool proof protection for the buying public through television was predicted today by Arthur Schofield, advertising and promotion director of WFIL, in an address before the Optometry Club at the Hotel Sherrit. WENZ, sales manager and advertising director for WTUN, has opened the signing of four new-to-the-station sponsors for as many program features.

NEW JERSEY

TRENTON—Dean Andrews, WTDR program director has inaugurated a weekly class in radio script writing and production for Trenton school teachers. Course will continue until next summer. . .

Frank Wellman, WTDR sales manager, is in a brace, due to a serious back injury. . .

PATERSON—WPAT’s “Counsel For The Veteran” program has been scheduled for airing Thursday, as a result of the concern in which the first broadcast was received by the listening audience.

NEWARK—Jack Moore, former manager of radio promotion and manager of stations for WABC, Newark and Osborne, has started his new duties as sales promotion director for WAAT.

ATLANTA—Extensive coverage of the Eleventh Annual Atlanta Fat and Cattle Show and Sale was recently concluded by WSB’s “Who’s Who.” Winners of the Grand Champion and Reserve Champion classifications are being withheld until they are able to be aired.

Ay-way down in Atlanta, Ga., WGST announced the new addition of Owen Johnson to the staff as assistant program director. Formerly in the heading South he was associated with WSTV, Steubenville, Ohio. Johnson served for three years in the Army Air Corps.

Mary Jane Williams, of the editorial staff of the Atlanta Constitution, has joined the WAGA promotion dept.

—CALIFORNIA—

SAN FRANCISCO—Shirley Scott, has joined KGO as assistant to sales manager Byron Nelson, replacing Marilyn Rosenbaum, resigned. . . Alma Loudon, has joined the KGO sales dept., replacing Gladys Dey, who has gone over the post of sales traffic manager, held by Len Comeaux. . . HOLLYWOOD—Al

OMAHA—Orders have been placed for equipment to go into the FM station which the World Publishing Company, operators of KOWH and the Omaha World-Herald, is building in or near Omaha. Basic engineering plans for the new station, which is expected to be one of the most powerful types, were approved by the FCC and feature a 584-foot antenna with effective radiated power of 100,000 watts on 92.5 meg. Antenna and power buildings will be erected on the outskirts of the city. Construction will begin as soon as material can be obtained.

—ALABAMA—

BIRMINGHAM—WSGN has inaugurated a new series of weekly devotional programs entitled “Morning Devotions.” Religious services will be aired Monday through Saturday and are conducted by a representative from every faith, each of whom will be in charge of services for an entire week. WSGN is mimeographing copies of all sermons, scripture selections and prayers, which may be obtained by addressing a request to the outlet. . Ed McKay, former chief announcer at WATT, Atlanta, Ga., has been assigned to the WSNL staff replacing Bob Colby who departed for points west.

HARTFORD—To encourage young and talented performers, WDRB has established a “New Talent Day” program each Thursday at 9 p.m. Each week, a promising individual will be given the opportunity to show his talent by instrument or voice.

Recordings Not Hit
By Lea Bill Passage

(Continued from Page 1) reads the reverse of any such move. Royalties now being paid the AFM, by the disc firms will continue as per contract which are not affected by any other contractual obligations now existing. Meanwhile the AFM executive board is still in session in New York, but the AFM states that these meet-

ings are strictly routine matters. One board member said, however, that they were looking forward to a tights sitting with the radio industry music committee with a view toward ironing out difficulties that may arise, in the long pull.

Takes Farnsworth Post
Fort Wayne—William T. Davies has been named assistant to the general sales manager of the broadcast division and WGL. Ft. Wayne, of the Farn-

www.americanradiohistory.com
Press Polled On Tel-FM

Many Fields Seek FM, Survey By FCC Reveals

Washington Bureau RADIO DAILY

Washington: A total of 501 FM applications and grants, as of April 1, were approved by the FCC as of April 1, 1946, according to the National Association of Broadcasters. The figures include both pending and approved applications and those to which conditional approval has been granted.

Y&R Promotes Gottlieb To Talent Department

Young & Rubicam, radio department, promotes Lester Gottlieb, manager of the radio department pub- licly to the talent end of the agency, where he will be in charge of production duties in the advertising department.

AFM Recording Scale To Be Boosted Oct. 30

Having been informed officially by James C. Petrillo, president of the AFM, that the union contemplates increasing the scale for recording musicians, transcription and recording companies are now awaiting further word from the AFM for an exact interpretation. The AFM in accordance with existing contracts, has notified the companies of its intention to raise the scale.

REC-NAB Luncheon At Roosevelt Tomorrow

Joint luncheon session by the Radio Executives Club of New York and the National Association of Broadcasters, will take place tomorrow at 12 noon in the main ballroom of the Hotel Roosevelt.

ABC President Would Revise Channel Allocation Structure

Washington Bureau RADIO DAILY

Washington—Declaring that radio in America is badly underserved or badly overserved from a radio program standpoint, Mark Woods, president of American Broadcasting Company, appearing before the clear channel hearing yesterday recommended step-by-step action that the whole channel allocation structure be revised.

Publishers At ANPA Convention In N. Y. Vitally Concerned Regarding Future of Media

Polling opinion of newspapermen attending the annual convention of the American Newspaper Publishers Association at the Waldorf-Astoria in New York, RADIO DAILY reporters yester- day learned that all are vitally concerned regarding the impact on the publishing field of new electronic developments, such as radio and facsimile.

Walkie-Talkie Buyers Warned On Licenses

Washington Bureau RADIO DAILY

Washington—Sale of Army surplus Walkie-Talkies in many of the nation's stores from the FCC yesterday the warning that unauthorized use of the transmitters by the general public is illegal and may be punished.

Plan to Conserve Food Sponsored In U. S. Capital

Seven embassies in Washington will go on the "half a meal once a day" plan proposed by Eleanor Lee, WTOP's home economist. It is expected that the capitol may be over $30,000 of the new sets.

Tele Fight Rights

Both NBC and CBS have made bids for the television rights of the Joe Louis-Billy Conn fight with NBC reported to have the inside track because of former television com- mitments with Mike Jacobs. It is expected that the final decision will be reached by Jacobs this week.

ABC President Would Revise Channel Allocation Structure

Washington Bureau RADIO DAILY

Washington—Declaring that radio in America is badly underserved or badly overserved from a radio program standpoint, Mark Woods, president of American Broadcasting Company, appearing before the clear channel hearing yesterday recommended step-by-step action that the whole channel allocation structure be revised.

"It is unthinkable," Woods said, "that the present inadequate use of a naturally restricted number of channels will continue. Either the industry will have to make clearly needed changes or the Commission will bring them about by regulation.

In some cases, he said, it may be necessary and desirable to place additional stations on clear channel frequencies while, in others, the clear

(Continued on Page 4)
**Coming and Going**

EMERSON FOOTE, president of Foote, Cone & Belding, has arrived in Hollywood, where he will spend 10 days planning summer replacement shows for clients of the agency.

DR. FRANK BLACK, musical director of NBC, arrived yesterday at his hotel in Paris, where he was guest conductor on the Gas Hoenschel program which originates airt.

EDWARD G. DEMPSEY, comptroller of WIP, Philadelphia, is in town for confabs at the headquarters of Mutual. He'll remain in New York through today.

DISCO COURTNEY, publicist, left Saturday on a business trip of two weeks duration to Chicago and Minneapolis.

GENE HAMILTON off to New Haven, where he will announce the "Prof. Quiz" program before a group of local Ameco dealers.

GRAHAM LOWE has returned to his announcing duties at WITN, Gosh, Fla., following a short stay in New York.

MARY PATTON, radio and television actress, is back in New York from Minneapolis, where she visited with relatives.

**Phobos & Deimos got out of line**

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

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

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

For instance, Baltimore: The successful independent, W-1-T-H, delivers more listeners-per-dollar spent than any other station in this big five-station town.

Q.E.D.

**ROSS FEDERAL RESEARCH CORPORATION**

Sixteen years of reputable and efficient service to national advertisers, agencies and radio stations.

Executive Offices
18 E. 48th Street
New York 17, N. Y.

**W-I-T-H**

and the FM Station W3XMB IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REEF
THE LAMP LIGHTER

TODAY, as in the past, New England has its lamp lighters in a few localities, retained because of tradition. For tradition, in New England, is stronger perhaps than in any other part of the country.

The local community, the bank, church, town hall and its own radio station are linked together traditionally.

The Yankee Network, in turn, with its 23 local hometown stations, serves these key communities as only local stations can serve them — linking them together to form New England’s greatest radio market.

For over all coverage, with direct impact in each trading area, Yankee is your only buy.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
rst in SHOWMANAGEMENT

For the second consecutive year CBS forged ahead to win more major awards in Variety's annual "showmanagement" review than any other major network.

In seven different areas of public service Variety chose to single out five stations of the Columbia network. In two areas CBS affiliated stations were the only winners.

Variety nominated Grady Cole, Farm Editor of WBT, the CBS affiliate in Charlotte, and Columbia's Danny Kaye program for special citation in the areas of community service and racial tolerance. It cited Columbia's Norman Corwin and Robert L. Shayon for "mature" and "memorable" radio production.

Then it crowned its endorsement of the network's leadership by "highlighting" the achievements of 24 stations throughout the country.

For such leadership Columbia's thanks and congratulations go to its stations, their programs and their personalities. They have been properly recognized for their public interest and ability by one of the industry's foremost professional judges. They can now look forward to the increasing respect and attention of the listeners they serve.

This is CBS... the Columbia Broadcasting System
Many Fields Seek FM, Survey By FCC Reveals

(Continued from Page 1) plains, with 360 of their number—24 per cent of the total of 834 applications—holding newspaper interests. In addition, 130 of the 273 applicants with no newspaper interests hold 15.6 per cent of the total—are firms or individuals with newspaper interests. Thus 39.6 per cent of all applicants for FM licenses on or before April 1 had newspaper affiliations.

Of the 361 conditional grants announced through last month, 106 or 29.5 per cent—were to newspaper interests. This number includes 93 who also were AM licensees. Of the 261, 62—or 23.8 per cent—were AM licensees.

Of the applicants with no AM interest, 14 are labor unions, 24 manufacturing concerns, 7 educational institutions, 9 religious or educational institutions, seven dealers and distributors, nine commercial broadcasters, five entertainment concerns, 32 dealers and distributors, 15 banks, 31 stores, three contractors, one transportation company, one municipality, three advertising agencies, four men in the service and three miscellaneous.

Martha Deane Sets Guests For Cancer Fund Drive

WOR is airing specials programs to support the Cancer Fund Drive, featuring outstanding figures in science and government circles on the Martha Deane programs heard Monday through Friday, 3 to 3:30 p.m.

Dr. Frank E. Adair, president of the American Cancer Society, and a Fellow of the American College of Surgeons, was heard in a special talk yesterday. Leon Henderson, former head of ORA, speaking on "Peace in a Hungry World," was heard Tuesday, radio actor and producer, and Rome Betts of the American Bible society, are scheduled for the other daily Martha Deane guestings.

"Bojangles" Anniversary

Bill "Bojangles" Robinson, who celebrates his 67th year as a performer on April 29 at the Cafe Zanzibar in New York, among those who will join in the celebration will be James J. Walker, Joe Laurie, Jr., Harry Hershfield, Bert Lytell, Brock Pemberton, Lee Shubert, Gene Buck, Shirley Temple and Lena Horne.

NETWORK FAVORITES

Top songs of the past week printed below, are based on the Copyrighted Audience Index Survey of popular music broadcast on the major networks. Songs are listed alphabetically according to title as a further group reference, as tabulated by the Office of Research, Inc., Radio Division.

Title Publisher
All Through The Day... Williamson
Cousin M. & Little Bil... Vignola
Come To Baby, Do... Leeds
Day By Day... Barton
Doctor, Lawyer, Indian Chief... Melrose
I Don't Know Enough About You... Campbell, Pirkle
Fell Moon And Empty Arms... Barton
Ginnie A Little Kiss... ABC
I Can't Begin To Tell You... Bregman, Voco & Conn
I Don't Know Enough About You... Campbell, Pirkle
If I Had A Wishing Ring... Melrose
I'm Always Chasing Rainbows... Miller
In Love In Vain... T. B. Harms
In The Moon Mist... Rhythm-Emcnest
It's Anybody's Spring... Burke & Van Heusen
More Than You Know... Miller
Oh, What It Seemed To Be... Debussey
One More Tomorrow... Remick
Personality... Burke & Van Heusen
Seems Like Old Times... Pache, Bock & Emerick
Shoe Fly Pie And Apple Pan Dowdy... Capitol
Sioux City Sue... E. H. Morris
Strange Love... Famous
Symphony... recorded swell
They Say It's Wonderful... Berlin
Tomorrow Is Forever... Advanced
Wait And See... Feist
We'll Get Better... Harms
You Are Too Beautiful... Harms
You Stole My Heart... Mutual
You Won't Be Satisfied... Mutual

AFM Recording Scale To Be Boosted Oct. 30

(Continued from Page 1) boost the scale a year in advance, which was April 17, 1945. Another communication by registered mail now advises that the increase will become effective October 30, 1945. Any communication contemplated by the recording companies that is not contemplated by the recording companies. Current scale is 75 per cent of the scale per hour for the first hour, and 75 per cent of the second hour, effective October 30, and will be effective on the second hour. In his letter, Petrella states that he is also interested in "notifying the working conditions of Federation musicians."

Text of Letter

Letter most recently forwarded to the recording and transcription companies by Petrella, reads as follows: "In accordance with the provisions of the contracts executed between the American Federation of Musicians and the various recording and transcription companies, September 20, 1945, and October 20, 1945, respectively, and in conformity with the letter sent to these companies on April 18, 1945, and American Federation of Musicians is hereby officially notifying you that it contemplates increasing the recording and transcription working conditions of Federation musicians. This increase will become effective October 20, 1945. As a result of this increase we will advise you of the proposals we have in mind, as well as attempt to arrange a mutually agreeable time to discuss the entire matter.

NAB President is Host To French Broadcaster

(Continued from Page 1) broadcasting methods and techniques and to promote French-American radio relations. Last summer when a group of American broadcasters, led by Judge Miller visited the European war zones, Mr. Lange was host at a luncheon for the group in Paris. Several of those attending the luncheon's meeting were members of the American mission to Europe. Guests at luncheon included government officials and representatives of the broadcasting industry. Others to attend were: Kenneth Berkeley, WMAL; T. A. M. Craven, Cowles Broadcasting Co.; John E. Peter, NAB district director; Zarl Gammons, CBS; Charles Seattle, CBS; Robert Higgins, ABC; Marke S. Jones, WOL; Edward M. Kirby, pub- lic relations counselor, NAB; Clift McCollough, NAB director, and Michael McDermott, State Department; Joseph Ream, CBS; Representa- tive Clarence F. Eadie, Franklin, NAB; Ben Strouse, WWDC; Sol Talshoff, Broadcasting Magazine; Senator Wallace H. White, Jr.

Lamphier Heads WFOX

Milwaukee—After ten years as general manager of WEMP, Chuck Lamphier bids farewell to become vice-president and general manager of WFOX, Milwaukee.

Walkie-Talkie Buyers Warned On Licenses

(Continued from Page 1) subject the user to a $10,000 fine, imprisonment for two years, or both. The Commission action came after a firm advertised in a Washington paper that the Walkie-Talkies were for sale. Under the Communications Act no person may operate a radio trans- mitter without first obtaining a li- cense from the FCC. No licenses will be issued by the Commission for the Walkie-Talkie and other transmitters by the general public, except in the amateur service under the Citizens Radio Communication Service, designed to govern such use, is put into effect. This service will not be inaugurated until the enacting of the citizen's radio communication band, namely 460-470mc., has reached a satisfactory stage of development, and final Commission regulations have been carried out. Certain technical and legal studies necessary to the formulation of rules and regulations.

The Commission also pointed out that none of the Army surplus Walkie-Talkie equipment which has been advertised is built for private use in the 460-470 megacycle band allocated for the Citizens Radio Communication Service. Those planning to sell Army surplus equipment or any other trans- mitters are urged by the Commission to contact the Federal Communications Commission, New York City.

To detect illegal radio transmissions the Commission maintains a nation- wide monitoring network equipped with direction-finding stations and mobile units patrolling the ether or a round-the-clock basis.

New Series On WEAF Set Called "You're On The Spot"

"You're On the Spot," a new program featuring Ray Barrett, WEAF sporting director, and the "You're On The Spot" cover will be on WEAF, Monday, April 29, 12:45 to 12:55 p.m., and will be heard Monday and Friday of each week starting the same hour. Barrett will journey to different spots in the WEAF area daily with a question on the most interesting Drive for the "man-on-the-street" answer.
New FTRC Transmitters

'Edison Telephone and Radio Corp. announced two new FM transmitters and a kilowatt 45-meter tower.

- **ARIZONA**
  - PHOENIX — Charles H. Garland, KPHO's executive manager, planned to go to Beauty World for the GMW promotion. The WMRG program manager, otherwise known as Mrs. Ed Barclay, gave birth to a baby girl.

- **NORTH CAROLINA**
  - CHAPEL HILL — Two weekly programs to its schedule for a fifty-two-week period: "Between Two Girls," a 15-minute stint, and "Happy Gong," c. 85 minutes, at 8:00 AM. WDFC has reported a new office of service to meet the requirements of its many listeners.

**EQUIPMENT**

 Columbus — An electronic calculator is a new tool that provides a visual means for remembering antenna radiation patterns. A demonstration recently was held at the 1961 Broadcast Engineering Conference at Ohio State University.

- **MICHIGAN**
  - DETROIT — The Maryland Educational Conference for post-war organization, the only group of its kind in the country, is presenting a special series of WBAL airings each Saturday, stressing the importance of adult education, and the broadcasting of co-operative education. The program, moderated by William Driacoll, S. A., professor of English at Loyola College, introduces subjects such as "The Education of the Post-War World," "Esperanto," "In Club," "Adult Education and International Relations," and "Training a Good Citizen." The Very Rev. Edward B. Borden, B. S. Sp. S., is chairman of the conference.

- **KANSAS CITY**
  - "Give to Cancer" was the theme of seventeen airings and numerous spot announcements over KCKX this week.
  - **MISSOURI**
  - LINDSAY — The theme of seventeen airings and numerous spot announcements.

**Coast-to-Coast**

**PROMOTION**

**KABC Campaigns**

Several promotional activities for the Equitable Life Insurance programs "Your FBI" are on the agenda here by promotion staff of KABC.

- **PUBLIC INTEREST**

  "Public Interest" Brochure

A sixteen-page brochure, illustrated with full-page photos, has been issued by WDFL, Paramount City, Fla., detailing the outlet's Public Interest Program Highlights for First Quarter 1966. Reprints of letters from civic and religious, government, welfare and veterans organizations are featured as well as an outline of public interest programs carried from the Mutual web. City plans for future development are included.

**Canadian Radio Director Invited By Czech Gov't**

Montreal — The Czechoslovakian government has invited Jean Beaudet, director of the French network of the Canadian Broadcasting Corporation and CBC's musical director, to conduct a concert of Canadian music in Prague on May 13 at the first international music festival held in that country since the war.

The invitation had been extended as a result of the warm feeling the people of Czechoslovakia have for Canada as a result of the war. It stressed the part played by the CBC's international shortwave broadcasts during the war in establishing this feeling for Canada.

**Send Birthday Greetings To**

April 24

Paul Monroe
Helen Baughman
Mal Furman
Betty Rhodes
Bob Allison

**WANTED**

Radio technician, must know all circuits, reply in detail, stating experience, etc.

Box No. 164, RADIO DAILY
1591 Broadway
New York 18, N. Y.
"If you're trying to pick up something really hot...

Listen to ABC"

Just as better programs are getting more and more people to listen to ABC stations, economical rates are getting more and more advertisers to listen to ABC's sales story. No matter how you look at it, ABC offers advertisers the best value in radio today: One network costs 43.7% more per evening half-hour than ABC; another costs 28.7% more—yet ABC's 202 stations reach all the people who live in Twenty-Two Million* radio homes located in practically every major market in the U. S.!

What's more, the per-dollar value of advertising on ABC is growing greater all the time as more families everywhere depend on their ABC stations for news and entertainment. They are finding that ABC gives them worth-listening-to programs of every kind—the news presented by Winchell, Davis, LaGuardia, Swing and a score of other famous reporters; great music on such programs as the Boston Symphony and the Sunday Evening Hour; the fine daytime entertainment of the Breakfast Club, Breakfast in Hollywood, Ladies Be Seated, Bride and Groom. That is why ABC keeps building—and holding—a bigger audience for advertisers.

It's because they are able to reach this rich, nation-wide audience during good time periods at economical cost that so many leading advertisers are using ABC today. Valuable ABC franchises have already been nailed down by some of the shrewdest buyers of radio time—General Mills, Philco, Swift, Kellogg, Westinghouse, P & G, Jergens and many more.

If you are looking for good radio time at low cost, it will pay you to get the full story from an ABC representative as soon as possible.

*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 REASONS why more leading advertisers sit up and listen to ABC

1. ECONOMICAL RATES—Network X costs 43.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. REACHES 22,000,000 RADIO HOMES, located in practically every major market in the U. S.
3. EXPERT PROGRAM SERVICE available if and when you want it.
4. EFFECTIVE AUDIENCE PROMOTION that is making more and more people listen to ABC.
5. GOOD WILL—a nation-wide reputation for public service features that present all sides of vital issues.
6. 202 STATIONS—eager to cooperate in making every program a success in every way.
7. PRACTICAL TELEVISION—program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 202 RADIO STATIONS SERVING AMERICA
Record FCC-FM Grants

Justin Miller Speaker At Peabody Ceremony

Before a representative group of radio and advertising agency executives, the George Foster Peabody Awards of the Henry Grady School of Journalism were presented last night at a dinner held in the Hotel Roosevelt.

Justin Miller, president of the NAB, spoke briefly, paying tribute to the institution and to the Peabody Awards generally, seeing in them a recognition of the public service value of radio.

Dorothy Lewis, co-ordinator of (Continued on Page 3)

Boston Shortwave Station Being Considered By UN

The United Nations Department of Information is considering employing facilities of shortwave station WUL, Boston, as a temporary measure pending the establishment of its own International broadcasting stem, it was revealed yesterday by Benjamin Cohen, assistant secretary-general in charge of information.

Although he said it was too early to discuss the matter in detail, he indicated the answer which will be published by Nov. 1.

(Continued on Page 2)

Scopophony Today Will File Anti-Trust Charge Denial

Denial of anti-trust law violation charge by the Government is expected in the answer which will be delivered today by Earl G. Hines, president of General Precision Equipment Corp., and by the corporation.

The action involves Scopophony television and allied restraint of trade (Continued on Page 7)

Tryout Hollywood—Stepping into a role created especially for him, Sidney N. Strick, vice-president in charge of the NBC Western Division, will make his comedy radio debut with George Burns and Gracie Allen tonight, 8:00, EST, on NBC. The program will feature Gracie Allen “serving” all his wiles on the vice-president and half-hour broadcast extended another hour-long when Charles Boyer makes an appearance the following Thursday.

Communication School Set For Kansas Univ.

Expansion of the William Allen White Foundation will create the country’s first School of Communications, designed to encompass radio, television and all wireless and electronic techniques allied to communications as well as journalism and motion pictures. These extra curricular activities were announced last night at a William Allen White Foundation dinner held in the basement of the Waldorf-Astoria Hotel in New York.

(Continued on Page 7)

Tele Tube Production To Be Increased By RCA

Purchase of Navy Department’s modern electron and television tube manufacturing plant at Lancaster, Pa., by the RCA Victor division (Continued on Page 8)

Stanton Gives FM Views; Against AM Re-Allocations

Washington Bureau RADIO DAILY

Washington—Forecasting a great future for FM and declaring that there is grave danger of retarding this new service if the government institutes a general re-allocation of present-day standard broadcast frequencies, Frank Stanton, president of the Columbia Broadcasting System, yesterday testified at a clear channel hearing being conducted by the FCC.

Stanton, who is providing consistent by greater radio coverage and an increase in the number of radio stations, he said, is inescapably destined to supplant current AM broadcasting “as the preferred audio service for the greatest majority of people.”

Characterizing fundamental revision of existing frequency assignments at this time as “ridiculous ... a waste of the Commission’s time and money and a disservice to the public,” Stanton declared “as we...

(Continued on Page 7)

Plastic Radios

National Plastics Exposition which opens to the public today at the Grand Central Palace in New York, sponsored by the Society of the Plastic Industry, is showing at least one television receiver cabinet made by DuPont which has an approximately 3A14 inch screen on the front of the cabinet. Also being shown is a variety of porcelains of plastic material.
**COMING AND GOING**

JUSTIN MILLER, president of the NAB, and his wife, Mrs. John Hope, were in Chicago recently to attend the convention of the association which have arranged for the Radio Executives Club-NAB luncheon today.

HAROLD E. FELLOWS, manager of New England operations for CBS and general manager of WEEL, Boston, is in Gotham today for conferences with officials of the network.

RUSSE CASE, director of popular music for RCA Victor, leaves today by plane for the West Coast, where he will conduct several recording sessions. He'll return Tuesday in time to resume his duties on the 7-Up program over KFRC.

FRED L. HEATH, president of the Chicago management-engineering organization bearing his name, is in Gotham to address today's luncheon of the American Management Association, which will be held at the Hotel Sherman.

ROBERT G. VENN, manager of WGBS, American network outlet in Miami, Fla., paid a call yesterday at the Radio City offices of the web.

**WEBS RESHUFFLE SKEDS FOR TIME CHANGEOVER**

(Continued from Page 1) Without incident, but every day cities added. "It only gets better," WJZ's Wilbur, executive vice-president of the market city, believed to be Cleveland, is expected to announce its plans sometime today, but up to this point plans have been held to Standard Time.

Greatest confusion will be on the part of listeners living in areas which have changed daylight savings this year. States remaining on old time are: Mississippi, Texas, Kansas, Arizona, Washington, Utah, Minnesota, Colorado, Wyoming, Montana, Wisconsin, Michigan, North Carolina, Iowa, Oklahoma, California, Maryland, Nebraska, Nevada, New Mexico, Arizona, Georgia, North and South Dakota. Other states have voted to go on daylight savings time on a state-wide basis—Connecticut, New Hampshire, Massachusetts, Rhode Island and Vermont.

The situation in some other states, however, probably will remain unsettled since certain cities will operate on Standard Time, others on daylight savings. In Missouri, St. Louis will use the new time; Kansas City will remain standard. Youngstown and Zanesville, Ohio, listeners will gain an hour but Akron, Cincinnati, Dayton, and Toledo will not. In the south, Memphis, Knoxville and Nashville, Tenn., will stay on the old time, others will gain an hour. Birmingham, Ala., will remain on Standard Time, but Montgomery will use daylight time. Miami residents will push the clock ahead, but Jacksonvile radio listeners will use old time. Portland, Ore, goes on the new time while Portland, Me, sticks to the old. Virginia and West Virginia are leaving it up to various localities to decide for themselves. Detroit and Chicago will differ an hour, with latter going on daylight saving.

Hollywood network schedules will be upset because Pacific Coast and Mountain areas are remaining on Standard Time. Nearly all network shows originating from Hollywood move back an hour to meet web daylight time schedules. ABC has established a recording system in Chicago to feed "delayed" shows over a special hookup to some affiliates on the old time.

**HARD HEAD**

That's a cassowary bird in the London Zoo. We never knew anything about them before we picked up that picture.

See that bump on his head? That's a tough, thick horn surmounting his noggin.

We suppose if a lot of people knew about this bird they'd have been calling some time buyers "cassowaries."

But not us. We like them tough. When they're tough they know their business. That kind of time buyer sticks to facts. And that's all we offer in our W-I-T-H presentation. Here's one of the big facts:

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

That's a fact and tough time buyers like it.

**W-I-T-H**

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

**NEWS ON THE HOUR EVERY HOUR**

THAT'S WHY SPONSORS BUY TIME ON WDAS

**ALL PHILADELPHIA**

has formed the habit of dialing 1400 regularly.

**L.S. TOOGOOD RECORDING CO.**
224 N. LA SALLE ST., CHICAGO I, CENTRAL 5725

**REFERENCE RECORDINGS IN CHICAGO**

**THAT'S WHY**

**ALL PHILADELPHIA**

has formed the habit of dialing 1400 regularly.

**THAT'S WHY SPONSORS BUY TIME ON WDAS**

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Commission Approves 38 FM; Conditional Grants Total 425

(Continued from Page 1)
standard broadcasting stations scattered from coast-to-coast, as well as
two new requests for FM facilities.
The 38 FM grants were issued to:
CONNECTICUT—Bantam, Frank Parker Broadcasting.
FLORIDA—Daytona Beach, New Journal Broadcasting Co., WOJC, metropolitan; Fort Lauderdale, News-Press Publishing Co., KTMS, metropolitan, possibly rural; Miami Beach Broadcasting Corporation, WTPU, metropolitan; Pensacola, Pensacola Broadcasting Corporation. WNOE, metropolitan.
GEORGIA—Atlanta, Radio Columbus, Inc., WDBK, metropolitan; Savannah, WSNB, metropolitan; Savannah, WSAV, Inc., metropolitan.
IDAHO—Boise, KBSI, KBSI, metropolitan.
ILLINOIS—Waukegan, Silver Spokes, TV-Rural Broadcasting Co., WUPF, metropolitan.
ILLINOIS—Springfield WGBS, Inc., WGBS, metropolitan.
INDIANA—Hammond, Hendon Broadcast-
ing Co., Inc., WS90, metropolitan; Win-
chester, WOVM, Winchestre Broadcasting Co., Inc., metropolitan.
KANSAS—Lawrence, Silver Spokes, TV-Rural Broadcasting Corp., KANSAS, metropolitan.
KENTUCKY—Louisville, WIOD, metropolitan, possibly rural.
MISOURI—Cape Girardeau, Oscar C. Hough, WKFV, metropolitan, possibly rural; New York, Niagara Falls, The Niagara Falls Gazette Publishing Co. WELD, metropolitan; Des Moines, WDMN, Des Moines Broadcasting Co., Inc., metropolitan.
NEW YORK—New Bedford, Bay State Broadcasting Co., metropolitan, possibly rural; New York, WJZ, metropolitan, possibly rural.
OHIO—Columbus, United Broadcasting Co., WORC, metropolitan, possibly rural; Columbus, WOVO, WOVO, metropolitan, possibly rural.
OREGON—Grants Pass, Southern Oregon Broadcasting Co., KUSS, metropolitan, possibly rural.
RHODE ISLAND—Harding, Harold O. Bishop, Community Broadcasting Co., Inc., WCRB, metropolitan.
WASHINGTON—Seattle, The Seattle West Broadcasting Co., WAEX, metropolitan.
WEST VIRGINIA—Weirton, WBOF.

New Standard Applications

The FCC yesterday reported nine new applications for standard broad-
ing-stations, along with two new FM applications. The applicants were scattered throughout the country, from New York to California. The 250-watt stations were:
The Parkersburg, W. Va., Broadcasting Company (1250 kHz, unlicensed); Tri Cities Broadcasting Co., Goose Creek, S.C., (1250 kHz, unlimited); Dowing-Maxgrove, Douglas, Ga. (1450 kHz, unlimited); J. H. Ferguson,k,h, Raleigh, North Carolina, and the New Pro Publishers Co., Mangum, Tex. (1390 kHz, daytime); Tallahassee, Fla. (1450 kHz, unrestricted), and the New Pro Publishing Company, Santa Maria, Calif. (1460 kHz, unlimited).
Robert Schuler, Sheldon Anderson and Leroy Ensor, Checotah, of Frenso, Calif., have applied for an assignment to the 1470 band, operating with one station, unlimited.
An application for operation with one kilowatt, unlimited, has been filed by The Northwestern Ohio Broadcasting Corp., Lima, Ohio, and by C. H. Fox and R. N. Phillips, doing business as The Valley Broadcasting Corp., in Eugene, Ore.

Transmit Facsimile Paper To Convention

Fascimile-transmitting equipment, WNHF, to the convention floor in eight minutes. Capt. Finch also disclosed consummation of a radio and television station for a new one. The station, WNHF, will be located in Los Angeles, Calif., and is scheduled to go on the air in mid-October.

Bowlis Talks On Mutual

A special three-week series of dis-
cussions by Chester Bowlis, economic stabilizer, debated over Mutual last night, titled "The Fight to Keep the Cost of Living Down," Program is heard from 7:15 to 9:30 p.m., and will now continue on successive Wednesdays.

There are no favorites among Weed and Company stations. All receive thorough representation in the nation's top radio time buying centers. Consequently, the alert for new business, Weed's staff of time-wise men keep clients' time schedules hilled to capacity.
"COMBINING GOOD CITIZENSHIP WITH GOOD BROADCASTING"

IN THE WARNER MOVIE RADIO STATION

Peabody Radio

for "Outstanding Public Service"

"WE FEEL THAT ALL IN THE MOTION PICTURE INDUSTRY MAY WELL TAKE PRIDE IN HAVING STATION KCMB AS THE 'HEART' OF HOLLYWOOD.

Jack
Some of Our
"Outstanding Public Services"

The only station in the nation to broadcast every minute of every session of the United Nations Conference in San Francisco. (Now doing the same thing at the UNO meeting in New York — still the only station to do so.)

Winner of the annual "Variety" citation for "Outstanding Spot News Coverage" in 1945.

Abandoned all commercials and devoted entire broadcast day (19 hours) to the "March of Dimes".

Inaugurated a continuous 19-hour broadcast devoted to "work or fight" to intensify civilian production efforts.

Inaugurated the first Red Cross show that combined all stations in Southern California. Tickets of admission to the Studio netted almost $100,000 for the Red Cross.

Inaugurated the first big USO radio show.

Inaugurated the British War Relief show.

Abandoned all commercials for 24 hours to bring complete night and day coverage of VE Day.

Abandoned commercials and augmented regular staff with Hollywood personalities offering specialized reports and analysis throughout day and night of VJ Day.

Created the Greek War Relief show from the Chinese Theatre.

Broadcast and participated in the "Story of China" pageant which featured Madam Chiang Kai-shek.

Inaugurated "personalized" broadcasts for charity drives. Personnel of all motion picture studios gather to be addressed at their studios by leaders of the industry through facilities of KFWB.

Awarded "Meritorious Public Service" medal by "This Month" magazine for unique program "Tomorrow's News Tonight".

INDUSTRY
KFWB

THE HEART OF HOLLYWOOD
California Commentary . . . !

- - - Bob Ellis, soloist on "Sunrise Salute," heard over KNX 6:15 a.m. to 7:15 a.m. won't have to get up so early in July, as he will start an engagement of Rio de Janeiro in that month. The Pickards, who have been on the air for 17 years, have been reunited.

Los Angeles

The boys, Chase and Bob served in the Army and are out of prison. Ruth also worked in a defense plant. "Dad" and "Mom" Pickard and their family went west on the air in Nashville and are now heard over CBS. Jean Heegman, Associated Press radio editor, has been made a correspondent in Hollywood. Spring has "sprung" and "Date With Judy" fan clubs are beginning to bloom all over the country. NBC's "Foster Family" cast received word this week that another new group of "Foster Children" has been organized in North Carolina, 

- - - Ted Tull, who served as a first lieutenant in the U. S. Marines, has joined the ABC Pacific production department. He was with the Blue and NBC in Chicago before entering the service. The new Naval-Satellite show, aired over CBS, originated for the first time April 17 from the new Sunset Building in Hollywood. A deal is on to air the show from this location permanently. George Jay, active in West Coast radio as an announcer and interviewer for seven years before joining the AAP, has become business manager of the Radio Electronics Service Association, which will also give up to free lance radio. Art Gilmore has been given a new contract by McGovern-Erickson as announcer for the "Dr. Christian" series, with a sizeable boost in salary. He has announced the show series since its start in 1937, save for the two years he served in the Navy.

- - - Footnote: Leonard Reeg, producer of "Dark Venture," psychological drama series, that went commercial April 18 after being on a sustaining basis since May, 1944, always changes to black shoes before putting the program on the air. Larry Marcus, who writes the series, says he always removes his shoes when encountering any obstacles in the story line, while Bob Gropperhouse, sound effects man on the show, because of the number of footsteps required, has to walk almost half mile at each performance.

- - - Dick Powell has just bought himself a new airplane—a two-seater Ercoupe—and with it a summer vacation, he's hoping. Bob Purcell, narrator of "Voice Of The Moment," is a star guard on one of the top teams in a Los Angeles Industrial Basketball league. Bob's six-foot-four-inch frame and 215 pounds would gladden the eye of many a professional coach, but he says his activities on the hardwood these days are strictly for pleasure and exercise. A young autograph hunter attending the Hollywood-Seattle Pacific Coast League baseball game at the Hollywood field overlooked Bing Crosby, but detected one of his sons. He asked the surprised Crosby offspring for his autograph—and got it.

Memorial Day Auto Races To Be Sponsored On MBS

(Continued from Page 1)

Memorial Day over the coast-to-coast network of Mutual. The broadcast will be dedicated to the "Doctor of Motors," as a tribute to the outstanding achievement of a great army of Yankee mechanics throughout the country who have managed to keep American cars and trucks rolling along American roads and highways during the four years of war.
**STATION DAILY**

**Communication School Set For Kansas Univ.**

(Continued from Page 1) At this point, General of the Army Dwight D. Eisenhower was the guest honor.

An expansion will concern the established School of Journalism at the University of Kansas, alma mater of William Allen White. Debut of the expansion will get under way as soon as additional funds become available.

Principal speakers at the dinner were A. J. Willard, executive vice-president of NAB; U. S. Senator Arthur Capper of Kansas; publisher Deane W. Malott of the Kansas City Star; and editorial writer and general manager of the Kansas News, and Frank S. Harmon, vice-president of the MPIA, motion picture producers of Kansas.

Plan as outlined will include the establishment of industry foundations, fellowships and scholarships, to guarantee qualified students the theme of the speeches was freedom of the press and the more or less identical interests of radio-television, screen and press.

"Sick Together," Says Willard One of the highlights of last night's dinner was the address delivered by Willard, who, as usual, was emphatic:

"To the Freeing of Radio, our, which is an affrontment on freedom of speech," he reminded his listeners that Radio is Government-owned. He could not be anywhere in the United States.

The Government has taken over partial control. The policy, cited by the speaker, was as follows: "As a result of the consideration of the content of good and bad, and then a naturally wide variety of tastes and ideas under the American system of government. Radios stations, he said, "will exist by every awful means at their command, any assault upon the right of freedom of listeners."

But probably to the Peabody Award dinner at the Hotel Roosevelt, there was only a sprinkling of radio people at the reception affair. Frank Mullen, vice-president of NAB, occupied the da as chairman of the radio division. Other executives included Clarence L. Menden, Horton South, Sterling Fisher, Robert St. John, Sid Eiges and William Brooks.

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**AGENCIES**

BATTEN, BARTON, DUBSTEIN & OSBORN, INC., will expand its publicity department, which is under the direction of William P. Milione, to include a radio publicity and promotion division. The agency is incorporating its former radio promotion and merchandising department as a function of the regular publicity department. This activity will, hereafter, be referred to as the radio publicity and promotion division and will be headed by James A. McGarry.

KELLOGG COMPANY of Battle Creek, taking a radio step into a major Jewish market, has bought "Tales and Tunes" via WEVD, Thursdays, Thursdays and Fridays, 6:15-8:30 a.m., EST, beginning May 7. Kenyon & Eckhardt set the series, which will plug Kelloggs bran, the new Kellogg cereal.

ARTHUR METZERHOFF & CO. (Chicago) has become the 73rd agency to join the N. C. Borabough Co., as a reporting member. According to N. C. Borabough, owner of the New York agency clearing house of spot radio statistics, the total number of national and regional spot advertisers represented in the NCR Spot Radio Reports now exceeds 800.

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**LEARN RADIO-TELEVISION**

**SUMMER INSTITUTE**

June 17 - July 27

A practical, realistic course of study covering all phases of radio and television broadcast-

ing, taught by a professional faculty of experts.

SPONSORED JOINTLY BY

The Nation's Station

and

THE COLLEGE OF MUSIC

OF CINCINNATI

---

**FOR SALE**

45% interest in prosperous midwest

network affiliate.

Box No. 165, RADIO DAILY

1501 Broadway, New York 18, N. Y.

**WANTED**

Radio technician, must know all circuits, in detail, stateing experience, etc.

Box No. 164, RADIO DAILY

1501 Broadway New York 18, N. Y.

(Continued from Page 1)

of the Columbia network declared.

"First, a general or substantial re-

allocation in the standard broadcast

bands would not result in im-

mediate benefit to listeners. At best,

it would be the summer of 1948 or

1949 before listeners could observe

a substantial difference in the num-

ber and quality of their broadcast

signals which might result from any

AM reallocation.

"Second, the expense of putting new

AM stations on the air, or installing

new antennas or facilities, is so great

that most stations would have to

form a capital stock, raising FM

service to the public.

"Third, a fundamental reallocation

would be a risky business and should

be backed by official assurance from the

Commission that AM broadcasting will

enjoy sufficient permanency so that

FM could be foregone for the next sev-

eral years, at least. This would seri-

ously divert the interest which FM

has attracted both from the public

and from old and new broadcasters.

We should keep our eye on the FM

ball.

"Fourth, any decision arrived at

now must necessarily be temporary.

I think it would be a waste of the

Commission's time, the broadcasters' time

and a disservice to the public, if the

Commission were to order as a result of

these hearings a fundamental revision

on the background of AM broadcasting, only

to re-examine and decide the same

problems again when FM becomes

the prevailing service.

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**Treasury ET Programs Feature Name Personalities**

(Continued from Page 1)

production on two special packages of

transcribed programs, each contain-

ning 2-5 minute interludes.

Records, which will be offered to all

stations for use during a stepped-up

promotion campaign in June, are being

produced with only interviewers' voices

answering questions. When aired, questions

will be read from prepared scripts by local

commentators.

Voces to be waxed include those of

Eleanor Roosevelt, Alice Marble, Gertrude

Lawrence, Orson Welles, Dorothy

Kirsten, Elsa Maxwell, Jane Cowl, Emily

Post, Adele Astaire, Fontaine

Fay, Rosalind Russell, Harry

Wagner, Max Baer, Les

McMillen, Bill Corum and Maxie

Rosenbloom.

Scophony Today Will File

Anti-Trust Charge Denial

(Continued from Page 1)

in the licensing of patents. Defendants

are Scophony Corp. of America, GPE, Television Productions, Inc.,

Scophony, Arthur

Levey, Paul Rainbolt and Hines.

The answer, Hines said yesterday,

is a summary of the salient facts re-

turning Scophony in its country and

GPE's relationship to it. Except for cor-

porate structures referred to in the

original complaint, GPE and Hines

denier all allegations in the case.
WORDS AND MUSIC

By HERMAN VENUS

— NEW YORK —

NEW YORK—Jack O'Reilly, whom special events director, will handle the two-day running pageant of the Penn Relays Track Carnival April 26 and 27. All high and prep schools as well as the collegiate relay championships of America will be alared. Maxine Sullivan and Larry Douglas, will do a return guest shot April 29 through May 4, on WHN's "Gloom Doodsers." Boys and girls of New York City high schools specialize in radio curricula, will operate WNED Tuesday, April 30, as the phase of Boys and Girls Week. Exchanges between the web's personnel and the school kids will take place in the office of program director, chief engineer, announcers and even office boy.

— COLORADO —

DENVER—The Colorado State Association of Parents of America has sponsored its highest degree, that of Honorary State Father, upon KEF farm reporter Lowell Wells in recognition of his contribution to farm interests throughout his daily airings and special efforts in the field throughout Colorado. . . .

DENVER—Jackie Edmonds returned from the Army, is welcomed by the slender staff and fills the capacity of writer, announcer and organist.

— ILLINOIS —

DES MOINES—Betty Wells, KRNT director of women's affairs, has been elected to membership in the Iowa Author's Club and to the Des Moines Inter-racial Commission. . . .

JOHN HICKS, KRNT sports director, will head a staff of four men schedule to cover the annual Drake Relays, April 28 and 29. Working with Hicks will be Bill Riley, color; Chick McCuen, announcer, and special events director, George Crennemen. . . . KRNT has announced the airing of a new five-minute Sunday news period, sponsored by Boosten's Florist.

Tele Tube Production

(Continued from Page 1)

The plant is the largest in existence for the manufacture of cathode-ray picture tubes used in television receivers and television camera pickup sets. Folson pointed out. These tubes, he declared, will be made available not only to his own company, but to other television home instrument and broadcast equipment manufacturers.

WANTED

Graduate Engineer, experienced in radio and amplifier systems. Reply in detail, including experience, etc.

Box No. 163, RADIO DAILY

1501 Broadway

New York 18, N.Y.

— • • • —

TIN PAN ALLEY-OOPS—Just when BMI was about ready to celebrate its first smash hit, "Laughing On The Outside," along comes a bit of a set-back in the form of a letter from Max Dreyfus of Chappell . . .

Letter is to the effect that the ditty, composed by Ben Raleigh and Jerome Wayne, is an infringement on a song titled, "I Could Expect It From Anyone But You," written by Al Hoffman, Al Goodhart and Ed. G. Nelson and published back in 1931 by DeSylva, Brown & Henderson (later taken over by Chappell & Co.) . . . How come radio execs are overlooking Joey Nash's natural talents for a disc jockey job? . . . Ted Collins wouldn't hazard a guess as to the number of people who've heard Kate Smith during her fifteen years on the air but estimates that over two million fans have seen her at the 3,000 broadcasts. . . .

Ira Mossey's "Little Napoleon" at Miller Music is making the Youmans-Ellis-Ross dizzy. "More Than You Know" a hit for the second time. . . . Mills Music, currently working on the swanky novelty tune, "Cement Mixer," has a plugger on the staff named Leni MASON . . . .

Jack Robbins correlated the "All That Glitters Is Not Gold" after hearing the cello-symphonic Mildred Butler orchestrating the crush customers at the Blue Angel with her rendition. . . . Len Benton and Charlie Ross are dicing with Gus Levene for the publication rights to the spiffily "Face The Sun" number recently introduced on "Manhattan Merry-Go-Round." . . . We think it's another "Smile, Demy, Smile." . . .

• • •

Peist's "Waltz and See," written by Johnny Mercer and Harry Warren for the MGMusical, "The Harvey Girls," is climbing. . . . You'll soon be getting a laugh at the lyrics of "The Fisherman's Daughter," penned by Maestro Johnny Long, Sid Block and Sid Fleen. . . . Organist Ethel Smith swears she saw this sign in a reducing saloon on Fifth Avenue: "What have you got to lose?" . . . And in the same vein—Wadine Conner, soprano of the Metropolitan Opera tells this wimsey: "I love you—OUCH. I love you—OUCH" merely the story of two little porcelain dolls who decided to neck. . . . Don Haynes, who used to manage Glenn Miller, has been named technical advisor on the forthcoming United Artists film "In the Mood," based on the late Maestro's life which will star Dick Powell. . . . Housing the UNO delegates is causing strange problems . . . Milton Berle claims to know a chambermaid who's afraid to make up beds these days—she never knows if she's changing the sheets or undressing Mahatma Gandhi. . . . Jimmy Lancelord and his Orch head west next month to appear in a musical for Los Angeles Warner. . . . Some years ago two girls met at Tommy Nip's dance studio . . . one of the girls wanted to be a singer and the other felt that her star would rise if she studied dancing . . . both were mistaken . . . the former was Ruby Keeler whose dancing made her the toast of Broadway . . . the would-be dancer, Francine Day, is currently the featured vocalist at the Candleight Room of the Hotel Victoria on Broadway.

• • •

ON AND OFF THE RECORD—Look magazine has selected Woody Herman's Columbia disc, "Wild Root" backed up with "Atlantic G. A. R." as the Record-of-the-May 18th Issue. . . . We predict big things for the comedy-western ditty, "Take That Tombstone Off My Grave," recorded earlier this week on straight by Riley Shepard. . . . Song was written by Steve Nelson and Milton Leeds and published by Leeds Music . . .

Billy Eckstein's platter of Nick Kenny's "Baby Face," blues for National Records plenty smooth. . . . Johnny Desmond's waltling of the rhythmic "Shoo Fly Pie And Apple Pie Dowdy," puts the quidest on the talk that the ex-QI songster can't sing anything but ballads. . . . Get the Victor disc and judge for yourself . . . . With Tony Pastor currently at the Pennsylvania Hotel and Bobby Byrnes and Hal McIntyre Bands set for stands at Roseland and Hotel Commodore, respectively, next month, Combo will have its platters plugged via three major networks. . . . Vincent Lopez' arrangement of the new ditty, "Lucky," is a howey . . . The Maestro, whose predictions of things to come, are amazingly accurate, sees a bright future for the number.
Miller Lauds Lea Bill

BC Offering Shares To Public In New Issue

The National Daily Newspaper of Commercial Radio and Television

NEW YORK. N.Y., FRIDAY, APRIL 26, 1946

TEN CENTS

CBC Investigators

Montreal—The Canadian House of Commons has passed a resolution establishing a select committee on radio to study all aspects of the Canadian Broadcasting Corporation. Rev. E. C. Hennell (St. MacLeod) said the committee should be a standing one and provision should be made by parliamentary rules for an annual review of all government institutions.

Tokyo Pick-up

Loyd J. Valentine, adviser to General Douglas MacArthur and former police commissioner of New York City, will speak from Tokyo via shortwave during the "Gun Busters" broadcast to be heard on ABC Saturday at 9 p.m., EST. This will be the first of a series of three scheduled broadcasts from Tokyo by Valentine on the "Gun Busters" program.

La Guardia Asks Radio To Aid UNRRA Appeal

F. R. LaGuardia, director general of the United Nations Relief and Rehabilitation Administration, will appeal to radio next week to aid the government in the food conservation campaign with a view of stepping up shipments to the needy of Europe. LaGuardia plans to meet with network executives, officials of the Advertising Council, trade press and commentators, in New York for the (Continued on Page 2)

Gough Leaving SESAC; Plans Trip To Coast

Emile Gough, for the past six years with SESAC, has resigned his post and will leave for the Coast shortly where he will visit his son and grandson, the latter a newcomer whom he has never seen. Gough's plans are indefinite at present. Prior to joining (Continued on Page 2)

NBC Defines Web's Attitude On Clear Channel Issues

Washington—NBC yesterday advocated a "hands off" policy toward clear channel pending determination of new broadcast engineering standards.

Avoiding discussion of any other point than the program service of NBC-owned clear channel stations the FCC that final ruling on the fate of clear should follow setting of new engineering standards. Hugh M. Beville, Jr., NBC director of research, said that "the major issues in the clear channel question cannot be covered properly until the new engineering standards have been formally determined and the issues have been studied in the light of those standards."

The new standards are expected to be before the Commission in July. NBC has more clear channel facilities than any other network and is the licensee of three class 1-A clear (Continued on Page 3)

Press, Truman, Denny In Tribute To MBS

When Mutual welcomes the 300th station into the network fold tomorrow night—WKPR, Oil City, Pa.—on a special two-hour broadcast (9-11 p.m., EST), congratulatory messages from President Truman and Acting FCC Chairman Denny will be a part of the institutional program.

The special program, to be celebrated simultaneously in Oil City and the Mutual-Guild Theater in (Continued on Page 6)

FCC Program Report On CCNY Agenda

F. H. LaGuardia, Edgar Kokab, president of NBC; Adolph, Synge, ABC, Ed Byron, Hugh Beville, NBC; George L. Moskovitz, CBS, teo, and A. D. Willard, Jr., NAB, are among those scheduled to speak at the two-day Radio and Business Conference sponsored by CCNY at the Hotel McAlpin, Thursday. A banquet will be held Wednesday afternoon.

The largest panel discussion will be held Wednesday morning on "The (Continued on Page 4)

Province Denied Station; Canada Premier Critical

Regina, Sask.—Decision by the Dominion Government to refuse a transfer of CBIR, Moose Jaw, Saskatchewan to the Saskatchewan Government is "in infringement of (Continued on Page 2)
Civic Organization Cites WCAU Public Service (Continued from Page 1)

Board of Trade when a silver plaque "for an outstanding contribution to the future life of the community" was presented in recognition of "Career Forum" vocational guidance series. The presentation was made on the season's concluding broadcast of the series by A. L. Halbfest, president of the Chamber of Commerce and the Board of Trade and accepted by Joseph L. Tinney, executive vice-president of WCAU.

In his presentation Mr. Halbfest declared, "I know no other radio series that has done so much to help school children of today prepare for their ultimate good effect of these broadcasts on future business in Philadelphia will be far reaching. I speak for Philly business generally when I say we are grateful to WCAU for having taken the lead in preparing the young people to the Philly area for the future. I sincerely hope that this achievement will be an inspiration to others in the field.

Quincy Howe, noted CBS news commentator-analyst was the featured speaker on the last program.

La Guardia Seeks Radio Aid For UNNRA Appeal (Continued from Page 1)

purpose of setting up a plan to coordinate broadcasting activities.

In line with the UNNRA appeal for radio support, broadcasters in the wheat growing areas of Montana, Minnesota, North and South Dakota, Oregon and Washington, this week received a transcribed message from La Guardia for use on farm programs. Stations were asked to include the wheat growing appeal in current agricultural programs.

Boice To Succeed Lamphier As Gen. Mgr. of WEMP

Hugh Boice, formerly with J. P. McKeeney and Son, station representatives, said previously with station WMBD, Peoria, Ill., as commercial manager, will become general manager of WEMP, Milwaukee, Wis., effective May 1. Station WEMP, affiliated with the American Broadcasting Company, is owned and operated by the Milwaukee Broadcasting Company of which Senator Robert M. LaFollette, Jr., is a partner. Boice replaces Charles J. Lamphier.

Even Start

Those ponies usually get out of the stall... even up.

It's the challenge... and the stretch run that pay off at the windows.

Amazingly enough that picture up there was shot at Pimlico. (For you fellows who don't know—that's in Baltimore, the home of W-I-T-H, the sixth largest city in the U.S.A., where W-I-T-H delivers the largest number of listeners-per-dollar-spent.)

We hope you read the brackets, because we only started five years ago. Not quite even with the rest.

We did pretty well when challenging... and in the stretch.

Facts prove that W-I-T-H is your big buy in this continued prosperity town.

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Gov't Publicity Budget
Will Total $75,000,000
(Continued from Page 1)

Although the State Department has hit the headlines for its informational program, other government departments and agencies also expect to splurge this year, the budget bureau reported. The State Department's $30,000,000 "publicity" cost led the budget bureau's list, but other agencies are high in the running, the budget bureau's "little list" showing the following: Treasury Department, $11,000,000; Agricultural Department, $2,650,000; OPA, $5,572,000; Commerce Department, $2,000,000; War Department, $5,175,000; Labor Department, $1,450,000; Navy Department, $704,000; Interior Department, $367,000. Other agencies expect to spend smaller sums.

According to the budget bureau the money is being spent for the following: motion pictures, radio broadcasting, publications in hundreds of varieties, exhibits, lantern slides and lecture material, photography, paid advertisements and so on.

H. V. Koltenborn Honored
By N. Y. Advertising Club

(Continued from Page 1)

sent him with the club's Bronze Achievement Award. Accompanying the plaque was the following citation:

"We salute H. V. Koltenborn, dean of news analysts of the air. Working in the trail-blazing medium of radio, you have introduced many new techniques and have become one of the most effective pioneers of our time."

"Your masterful reports and interpretations of news events, during war and peace, have helped men and women on both sides of the world to keep abreast of the news, and further move to understand the full significance of each day's developments."

"For the accuracy, reliability and clear insight of your news broadcasts, from April 4, 1924, down to the present, we extend to you our admiration and congratulations, and present you with the Bronze Plaque Achievement Award of the Advertising Club of New York."
FCC Program Report
On CCNY Agenda

(Continued from Page 1)
Veteran’s Chances in Radio,” with Charles Burton, of the NAB, as moderator. Included on the panel are Nelson Schraeder, Radio Program Information Service; Ivor Kenyon, ABC; Mark S. Evans, WNYC; Pierre de la Cass, NBC; Herbert Rice, MBS; Samish, Beville, Ira Herbert, WNEW; H. L. Fishel, MBS; Leon Goldstein, WMCA; Robert Novak, MBS; Elsie Dick, MBS; Ted Cott, WNEW; S. C. Mark, Lefton Co.; Jo Ranson, WHN; Earl Ryan and Robert G. Snider, CCNY.

Wednesday afternoon there will be a session on “The FCC Report—Right Now,” with Kenneth A. Bryant, Syracuse University, as moderator. The entire panel includes Edward M. Brecher, Metropolitan Broadcasting Corp.; Attorney William J. Dempsey; Jack Gould, The New York Times; M. S. Novik, radio consultant; Robert K. Richards, Broadcasting; C. Maurice Witkin, WNYC will call of former Co-operatives, and “Jess” Willard. LaGuardia is slated to speak on “Freedom of the Air” at Wednesday’s luncheon, but it is possible that UNRRA affairs may keep him away.Ordway Tead, chairman of the N. Y. Board of Higher Education, will preside, and there will be features by John Kieran and Jack Glenn, senior motion picture director of the March of Time. Willard will preside at the annual awards dinner that evening. There will be a message of greeting from Mayor William O'Dwyer and talks by Kokab and Robert F. Elder, assistant to the president of Lever Brothers. The evening’s entertainment will be provided by the group of radio personalities and the broadcast by the Duke Studio of NBC, with Jack Loder as host.

Walking The Main Stem . . .

- - - Add radio divorces; Helen Menken and “2nd Husband”—after ten years. The offer Hillegerde received to appear at the Hotel Astor’s Roof this summer tops even Milton Berle’s fabulous fee at the Carnival . . .

Tony Provost, who just put the new click, “Hi, Jane” on WEAF, has a couple of other hot packages which will be making news before long. Jack and Tex McCravy, incidentally, form a high-powered team to back the strong oyem competition. . . . Rudy Valette wrote Harriet Van Horne that he may be everything else she wrote of him—but he is certainly not DULL. Hmn. . . . Chicago Times’ popular columnist, Irby Kupcian, in town making the rounds and Gary Stevens refers to him as the Chicago-getter. . . . Lunchees with the Fitzgeralds—Ed & Peggy—yesterday proved just as delightful as broadcasting with them on the air. Among other things, we learned that it took Popen 60 years to sell the station, and even her husband, on the idea of doing a man-and-wife broadcast. And now, look what she’s started! This “deed” doesn’t want to sell its lid to Max Marcin for ironing out the differences that caused the crack writing team of Pellittere and Finke to withdraw from “The FBI in Peace and War.” The boys are back together again and everybody’s happy.

-Give To Conquer Cancer—

- - - Jane Froman’s CBS audition Wed. p.m. for Roger White proved she’s got a voice to match her great heart and courage. Backed by Ray Bloch’s lively combo, if that show isn’t sold by the time we raise our next five o’clock shadow, we’re going right out and dispose of all our radio stock. (Both of them). In sum, the show’s Fromaatic

-Give To Conquer Cancer—

- - - Eileen Farrell signed for the summer Prudential Family Hour series plus Columbia records. . . . Eileen Burton show due to fade from NBC in four weeks. . . . Whole town’s talking about the swell Easter Parade reporting job turned in by Mary McNelis, Bea Grauer and Herb Sheldon. . . . Louie Quinlan, topflight scripter of “Ball of Fame” for the past year, is molling over three juicy offers these days. Two are from agencies to head their radio dept—and the third is from Warner’s to return to their scenario dept at five times the dough he formerly got. . . . Aside to Chicago network flack—Roll out the old welcome mat for one of N. Y.’s best known magazine gals, Jessyca Russell, who will be stopping at your Ambassador West until May 1st. While there she’ll do a Magazine Digest yarn on the Quiz Kids, among others, . . . Larry Douglas signed with Wayne King for the Durante summer spot. . . . Evelyn Knight has a new Decca contract. . . . Recommended: Clifford Evans’ big-time handling of the Harlem Stone Memorial program Tues. via WJLB—worthy of a major outlet. . . . Closing of “Women Bites Dog” was Broadway’s loss and radio’s gain. Frank Lovejoy is free for radio roles again. . . . Evelyn Pierce, supervisor of Daytime Radio at Compton’s, spoke to the girls of the Drama Dept at Sarah Lawrence College in Bronxville the other day on daytime radio. . . . Harry Wismore’s new deal to appear on “Headline Edition” nifty over ABC gives him 11 spots a week now. . . . After hearing Red Barber’s description of that non-hit game the other day, we’re come to the conclusion that Ed Heades are better than one.

-Give To Conquer Cancer—

- - - Question Marks: Is “The Thin Man” slated to fade for good? What were Phil Spitalny and those agency execs huddling about the other noontime at Shor’s? Is Ed Wolf bringing back “The O’Neills” on a twice-a-week basis? . . . Did Buddy Clark get the Carnation show as singing emcee? What outside pressure caused Frank Parker to drop his plans for a new radio station in Danbury, Conn? He already has raised the funds and applied for a license? . . . Does Ray Milland list the Rivoli Theater as one of his legal residences?

-Give To Conquer Cancer—

ABC Offering Shares To Public In New Issue

(Continued from Page 1) bankers. Consumption of the plan must await approval of the FCC and registration of the new securities with the SEC. None of the holdings of the present stockholders will be included in the offering.

Noble said that when the word passed into new hands in 1940, he “expressed the hope that it would eventually have the broadest possible ownership.” He continued, “I am satisfied that the progress which the American Broadcasting Company has made over the past three years justifies a broader public participation in its ownership.”

Proceeds will be applied also to improving and developing network facilities and to the payment of bank indebtedness, it was stated.

Navy Cites WLW’s Chase
 Cincinnati—Milton Chase, WLW Eastern expert and regular member of the Sunday NBC “World’s Front” panel, who spent seven months in the Pacific covering the fighting for WLW, has been presented with a U. S. Navy commendation for his service as a war correspondent for “outstanding service rendered to the United States at war as an accredited Navy war correspondent.” The commendation was signed by Secretary of the Navy James Forrestal.

ROSS FEDERAL RESEARCH CORPORATION

Sixteen years of re-putable and efficient service to national advertisers, agencies and radio stations.

Executive Offices
18 E. 48th Street
New York 17, N. Y.
WFBR gets Billboard Award for "Hobby Club of the Air" and special mention by Variety for work on Children's Programs.

Two more examples that WFBR—Baltimore—is a living, breathing radio station that accepts full responsibility of a radio station's duty to the community.

This duty has always taken the form of civic, charitable and church support and in the cases noted by Variety and Billboard of initiative in programs that have to do with the welfare and education of Baltimore children.

This is typical of WFBR—Baltimore's only Radio Station that attracts large studio audiences and crowds of daily visitors—the only Baltimore Radio Station that gives all the glamour of Radio City in smaller replica.

Not just a spot on a dial, WFBR delivers the real Baltimore listener—the one who listens and buys.
Miller Lauds Passage Of Lea Bill
As NAB 2nd District Opens Meet

(Continued from Page 1)

course of which two specially adapted radio programs provided a hilarious hour of entertainment. Morning session of the two-day NAB meeting which opened yesterday at the Roosevelt Hotel was keynoted by President Justin Miller who spoke for more than an hour reviewing and highlighting the activities of NAB since he took office last year. Kolin Hager, of WGY, launched the first question. Another strong presenter. Miller was followed in the afternoon by other NAB officials, including Frank Pellegri, who spoke on the connection between sales and A. D. Willard, Jr., executive vice-president, spoke on employer and employer relations.

Passage of the Low-Vandenbergh Bill, curtailing the powers of James C. Peppilvio and the AFA, "is the most major legislative victory ever achieved by the broadcasting industry since its inception, and further legislative action is expected to follow. Justin Miller said as the second district meetings opened.

Although many "perfectionists" in the industry felt that the new law is not comprehensive enough, Miller explained that this major achievement may be compared to the long and finally successful struggle for an alcoholic beverage law. The idea had been in the air for some time. The amendments were ultimately adopted. These aims, he said, will be accomplished in a step-by-step program. Another strong suggestion of Congressional attitude toward the radio industry, NAB president pointed out, is clearly made in the passage of the bill, which offers "conclusive proof" that Congress is not unfriendly to it, as has hitherto been suggested.

Kolin Hager attacked the recent FCC programming order, and suggested that broadcasters challenge the legality of the order. He emphasized the demand for equal time to public service, public interest, etc.

Luncheon Session

Joint luncheon session with the Radio Executives Club of New York heard a short talk by President Miller and Murray Grabhorn, Rec president, announced the new two meetings, the latter which is to be the final one of the season, Grabhorn said that the next meeting will take place May 3, and the new president will select a nominating committee for election of officers for the coming year.

On the dais were seated: Hugh Feltis, president of the Broadcast Measurement Bureau; Dorothy Lewis, coordinator of listener activity for the

NAB; A. D. Willard, Jr., executive vice-president of NAB; Frank Pellegri, charge of sales, NAB; John McNeil, manager of WJW; Justin Miller; Murray Grabhorn; Kolin Hager, Director of District No. 2, Jack Kenyon, chairman, Second District; Robert Scholl, public relations chairman of the district; Frank Brenner, engineering chairman and Arthur Giddings, executive assistant to WAB.

Backed by a lively orchestra conducted by Mort Harris, the festivities opened with "Leave it to the Girls."

JUSTIN MILLER

(Continued from Page 1)

In tribute to MB"... Four of the NAB board of directors have been asked to present the annual address to the association and to answer questions. The four are: E. E. G. Johnson, who is retiring as president of the American Association of Advertising Agencies; A. D. Willard, Jr., executive vice-president of NAB; Frank Pellegri, charge of sales, NAB; John McNeil, manager of WJW; Justin Miller; Murray Grabhorn; Kolin Hager, Director of District No. 2, Jack Kenyon, chairman, Second District; Robert Scholl, public relations chairman of the district; Frank Brenner, engineering chairman and Arthur Giddings, executive assistant to WAB.

Backed by a lively orchestra conducted by Mort Harris, the festivities opened with "Leave it to the Girls."
NAB Meet Draws Executives From NYC, Upstate, Jersey

Among those registered at the NAB 2nd District Meeting were: E. L. Trudnow, WOKO, New York; W.B. Stone, WOR, New York; and W.B. Rorie, WOR, New York. Among the other registrants were: R.W. Reynolds, WOR, New York; J. F. Ries, WOR, New York; and E. L. Trudnow, WOKO, New York.

THOMAS AITKEN, JLL, recently released by the Navy, joins McCann-Erickson's foreign department. Formerly with S. & G. Gum Co. of San Francisco, Aitken will be assigned to one of McCann-Erickson's Latin American offices after a period of training in their New York office.

CHARLES KOONS, president of Koons-Beebee Associates, Inc, New York City, manufacturer of the new Karen Dial-O-Matic Pressure Kooker, announces that his firm will soon release a campaign through Paris and Pearl, New York City, Radio, as yet, is not included in the plans.

Mrs. Vera J. Muenzer, assistant treasurer of Anderson, Davis & Plate, has been appointed space and account buyer for a group of the agency accounts, including all those in the homefurnishings field. George DeSoto will relinquish media functions to devote his full time to account executive duties.

NOW THE FIRST

MAJOR IMPROVEMENT
in radio facilities in years
FOR MINNEAPOLIS • ST. PAUL

5000 WATT DAY and NIGHT

WLOL

MUTUAL-BASIC

Announced between NBC and CBS on the dial

NORM BOGGS

General Manager
FOR YOUR SUMMER REPLACEMENTS
12 OUTSTANDING RADIO PROGRAMS AVAILABLE AT REASONABLE PRICES STARRING HEADLINE PERSONALITIES

DUNNINGER SUMMER REVIEW
Music, comedy, audience-participation, prizes — TELEPATHY BY DUNNINGER!

CAL TINNEY’S CALENDAR
Edwin Franko Goldman’s band, a chorus of 25 voices, guest soloists, and Cal Tinney spotlighting special events of the week across the country.

NOT A GHOST OF A CHANCE
Quiz show emceed by a ghost who heckles contestants — fun and cash prizes for all!

AMERICAN SPORTSMEN’S SHOW
Designed for the 26,000,000 sportsmen in the U.S., with adventure in the great outdoors, hints for the chase and the catch, tales of wild life.

D’ARTEGA’S ALL GIRL ORCHESTRA
Music on the distaff side in a summer concert, with Bess Myerson (Miss America) as piano soloist.

ADVENTURE FOR HIRE
John Loder as Captain Clint hires out his ship for adventure to strange ports of call.

NEWS IN A NUTSHELL
Accurate, concise, keen reporting by Frank Singiser.

IT’S YOUR TURN
Quiz show that turns the tables on emcee Perry Ward. He takes the consequences!

MELODY U.S.A.
Musical-dramatic panorama of America — script by Arthur Henley, score by Irving Landau.

PRIMA DONNA
Musical-dramatic silhouettes of the famous divas, featuring Vivien Della Chiesa.

CROOKED SQUARE
A weird mystery series of complete-in-one-episode adventures by Janet Huckins.

ADVENTURES BY MORSE
Transcription series of mystery stories by Carlton E. Morse.

Daniel S. Tuthill, Vice-President, Director of Popular Division
NATIONAL CONCERT AND ARTISTS CORPORATION
711 Fifth Ave. • New York City 22, N. Y. • Plaza 3-0820
NAB States Lea Bill Policy

M 'Confusion' Cited At 'Channel' Hearing

Washington Bureau RADIO DAILY
Washington—The FCC on Friday said FM "confusion" given as a reason for continuing AM broadcasting in low-budget educational institutions. Unnecessary.

Though FM is usually regarded as a "poor man's radio," J. M. Nalty, director of education at the University of Minnesota, owner of KUOM and the Commission the station has applied for an FM license because of this confusion. "KUOM," he said, "was best known for its AM service for several years."

(Continued on Page 4)

CPA-OPA Pledge Aid To Radio Industry

CPA and OPA have pledged cooperation with the radio industry in broadcasting production bottlenecks. OPA reported last week following a two-day conference with Government officials in Washington. "Prompt action" on price adjustments for set manufacturers, with the issuance of a formal order this week was promised by OPA, NMA said. OPA officials also said that an order raising the prices will be issued "momentarily."

(Continued on Page 7)

Press Wireless To Begin Shortwave Experiment

Press Wireless was granted an experimental license by the FCC on Thursday to inaugurate a shortwave radio news service to broadcasters in the United States on an experimental basis.

(Continued on Page 2)

FCC Program Report Considered By ACLU

The radio and advisory committee of the American Civil Liberties Union met at a luncheon Friday at the Hotel McAlpin and heard in the proposed regulations and probable effects of the recent FCC programming report in an effort to establish a basis of policy in relation to it. Under the chairmanship of Thomas...

(Continued on Page 4)

Bright Outlook Indicated In Annual Philco Report

While sales of the Philco Corp, last year dropped to $18,433,976, as compared with $18,313,305 in 1944, prospects for the coming year are bright, according to the annual report to stockholders by John Ballantyne. A small increase in sales is predicted as a result of increased advertising and the anticipated sale of the company's new "Philco" line.

(Continued on Page 2)

Vacation Note

Although Peg Lynch and Allan Bince, pins-pals in "The Private Lives of Ethel and Albert," ABC co-op program, are taking a short vacation starting Friday, their listeners still will hear them. The web has compiled listener requests for repeats of certain chapters in the series. The station's having the most votes will be broadcast during the stars' absence.

(Continued on Page 5)
Coming and Going

WILLIAM A. SCHULTZ, JR., Eastern division manager for CBS, is in Pensacola, Fla., where today and tomorrow he will attend a regional meeting of the Network.

LUTHER MILL, Vice-president of CBS Broadcasting Co., arrived in New York late last night on station and network business. He conferred at the offices of 30 Rockefeller Center.

BERT POWELL, manager of KGGF, Garden City, N. Y., an affiliate of the American network, was in town Friday on station business.

BENEDICT CORRIGAN, Jr., president and general manager of WIP, Philadelphia, is back at the home offices after having spent Thursday and Friday in New York.

CHESTER McCracken, radio director of Popular Films, Clift and Sheffrin, Inc., is spending two weeks in Hollywood, on business relating to the Atlas Young show.

CHICO MARX has arrived for a short visit in New York and also spent a week in Carmel, N. Y., with his family.

A. I. Joscely, manager of WCCO, Columbus, Ohio, has returned to Minnesota following short visits in New York and Chicago.

HERB LANDING, of the radio publicity department at Keenan & Eckhardt, was in Boston over the week-end. On Saturday, he covered the "County Fair" paperbag-plant broadcast which originated on the stage of the RKO Theater.

HENRY P. JOHNSTON, managing director of WSGN, Birmingham, Ala., an affiliate of ABC, paid a call last week at the headquarters of the network.

WATSON DAVIS, director of "Adventures in Science," heard over the Columbia web, a lecture for White Sand National Park, where he will observe the forthcoming rocket test.

JOHN P. FOLLMER, master of ceremonies on the "Ladies, Be Sweet!") program, has returned from a short trip to Alabama, where he visited with his sister.

Press Wireless To Begin Shortwave Experiment

(Continued from Page 1)

basis. Details of the plan and stations to be served will be announced following a conference with FCC officials, the latter of which will be attended by a number of WGN officials.

Phillips In Hollywood To Originate Serial Shows

(Continued from Page 1)

was accompanied by Art Giandrea, radio director of "Masquerades.

Anson Gets KFWB Post

Los Angeles—Bill Anson, veteran Chicago disc jockey and game was elected by Los Angeles radio executives and trade press to conduct KFWB's daily three and one-half hours of recorded music program. Six other candidates from east competed being picked by private lines to Ambassador Hotel, where advertising men and trade press were guests of KFWB. Each of contestants knew he was being auditioned but none knew audition was competitive.

Bright Outlook Indicated In Annual Phlaco Report

(Continued from Page 1)

president, and Larry E. Gubb, chairman of the Board. The decline was attributed, in large part, to cancellations of war contracts after V-J Day.

The net income in 1945 was $2,577,236 or $1.91 per share of common stock after taxes and adjustment of re- ports, the earnings reflected a net income of $5,915,452 or $2.65 per share the previous year. Rennegotiation has not been concluded for 1945, the report said, but the earnings reflect provision thereafter.

The sale of the report read part, "Philo continues its search and development program in the field of television. This includes television receivers, television broadcasting and radio relaying. The possibilities of radio links for television and general relaying seem even greater than a year ago. Over a period, they may replace present wire communications systems to a very considerable extent in view of their low installation and maintenance costs as well as dependability of the service rendered. The company therefore plans to extend this link research program with special emphasis on the microwave relay field."

According to the report, the first Philo video receivers should be on the market late this year.

The long and short of it

That's such an obvious picture...and such an on-the-nose caption...maybe you won't have to see this ad all the way through.

But the sales points in Baltimore radio are just about as quick that headline. And here they are.

Baltimore is the sixth largest U. S. city.

It contains five radio stations.

Of the five stations it is the independent, W-T-I-H, that delivers more listeners-per-dollar-speech than any of the other four stations.

Facts are available that put W-T-I-H is the buy.

Sorry...that took a little long than we thought.

W-I-T-I
and the FM Station WSMX
IN BALTIMORE
TOM TINSLY, President
REPRESENTED BY HEADLEY
IT'S HERE!
NEW ENGLAND'S FINEST
RADIO NEWS SERVICE
ON
WHDH
IN BOSTON

FIVE-MINUTE NEWS PROGRAMS...
EVERY HOUR ON THE HALF-HOUR FOR
THOUSANDS OF LISTENERS TUNED TO WHDH

Effective Monday, April 29, WHDH takes the lead in NEWS Service in New England. Every hour on the half-hour, from sign on to sign off, WHDH spots a five-minute news period! Twenty-one news programs every twenty-four hours!

Full facilities of the great Boston Herald-Traveler, New England's leading newspapers, in cooperation with a complete WHDH news writing and reporting staff provide the most comprehensive news coverage of any New England station.

Place your sales message where it reaches wide-awake listeners. Buy time now while select spots are available. Plenty of power—5,000 watts—and a clear channel at 850—to bring your message to alert New Englanders.

An extensive promotional campaign now under way will create thousands of new listeners—a big bonus for wide-awake advertisers.

This is the first of WHDH innovations which will make it a "must" station. Buy NOW, to get the most favorable time spots on WHDH.

WHDH
BOSTON
5,000 watts at 850 on the dial

• • REPRESENTED NATIONALLY BY ADAM J. YOUNG, JR., INC. • •
(Continued from Page 1) eral years, but there has been so much confusion of late in the field that we have not yet applied for a license.

"When that confusion clears up we will apply. However, I think it would be a dereliction of our duties as broadcasters if we let standard broadcasting go now and devote all of our activities to FM."

Pressed by the Commission, Nally said the confusion resulted from the small number of FM sets contemplated and the Government's ban on most commercial construction.

From another witness before the clear channel hearing came the request that state-supported educational radio stations be given increased pow- er and longer broadcasting hours.

W. T. Griffith, director of KOI, Ames, Iowa, owned by Iowa State College of Agriculture and Mechanic Arts told the FCC that "radio stations have a distinct mission to perform in serving the geographical area in which they are located."

Answering criticism by counsel for the clear channel broadcasters that KOI was pleading its request for additional time on the 540 channel, Acting FCC Chairman Charles R. Denny indicated the procedure the Commission expected to follow in its decision. Denny said the Commission would first enter a general decision indicating what facilities might be available. There would then be a period of 60 days in which "all comers" would be given an opportunity to apply for whatever new facilities might be made available.

Honoring Mrs. Roosevelt

Leaders in the theatrical field—motion pictures, stage and radio—will be present at the dinner in honor of Mrs. Eleanor Roosevelt sponsored by the Atlantic Symphony of the United Jewish Appeal of Greater New York next Tuesday, April 30, at Sherry's. It was announced yesterday by Billy Rose, chairman of the division.

"May I listen to your radio a while, lady—I don't want to miss Terry and the Pirates on WDFD Flint."

FCC Program Report Considered by ACLU

(Continued from Page 1) R. Carlsdon, 28 representatives from the major networks and New York Independent stations exchanged opinions on controversial issues outlined in the program report, its legality and constitutionality. These opinions, believed to tentatively endorse the report, will be presented in the form of a statement to the Union's executive board for further consideration at a close session today. Results of these discus- sions will be disclosed at a late date.

Public Hearing in Future

A public hearing, designed to provide the radio industry with an opportunity to express opinion on merit of the Commission report, will be held by the ACLU at a future date.

Labor Program Cancelled; UAW Protests To FCC

(Continued from Page 1) station a renewal of its license. The union said WKRC indulges in "excessive commercialism" and on Dec. 2, cancelled a program entitled "The Rights of Labor" shortly after the beginning of the lengthy strike against General Motors. The program was sponsored by the Catholic Archdiocese of Cincinnati.

"The action of WKRC in censoring the program," the UAW petition said "and in penalizing the Archdiocese of the Catholic Church for proposing to broadcast such a script by canceling the series, constitutes restraint upon freedom of speech."

Baltimore's Great Food Salesman

HE SELLS THRU THE AIR WITH THE GREATEST OF EASE

EDWARD PETRY & CO., National Representatives
RMA Plans Meeting
On Industrial Relations

(Continued from Page 1)
in the topics scheduled for the panel sessions and the program, it was an-
nounced that all sessions will be open
to any radio industry representatives,
regardless of whether they are members
of RMA, and to the press.

Dr. W. E. Gelhard, a noted author-
ity on industrial relations, of Chicago,
will speak at the Tuesday luncheon,
May 21, on "The Scope and Functions of
the Industrial Relations program."

William H. Davis, formerly chair-
man of the War Labor Board, and
other prominent persons in labor
management affairs will participate in
a panel discussion on "union and em-
yee responsibility" on Wednesday
afternoon.

Craig Lawrence's Parents
Killed In Train Wreck

(Continued from Page 1)
after spending some time with Craig
Lawrence and family at their home
in Stamford, Conn. Craig left by
plane Friday morning from New York
upon receiving news of their death.

Stork News

Mr. and Mrs. Hal Davis, Thursday,
became the parents of a seven-pound,
10-ounce son, Richard Paul, born at
Woman's Hospital in New York. Mr.
Davis is publicity director for Ken-
yon-Eckhardt Agency.

THE WEEK IN
RADIO

ANPA Mulls Radio

(Continued from Page 1)
ins. The NAB Small Market Sta-
tions group held a meeting in Wash-
ington.

When UN settles plans for location
of the Flushing Meadow and Lake
view (Long Island) sites, broad-
casters will seek more working space.
FCC agreed to alter its definition
of "wire programs," and suggestions
will be made to the industry shortly
proposed by INS. As ANA
used its meetings members voiced
strong desire to retain CAB's rating
cyber... CBS successfully trans-
mitted color television over the New
York-New Jersey coaxial cable,
images were flashed back and forth
over a 450-mile distance.

Networks were re-arranging pro-
gram schedules as cities made last-
minute changes regarding shift to
daylight saving time... The Lea Bill
law, will not affect contracts exist-
ing between AFM and recording and
transcription firms... Petrillo, how-
er, notified transcription and re-
 cord ing firms of an intention to boost
its scale next October... Mutual
aged a special two-hour show Sat-
urday as WKRZ, Oil City, joined the
net as the 30th outlet. President
Garman and FCC's Denny sent con-
tulations... NBC advocated the
commission adopt a "hands off" policy
wards clear channels pending de-
termination of new engineering stand-
ards.

The Peabody awards were made at
luncheon at the Hotel Roosevelt...
3S proxy Frank Stanton warned
against danger of retarding FM de-
velopment if AM frequencies are re-
located... ANPA members saw
coincide newspaper transmitted via
VS to the Waldorf... The nation's
first school of communications en-
compassing radio, tele, etc., will re-
open in the expansion of the William
Allen White Foundation... FCC an-
nounced 38 new grants for FM. Total
annual grants are now 428.

Tremendous prosperity created initially by war production and
continuing now in reconstruction places Michigan second to none as
the most progressive and fastest moving market in the world.

Yes, the magnifying glass does make things much easier to see
... And it is easy to see that through the Michigan Radio Network
you are especially focused on the major radio markets of Michigan
in the key centers of population. The Michigan Radio Network is
specialized to cover 95% of Michigan radio listeners and to deliver
your sales message to the major buying power that often
remains untouched by a single high-powered station.

Tremendous prosperity created initially by war production and
continuing now in reconstruction places Michigan second to none as
the most progressive and fastest moving market in the world.

SEND BIRTHDAY
Greetings To—

April 29
Duke Ellington  Dick Leibert
Harry N. Dittman  Jon Martel
Robert Eastman  Mary Chase

LEN STERLING
LA 4-1200

WHBC
THE LARGEST
SYNDICATION MARKET
IN THE 48 STATES

Represented by BURN-SMITH Co.

THE MICHIGAN RADIO NETWORK
1270 STRON BUILDING - DETROIT 6, MICHIGAN

Represented by the Paul H. Rynstra Company
NAB Tells Policy Regarding Lea Bill As 2nd District Meeting Rebuffs FCC

(Continued from Page 1) "Radio's Second Chance," is credited with having obtained for the NAB's interests of radio programming in the U. S., Siepmann was chosen as a speaker after it was learned that neither Charles Dolan, FCC head, nor Commissioner Durr would be available due to sitting on clear-channel hearings. Siepmann took the position that the FCC was within its full rights in issuing the Blue Book and defended the Commission on all counts. However, he stated that unfortunately, the FCC should have issued the Blue Book many years ago and that it was probably unfair to the broadcasters to hold the road led by the FCC, which, by keeping quiet, has tacitly inferred that the broadcasters were on the right track, when, as a matter of fact they were not.

Miller's Rebuttal

This talk took place in course of the Program Managers' Clinic, of which John McNell, manager of WZIQ, was chairman, McNeil, following Siepmann's talk asked Justin Miller whether he would like to offer a few remarks on the subject to which Miller quickly acquiesced. Miller in rebuttal scored the FCC's action in its entirety as being written by attorneys, and it was not a question of whether it should have been better written, but "better it had not been written at all." He challenged the FCC's Blue Book to stand up in any court or other such body since it was clearly a "legal brief" and only one-sided.

Failure to include any examples whatsoever of the good things in programming that the broadcasters have done over the years, stamper the "brief" as prejudiced from the start. It sets no example for the broadcasters, Miller said, but merely delineates the bad, at least bad in the opinion of the FCC.

Miller concluded that the broadcasters should have the FCC's brief and used the quotation to the effect that "to keep our liberty, we must meet our responsibilities" and toward that end, believed the broadcasters should take the offensive against the FCC and any action that held down free utterance.

Preceding Siepmann, Bruce Robertson spoke on the "untrustworthy" procedure of the FCC with regard to the programming report "in underhand manner" and doubted "whether the Commission could be trusted in this regard.

Bringing the district meeting to a close, was Miller's frank picture of getting together with J. C. Petillo, president of the American Federation of Musicians, Miller made it clear to all that there was common ground somewhere upon which the NAB and the industry could come to terms with the AFM. After explaining how he and Miller On FM

Justin Miller, president of the NAB, in course of rebuttal to Charles Siepmann's defense of the FCC Friday, pointed out that all was not well in the thinking of the AFM, especially if it was going to continue to suppose that men going into the FM broadcasting business would see a profit in a hundred thousand dollars be will to give ideal programming with a minimum of commercial time spent.

In this case, Miller stated, there will be "a considerable number of bankrupt broadcasters around within the next few years." He summed up with the opinion that "all at times with the NAB in meeting with representatives in Chicago and subsequently two meetings in New York."

The AFM, the NAB proxy believed that future problems would be ironed out without a knock-down and drag-out fight. He was in favor of each broadcaster negotiating with the musician union on his own and stressed the fact that the NAB as an organization would not take the cudgels in any violation of the Lea Bill by the AFM.

Re Lea Bill

In this respect to avoid violation of the Lea-Vandenberg law was criminal in nature and would be prosecuted by the U. S. attorneys. When a broadcaster has cut out but merely delineates the bad, at least bad in the opinion of the FCC.

Miller concluded that the broadcasters should have the FCC's brief and used the quotation to the effect that "to keep our liberty, we must meet our responsibilities" and toward that end, believed the broadcasters should take the offensive against the FCC and any action that held down free utterance.

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Engineeirng Session Held

Frank V. Brewer, of WAAZ, presided at the engineering session. Up a portion of the FCC and General Electric stated that television equipment would be forthcoming late this year and early in 1947. RCA stated that it would be in a position to deliver equipment in the fourth quarter of 1946, but that studio cameras would be ready early in 1947. Equipment to be delivered at the year-end includes transmitters for all 13 channels.

Comment on RCA's claim that it was not as far advanced in production as RCA due to strike, but by the end of this year would have ready complete studio equipment for the first quarter of 1947 and tele transmitters.

Mike Hanno, of WHCU, was elected the chairman of the Second District NAB for the coming season. He succeeds Kolin Hager, of WGY.

Resolutions

The resolutions committee of the Second District NAB approved and adopted resolutions at the closing afternoon session of the two-day meeting, with particular emphasis on the FCC program report. First resolution was a decision to challenge FCC's "warranted assertion of authority" and the authorization of NAB to take steps to contest its authority. Second was a pledge to support BMI, Inc. by permitting by broadcasters to use more BMI music. The third resolution was a unanimous pledge of "loyal support" to Justin Miller as president of NAB committee. The resolutions were adopted first six months at the helm of the organization.

Walter S. Fischer

Walter S. Fischer, president since 1923 of Carl Fischer, Inc., died Friday, of a heart attack.

Mr. Fischer was born in New York City in 1882, and was educated at the Horace Mann School. He entered the family publishing house at the age of 17, joining his elder brother, Carl Jr., who was already active in the firm. Upon the death of his father, Carl Fischer, Sr., Walter Fischer assumed full responsibility in the firm. As the head of one of the largest and oldest music publishers in the United States, Acquiescence in the Commission's interpretation of the Communications Act that interpretation constitutes an overriding of the limitations placed by the act upon the powers of the Commission. It constitutes also a flaunting of the right of freedom of speech guaranteed by the Constitution of the United States. Acquiescence in the Commission's interpretation, therefore, would have constituted an surrender of the people's right to a free radio. Under the circumstances it was necessary to send out an immediate warning. This we did."
NCAU Color Tele Tests Planned In Near Future

(Continued from Page 1)

... and the RMA’s committee’s report of unequal distribution of basic materials in short supply which have curtailed production of radio cabinets and some parts will be investigated. Meanwhile, RMA released text of a reply from John W. Snyder, director of OWM, commenting on the RMA report to OPA. In the letter, Snyder said: “I have read your presentation with a great deal of interest, and realize that you have had a tremendous number of production problems. I am hopeful that the OPA, through the decontrolling of a great volume of items, will have more time to apply to those remaining under control and will be in a position to give prompt service to hardship cases.” The committee on industry production problems decided to delay sending copies of the report to members of Congress in the hope that prompt relief will be afforded the industry by OPA at forthcoming conferences with industry representatives on “bottleneck” components.

NOW THE FIRST MAJOR IMPROVEMENT in radio facilities in years

5000 WATT* DAY and NIGHT

MINNEAPOLIS · ST. PAUL

WLOL
MUTUAL—BASIC

Located between NBC and CBS on the dial

NORM BOGGS
General Manager

*CP granted, in operation in May, 1946.
Thanks Everybody.
Each Year We Have
The Opportunity
Of Making Radio
Annual Bigger &
Better That’s Why
We Get a Kick Out
Of Doing So
Radio Now Overstaffed

FCC Gives Approval To ABC Recorded Sked

Washington Bureau, RADIO DAILY
Washington—Request of the American Broadcasting Company for permission to use network transmissions during the daylight savings period was given conditional approval by the FCC for a period of 30 days. In a letter to ABC, the Commissioner said: “You point out in your letter that some of your affiliates will be operating on daylight saving time while others will be on Standard Time, and that accordingly the American Broad-

(Continued on Page 7)

ABC’s Mt. Wilson Site
Okayed By Forest Service

West Coast Bureau, RADIO DAILY
Hollywood—ABC has received approval from the U. S. Forest Service for its new television-FM station site on the summit of Mt. Wilson. It was announced here yesterday by Don Searle, vice-president in charge of the Western Division of the network.

She has been selected and prepared, but actual construction is contingent upon the FCC granting ABC’s applications for the stations. Location of

(Continued on Page 2)

“Stairway To The Stars” New Philo Show Title

Effective with next Sunday’s pro-
gram, the Philo “Radio Hall of Fame” program on ABC 6-6:30 p.m., EDT, will adopt the title of “Stair-
way to the Stars.” The-in with the Paul Whitelane name on this angle is due to the many current stars he helped up the “stairway.” With

(Continued on Page 2)

New Tag Line

New tag line on stations of MBS is as follows: “This is Mutual, the world’s largest network.” Web which last week signed its 300th affiliate, is not expected to stop at 300, however. Understood that by the end of the current year, MBS will add a possible 40 or 50 additional outlets. Three years ago it was considered fantastic when a goal of 200 was mentioned.

Heavy Advance Reservation
For N. Y. Radio Conference

With an advance registration of 200 attendees, an increase of 100 per cent over last year’s wartime meeting, the 2nd Annual Radio and Business Conference, sponsored by the City College School of Business, will get under way today at the Hotel McAlpin, New York. Conference will continue through tomorrow night culminating in the National Radio Awards Dinner when prominent speakers will be heard. As already announced in these columns, five plaques will be awarded to radio men and advertising agencies, also certificates of merit as well as several honorable mentions.

Part of the proceedings will be broadcast over station WNYC, which will include the television and FCC talk. Other stations will pick up broadcasts or record them for delayed programming. One of the highlights of the Conference will be the opening

(Continued on Page 5)

Networks And Stations Survey Reveals Radio Finding It Difficult To Place Ex-Servicemen Applicants

Says FM Will Lessen AM Commercial Value

Washington Bureau, RADIO DAILY
Washington — Commercial value of high-powered standard broadcasting is “bound to be diminished,” by FM, Mark Ethridge, vice-president of The Louisville Times and The Courier Journal (WHAS), told the FCC yester-

(Continued on Page 6)

Record In Grants Chalked Up By FCC

Washington Bureau, RADIO DAILY
Washington—In the six-month peri-
ods since V-J Day, August 14, 1945, the FCC has granted applications for 173 new standard broadcast stations, 425 FM stations and 8 television stations, a survey revealed yesterday. Except for a scattered handful of AM stations, however, none of the stations are commercial. Many FM applicants are

(Continued on Page 2)

Circus Moves To DuMont: WABD To Televis 8 Acts

The Circus will move into the new DuMont—John Wanamaker television studios tomorrow night (Wednesday), when eight acts from Ringling Bros-

(Continued on Page 6)

Crime Pays Off

ABC seems to have cornered the market, in New York at least, on relating crime experts who have completed long and outstanding careers. Having acquired Louis J. Valentine for “Gang Busters” a while ago, ABC has now signed Mary Sullivan, ex-director of police-women for a new series. Miss Sul-

www.americanradiohistory.com
Coming and Going

CHARLES P. HAMMOND, director of advertising and promotion at NEC, is back at his desk on an extensive tour of the nation for the network's 1946 station meetings.

CICIL D. MASTIN, general manager and station director of WINS, clothed in the new suits in downtown New York, N. Y., on a short business trip.

JOSPEH B. CARRIGAN, president of KWFT, is in Los Angeles, Cal., for his first on station and network business. Confirmed at the headquarters of the Columbia network.

JOHN M. OUTLER, Jr., general manager; M. P. POLLACK, commercial manager of the station, and MARK TOULSON, production manager, attended the Pencoski meeting of the 5th District, NAS.

CLIFFORD C. HARRIS, technical supervisor at WNYC, turned to Philadelphia following two days in New York for contact at the offices of the Mutual web.

MUTUAL'S "300" Party
In 2-Hr. Show For WKRZ

Mutual's "300" party last Saturday night welcoming WKRZ, Oil City, Pa., into the network fold via a two-hour special broadcast with shows originating from various points throughout the country brought most of the web's talent to the mike at some time or other throughout, with Iris Maxwell as hostess and Tiny Ruffner as emcee.

Originating in New York from the Guild Theater, show went off very well from a production and direction angle, including the number of cuts and switches from various cities on the web list, with several of the special shows featuring two-way participation.

Special programs on the broadcast included most of the regular web features as: "The Harry Savoy Show"; "Leave It to the Girls"; "20 Questions"; "Break the Bank"; "Exploiting the Unknown"; "Erskine Johnson in Hollywood"; "Superman"; "Snow Village Stories." Featured network commentators Cedric Foster, Henry J. Taylor, Quentin Reynolds, Fulton Lewis, Jr., and Arthur Hale were also heard.

The network also introduced its new tag line: "This is Mutual—the world's largest network" on the show, and used it on all station breaks during and following the show.

From Hollywood, Erskine Johnson interviewed Dick Powell, screen star, who portrays "Richard Rouge" of "Rogue's Gallery;" Donald Crisp, soon to be heard on a new show beginning this Saturday titled "Jonathan Tangle, Esq."; Basil Rathbone and Nigel Bruce of "Sherlock Holmes" were also heard from the Coast, Rathbone's rendition of Shakespeare's monologues still one of the highlights of an altogether thoroughly entertaining program. Missing from President Truman and FCC's Charles Denny to the web and its new affiliate were read in addition to a special tribute by Edgar Kobak, Mutual's president.

Record In Grants
Chalked Up By FCC

That's the Chinese junk "Monol" as seen when it arrived on the Atlantic Coast some time ago.

This fundamentally designed ship has been part of Chinese culture for thousands of years.

"Fundamental... that's the word that is the answer to long enduring, successful ships... countries... businesses... radio stations!

Down here in Baltimore we've stuck to fundamental programming. We've never deviated. What we do seems as solid as can be, because W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big five-station town. W-I-T-H is the successful independent.

Kenyon Brown, manager of KOA, Oklahoma City, arrived late last week for conferences at the headquarters of the Columbia network, which that station is affiliated.

Martin Block, who has been on the West Coast with the Chateauflair Studio Club, left Sunday by plane for New York.

Hugh M. Beville, Jr., director of the NBC research department, has returned from Washington, D. C., where he testified at the FCC hearings.

Jocko Maxwell, sportscaster on WVDC, has returned from Philadelphia, where on Saturday he covered the Penn Relays.

Dorothy Claire, vocalist, leaves New York Thursday for Hollywood, where she is looking for gee chances on several radio programs.

E. J. Frey, station manager and promotion director of WBZ, in town from Watertown, Conn., on station and network business.

Long time been around

That's the Chinese junk "Monol" as seen when it arrived on the Atlantic Coast some time ago.

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Listen to the new Mutual programs over your neighborly MBS station. Increasing recognition of our progress comes from radio artists and station men; from advertisers and their agencies; and from listeners themselves. The combination of better programs plus expanded facilities is the solid base on which we are building this network.

*300th station, WKRZ, Oil City, Pa., added April 27, 1946
Notes From An Aisle Seat. . . !

- Schick, still undecided about what show to insert in their 1:30 p.m. Monday night spot slated to start in two weeks via CBS, had Arch Oboler's famed "Lights Out" series with Boris Karloff piped in from the west at five o'clock this morning for a try-out. Incidentally, that's this we heard about Doug Coullier joining Bow to head up their radio dept over Paul Monte, . . . Radio Row shocked to hear of Arthur Godfrey's sudden collapse yesterday morning right after his 9:45 show. . . . Is Kay Kyser going to a half-hour in the fall? They're looking for another show to fill in the other half. . . . It's a boy at the Herb Mosses. Pop is Hildegard's producer-director. Hildegard, incidentally, parts company with Raleigh in June. To date, she's had four offers from other sponsors so it doesn't look as though she'll be out of work long. . . . Story going the rounds about Milton Berle becoming v.p. in charge of comedy at Mutual denied by the web. . . . Alce Templeton into the Bergen summer slate.

**Give To Conquer Cancer**

- "Calling All Girls," a Ziv show scripted by Ken Lyons, capped the CCNY award for the best-transcribed show in radio for the nation's youth, for the 2nd year in a row. Lyons is also responsible for the poetry and those cute one-liners on the Godfrey zipper, plus, of course, "Boston Blackie" and the forthcoming "Philo Vance." . . . Bob Houston, former Johnny Long vocalist, tees off on a solo career with a guest date on the Chesterfield show tomorrow nite. . . . Trumpet genius Cootie Williams, who twice toured Europe as top soloist with Duke Ellington, bringing his own crew to the continent early next year under the aegis of Hughes Panassie, wealthy French jazz patron. . . . Sid Shull's piece on guest stars and how they're missed the other ayem in the News hit the situation right on the beezer. . . . Lyn Murray due back from Calif., with some interesting picture deals in the offing.

**Give To Conquer Cancer**

- WOB interested in a Beatrice Kay-Peter Lind Hayes package. . . . Mexican interests are now invading the phonograph industry, bidding for top stars and name bands, reports Rob Q. Lewis, who just mixed a South-of-the-Border offer to join the paso parade. . . . Foote, Cone & Belding auditioned a new 15-minute show for Frigidira. . . . Hear they're also pitching for new show for Cities Service with Lyn Murray and Georgia Gibbs. . . . Price creek of the week by Sydney Kaye: "Trouble with radio parties is that they come in too much frequency and not enuf power." . . . Melina Miller, the J. Walter Thompson find, going on for Ketro in the summer edition. Herb Polesie, "It Pays To Be Ignorant" director, had Bing's parents at the ball game the other day and The Groomer's 200-year-old mom showed more baseball savvy than most of the regulars at Shore's. . . . Time men gave a party for Shelley Mydans after her last "Time For Women" stanza over ABC Friday. We think the lemma fans will also Shelley's news commentary plus Gene Hamilton's period headlines.

**Give To Conquer Cancer**

- Has NBC landed the television rights to the Louis-Conn battle? . . . San Francisco, which gave New Yorkers the horse laugh for having a sales tax, will have one of its own. . . . Natl Father's Day Committee has selected Happy Felton, "Guess Who?" quizmaster, as the country's jolliest pop. . . . Paul Luther got his Student Pilot's license and flies to the coast soon. . . . Milton Cross paced by Mustcraft for a series of kiddies albums. . . . Jimmy Rich, who headed Dinah Shore, Nan Wynn and others to stardom with his coaching while at WNEW, may have to drop his plans for going out on his own if he doesn't land some office space soon. Anyone who can help out a swell guy who's spent years helping others please contact this dept. . . . D'Aretta back in town again with bet all-girl and all-male ork competing simultaneously for sponsorship.

**Give To Conquer Cancer**

**Current Audience Level Stronger Than Year Ago**

(Continued from Page 1)

from 25.5 in March to 25.1 in April. This, however, is not as large a drop as that which took place in March 1945 when set-in-use dropped from 26.0 in March to 23.3 in April (1945). These figures are out the seasonal drop in the Spring of 1946 is not as much as that of a year ago and, that the listening audience is being maintained currently at a higher level. Presumably these figures pertain to the New York area. Audience ratings by Pulse reveal nearly all in the lead have a higher rating than they did at the same time a year ago. This applies to daytime and evening shows as well as to the quarter-hour daytime programs.
TODAY'S AGENDA
Registration will take place in the Balroom Foyer of the McAlpin at 7 p.m. with the Afternoon Sessions starting in the ballroom at 2:30 p.m.

NEW STATIONS AND FM—THEIR IMPACT ON RADIO AND BUSINESS will be discussed by A. Love Hurley, Director of Communications, The City College School of Business and the Conference.

Networking will be extended by Thomas L. Norton, Dean, The City College School of Business.

Moderators: Herman Hettiger, Director of Editorial Extensions, Cowell-Coller Publishing Co.


PROGRAM STANDARDS AND THEIR OBSERVANCE: D. E. Morse, assistant director of extension, City College School of Business, president; Moderator, Arthur Pryor, Jr., vice-president in charge of radio, EBD&G.

Panel members: Edward A. Byron, vice-president, “Mr. District Attorney”; Henschel Deutsch, account executive, Grey Advertising Co.; Dorothy Kemble, director of continuity acceptance, Mutual Broadcasting System and William McGrath, general manager, WHDH.

Says FM Will Lessen AM Commercial Value
(Continued from Page 1)

According to the Commission, the granting of higher power to a few stations would operate to the economic disadvantage of others; indeed, it could have been argued that the Commission was fostering a monopoly.

But with the advent of FM, the opening up to commercial broadcasting of new segments of the spectrum, inevitably broadening rather than contracting the licensing base of the Commission, that can no longer be argued.

As a matter of fact, the commercial value of long-wave broadcasting on high power is bound to be diminished, it seems to me, by the advent of FM. It could be that the Commission, in granting higher power to improve service, would be handing the recipients a lemon rather than a lemon, inasmuch as FM stations are recommended no general plans for clear channel stations but confined his testimony to a discussion of WHAS' programming.

ABC To Air Heavyweight Bout
ABC will air the boxing bout between Tami Mauriello and Bruce Woodcock, British heavyweight champion, from Madison Square Garden, May 13, 10 p.m., EDT.

Equipment received from Amster.

The prospects are not as bright, however, for FM, which is still in the experimental stages in France. Lange said that part of his mission here is to study FM in this country, with his findings possibly to be used as a basis for development of FM in France.

Lange expects to return to France about June 10, and it is expected that the program will be more expanded by the expansion of French radio facilities here. RDF's prominent representative is Paul Gilson, with offices at 14 East 55th Street, New York.

Harry Butcher Gets CP; Other Activity At FCC
(Continued from Page 1)

Barbara, Calif., the FCC announced yesterday. The station will operate on 1340 kc, 250 watts, unlimited, the Commission said.

Other CP's granted by the FCC include: J. Paul Stone and R. M. Ware, Jr., Fitzgerald, Ga., to operate on 1240 kc, 250 watts, unlimited; J. O. Fly, Sr., George F. Fly, Harvard P. Smith and Robert W. Rounsaville, doing business as Shelbyville Broadcasting Co., Shelyville, Tenn., to operate on 1400 kc, 250 watts, unlimited.

In addition the FCC granted consent to the acquisition of control of WLS (WLS), by Shenandoah Life Insurance Co., for a consideration of $50,000 for 100 shares of capital stock.

The FCC yesterday denied the petition for a rehearing made by the Calumet Broadcasting Co. its petition for a rehearing had charged the Commission with "unjust and unwarranted" action in denying its application for a new radio station at Hawkins, Ind. The application had been turned down by the Commission because the company's stockholders had been "reluctant, evasive and guilty of a lack of candor in making prompt, fair and full disclosures of stock ownership and of their financial qualifications."
Webs, Stations Already Overstaffed
Find Difficulty Placing Servicemen

(Continued from Page 1)

od, radio ranks were sharply thinned by the drainage of manpower that affected virtually every industry in the U.S. forcing management to make the best of conditions, and comparatively inexperienced hands, except in certain rare instances where key men were considered essential. Today the situation is reversed, and radio is heavily overstaffed in nearly every department, a Radio Daily survey shows.

GI's Flock To Radio

According to veterans bureaus and USES offices, the returned GI is "eager to get back in the workforce and numbers as to indicate that the field has been "discovered" in recent months. The reasons offered by employment executives are several and varied, but they are in general agreement on two or three.

The most logical explanation is the desire on the part of veterans to put to commercial use the training and experience acquired in service. Radar and radio work in the Army and Navy was handled by "thousands of young men," according to one USES executive, "completely inexperienced in this field before the war. Because many have acquired the proficiency of a civilian technician they feel justified in seeking comparative work in professional radio." Radio employment people feel, however, that while much of this experience is "a good basis" for continuing in the particular field, i.e., technical, programming administrative, etc., it is not "completely acceptable for commercial radio."

Tele And FM Attract

Another reason for competition for "the drive" on the industry is the widespread publicity given radio, television and FM in recent months, and the prospects of high salaries and glamorous working conditions, says one government representative. Another is the surprising revelation, according to a USES executive, "that only 20 percent of war veterans have re-employment rights, thus the boys are breaking away from their former types of work."

The majority of non-radio veterans, according to employment officials, are seeking work in back shop mechanical and (2) programming. Radio operators, engineers, technicians, etc., represent the first group, with announcers, directors and script writers the latter. Most of the returned servicemen who have never had any commercial experience in the field before want to be announcers, writers or production men. Artists and technicians follow in that order, according to general administration is heavily sought after, "A great many men or women," said one executive, "just try anything at all to break into the industry."

In the latter summer of last year the first sizable batch of veterans were getting out of uniform, and began planning for the war's postwar financial enterprise. Government offices estimate that approximately 225,000 New York City alone have returned to their former job or are hopping around for something better."

Figures Are Cited

Because of the comparatively widespread employment setup, accurate figures are available only in very general terms, but the national aggregate total of non-experienced vets wanting radio jobs is conservatively approximated 25,000 since V-J, with "probably no more than 20 percent successful in getting a permanent spot."

Of returning the approximate 100,000 World War veterans have applied for jobs, with about one and one-half per cent employed directly, and many others referred to affidavits or advertising agencies. Through its "Welcome Home Auditions," about 6,000 ex-service men have been auditioned. Approximately 1,200, or better than 20 per cent, have been turned down over the past nine months. About 50 per cent have actually gone into radio work.

There has been a "steady stream of veterans applying at CBS, for technical, commercial, artistic or administrative work, and because of the large number of men who have returned to their jobs, "only 10 or 20 per cent non-CBS veterans" have been employed, he said. Approximately 3,000 applicants since the end of the war, with about one-third of this amount veterans. Here again, because of the war returning to old jobs, only a "small percentage" has been placed. The percentage returning to work for WNYC has been below 5 per cent per month since V-J, and has put about 5 per cent on the payroll.

Indie Situation

Precisely the same situation prevails among the independent stations, where most of the veterans have returned to their former posts, or are expected to return. The administrative and technical personnel are being "swamped" daily with queries. "We'd just as soon hire a vet and could find room for them," said an executive. War replacements, in most cases, are being retained wherever it is feasible to do so.

One of the most progressive and helpful moves in the interests of ex-GIs who want to break into radio was instituted by WNYC, two months ago. In addition to its regular sales staff, the station established a sales force primarily for war vets who are without radio background to sell time to retail stores in its area. To date, four ex-service men are on the staff, "all doing an excellent job."

All WNYC vets have returned to their jobs, and five new men have been added to the staff in all departments. Meanwhile the hopeful list grows every day. Twenty-seven of WNYC's war veterans have returned to their jobs, with several expected back, and the station reports it has not relinquished them.

Majority Of GI'S Have Returned

Thirty-two vets are back at their posts with WOR, with two or three recently added to the staff as well. Station's personnel department is "well in trained with a lot of queries, mostly for engineering work."

WMCA has 16 men back out of the 45 who left for the wars during '41. Four young men who returned "and a great many" are now on WOR; WQXR has averaged 50 to 75 interviews a week with ex-service men, representing business and advertising agencies, and has added seven new members to the 10 who have returned to their posts. Because of its small staff, WEDV lost only three men to Uncle Sam, and have returned. None of the "very heavy list" of new applicants has been added to the staff. WNYC, non-commercial City station, had 12 men in service, with nine back on duty and five new men added. Applicants here are also "exceedingly heavy."

WNEW reports it has been interviewing over 100 ex-service men per week, but because of the return of the station's regulars. Only five new men have been put on the payroll. The 26 returned men cover all phases of the business. WINS has added 11 vets who were not with the station prior to the war, and has re-employed nine returned men. New applications continue to come in, but the flow has begun to taper off in recent weeks, station reports.

WNYC Will Broadcast
Sessions Of Conference

WNYC will broadcast several sessions of the second annual Radio and Business Conference of CCNY, at the Hotel McAlpin on Tuesday morning, Wednesday, it was announced over the weekend by Seymour Siegel, program director of the municipal outlet.

Airing at 10 a.m. and at 2:30 p.m. the topic of the opening session which will be broad cast at 2:30 p.m. Wednesday, will be the "Children in Radio," and at 2:30 that afternoon will air discussion on the FCC "Blue Book."

AGENCIES

AYE SULLIVAN, of the CBS promotion department, will resign her position at the network on Monday to join O'Brien & Dorrance, New York, promoted organization service group as account executive and assistant regional. Said Sullivan, 26, has been associated with Dick Dorrance. . . LILLIAN LAASTO has been named assistant art director of O'Brien & Dorrance.

CHENEY BROTHERS has appointed Ray S. Durstine, Inc., as its advertising agency effective immediately.

DAVID W. GOLDMAN has returned to Goldman & Gross, Chicago advertising agency, after two and one-half years overseas. As a lieutenant in U.S. Army, he was in England, France, Belgium and Germany.

EXPORT ADVERTISING AGENCIES, Inc., of New York, it is announced that Theodore Fredenburgh (formerly major USAAF), will join the organization as general manager May 1.

BYER BOLNICK Co. makers of "Resistol Self-Confoming Hats & Caps" has been announced by the president, for 52 weeks on Stan Lomax Spot cast over WOR, 8:45 to 7:00 p.m. EST. Madison Advertising Co. is its agency.

MCCANN-ERICKSON has assigned W. B. Plummer of its Buenos Aires staff to Montevideo, Uruguay, where he will act henceforth as the agency resident representative in the handling of clients' advertising in that country.

ROBERT J. ENDERS ADVERTISING AGENCY of Washington, D. C., is now occupying larger quarters at the Atlantic Building. New additions to the staff include Grace Cerone, fashionable artist and Betty Howard secretary.

JOSEPH SHAW, art director, at Jules Nathan, marketing and research director, has been made member of the firm of Frank Bruck Advertising Corp., New York. They, who have also been elected to the board of directors.

Circus Moves To DuMont: WABD To Televise 8 Act

(Continued from Page 1)

ers, Barnum Bailey will be featured on the Alexander Smith "Magic Carpent" show on WABD from 8:45 to 9:35 p.m., EDT.

Under the direction of Bud Gable, the "Magic Carpet" will receive the circus atmosphere. Balloons, cotton candy, clowns, sideshows and an audience comprised of 3000 children. The show will be supervised by Alexander Smith mills at Yonkers to help set the scene for television program.

Send Birthday Greetings To—

April 30
Frank Abbott
Bea Winn
Ed Krug

www.americanradiohistory.com
NETWORK SONG FAVORITES

Top songs of the past week printed below, are based on the copyrighted Audience Coverage Index Survey of popular music broadcast over the major network and by a group that represent those with the largest radio audiences, as tabulated by the office of Research, Inc., Radio Division.

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
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<tbody>
<tr>
<td>All Through The Day</td>
<td>Williamson</td>
</tr>
<tr>
<td>Adam's Garden</td>
<td>Childs</td>
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<tr>
<td>Come Back Conchas</td>
<td>Crawford</td>
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<tr>
<td>Day By Day</td>
<td>Barton</td>
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<td>Doctor, Lawyer, Indian Chiel</td>
<td>Moline</td>
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<tr>
<td>Every Body</td>
<td>Berlin</td>
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<td>Gypsy, The</td>
<td>Leeds</td>
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<tr>
<td>I Don't Know Enough About You</td>
<td>Campbell-Porale</td>
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<tr>
<td>I Fall In Love With You Ev'ry Day</td>
<td>Stearns</td>
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<tr>
<td>I'm Always Chasin' Rainbows</td>
<td>Miller</td>
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<tr>
<td>In Love With You</td>
<td>B. H. Harris</td>
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<tr>
<td>It Couldn't Be True</td>
<td>Santley-Joy</td>
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<tr>
<td>Laughing On The Outside</td>
<td>Broadcast Music</td>
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<tr>
<td>More Than You Know</td>
<td>Miller</td>
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<tr>
<td>Oh, What It Seemed To Be</td>
<td>Santley-Joy</td>
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<tr>
<td>One More Dream</td>
<td>Burton</td>
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<tr>
<td>Cell by Cell (Long Live Jazz)</td>
<td>Turkoff</td>
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<tr>
<td>One-ey Two-ey</td>
<td>Martin</td>
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<tr>
<td>Personality</td>
<td>Burke &amp; Van Heusen</td>
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<tr>
<td>Pickle In The Middle</td>
<td>Roberts</td>
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<tr>
<td>Seems Old Time Rag</td>
<td>Feist</td>
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<tr>
<td>Slant City Sue</td>
<td>E. H. Harris</td>
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<tr>
<td>Some Sunday Morning</td>
<td>Harms</td>
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<tr>
<td>Symphony</td>
<td>Chappell</td>
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<tr>
<td>They Say It's Wonderful</td>
<td>Berlin</td>
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<tr>
<td>Welcome To My Dream</td>
<td>Burke &amp; Van Heusen</td>
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<tr>
<td>We'll Gather Illness</td>
<td>Chapin</td>
</tr>
<tr>
<td>Who's Sorry Now</td>
<td>Mills</td>
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<tr>
<td>You Won't Be Satisfied</td>
<td>Mutual</td>
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New ABC Tele Show

Debuts With Ray Knight

A new television show titled "The Joke's On You," featuring Ray Knight, debuts over WRGB, Schenectady, last night produced by ABC. Program's format has Knight nancing many antics before the video camera, gleaning from the radio audience and demanding jokes in return. Program is produced and directed by Bobbie Henry of ABC's video department.

NBC Spot Sales On Coast

To Be Headed By Howard

West Coast Bureau, RADIO DAILY

Hollywood—Robert E. Howard, NBC west coast Spot Sales representative, has been appointed western division Spot Sales manager. Howard, who joined the network in 1942 as a Spot Sales representative, moved to New York in 1942, where he has served as Spot Sales representative until his present appointment.

This schedule, "Coast-to-Coast On A Bus," was aired Sunday morning from 9 to 10, and carried over WIZT from 9:30 to 10, EDT.

NBC and CBS reported nothing whatever of the way in which the changeover went smoothly without any conflict and no changeovers were reversed or reannounced on the air.

ABC Plan Working

ABC's "delayed press release" system went into effect on time as announced, and the results were reported to be completely satisfactory. First network show on the new system was "Charley's Aunt."
WELL NATCH! ... AND FOR THE SECOND YEAR, TOO!

2nd YEAR ZIV WINS C.C.N.Y. AWARD WITH “CALLING ALL GIRLS”

THE CITY COLLEGE OF NEW YORK

Award of Merit

FREDERIC W. ZIV CO.
CINCINNATI, OHIO

FOR THE MOST EFFECTIVE PROMOTION OF A SPONSORED NATIONAL RADIO PROGRAM BY A TRANSCRIPTION PRODUCER FOR THE YEAR 1945

CALLING ALL GIRLS ON THE AIR

BY THE COMMITTEE ON NATIONAL AWARDS OF THE ANNUAL CONFERENCE ON RADIO AND BUSINESS AT THE SCHOOL OF BUSINESS AND CIVIC ADMINISTRATION OF THE CITY COLLEGE OF NEW YORK APRIL THIRTIETH AND MAY FIRST 1946

FREDERIC W.
ZIV COMPANY
Radio Production
1599 MADISON ROAD
CINCINNATI, OHIO

WE'RE HAPPY ABOUT THE WHOLE THING ... BUT DEF!

NEVER HAS THERE BEEN A PROGRAM DESIGNED EXCLUSIVELY FOR DEPARTMENT STORES THAT HAS ACHIEVED SUCH A PHENOMENAL RECORD. ASK D. H. HOLMES CO., LTD., NEW ORLEANS, CROWLEY MILNER, DETROIT, HECHTS, WASHINGTON, D.C.—ALL THREE YEAR SPONSORS.

NEW YORK • CHICAGO • HOLLYWOOD