



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 36, NO. 1

NEW YORK, N. Y., MONDAY, JULY 1, 1946

TEN CENTS

Radio Breaks Atom News

RCA Sets, This Fall, To Embody AM, FM

Washington Bureau, RADIO DAILY
Washington—Denying charges of a "pullback" on FM receivers, a top RCA executive told the FCC on Friday that, beginning in September, 60 per cent of all "technically feasible" radio sets produced by RCA will combine FM in combination with AM.
Under fire from counsel for the United Auto Workers (CIO), Joseph P. Elliott, RCA vice-president in charge of the home instrument department, admitted that FM still was "in the laboratory" as late as March
(Continued on Page 6)

Williams Gets Post In CBS Program Dept.

Merschel Williams, Jr., has joined CBS as director of commercial program development, under William C. Winter, network vice-president in charge of sales. Williams, recently separated from the Army as colonel, after four years of service, produced over 2,500 radio programs for agencies prior to 1942.
He was with J. Walter Thompson more than four years, a year with Benton & Bowles, over five years with
(Continued on Page 6)

Movie On Radio Industry Gets NAB Advisory Unit

The NAB on Friday announced that its board of directors has appointed an advisory committee to co-operate with a Hollywood producer in planning for a proposed motion picture on the history of the radio broadcasting industry. Radio executives invited to serve on the committee
(Continued on Page 7)

Tuneful Change

Three sponsored news periods by the John Wanamaker store on WQXR are being replaced by musical programs effective today, it was announced last week. The dropping of the news programs resulted from the announcement that the New York Times, owners of the station, will inaugurate their news service every hour on the hour, effective today.

'Service' Via Radio

For the first time since 1939, Davis Cup tennis matches will be broadcast in the metropolitan New York area, WHOM will carry both singles and doubles matches between Mexico and the United States from the Orange Lawn Tennis Club in South Orange, N. J. Jack O'Reilly will do the description, with broadcasts to start at 3:05 p.m. today and tomorrow, until completion.

ABC To Sell WOOD To Michigan Group

A proposal of sale of WOOD, Grand Rapids, subject to the approval of the FCC, was announced the past week-end by Mark Woods, president of the American Broadcasting Company.
Under terms of an agreement with ABC, the Liberty Broadcasting, Inc., a Grand Rapids corporation which recently purchased WHLS, Port Huron, will become owners of WOOD at a purchase price of \$850,000.
ABC in April of this year agreed
(Continued on Page 7)

N. Y. Indies Indicate Interest In UN Broadcasts

A majority of New Yorkers want broadcasts of important United Nations sessions continued, according to mail received by the four independent stations which have been giving extensive coverage to the Security Council and Atomic Energy Commission
(Continued on Page 6)

Mission Bikini Completed!

By Jack Alicoate
Aboard U.S.S. Appalachian—4 a.m. We can't sleep. Doves of grotesque atomic advance agents with red hot spears prod our imagination. The Empire State Building slowly falling upon us. Thunder cracking and all the water running out. A sleeping volcano awakening with the blast. How high can the ship rise on the tidal wave before turning over?
We tip toe to the top deck to be alone and wander into
(Continued on Page 3)

Gives World First Word Of Success Of A-Bomb Experiment At Bikini Via Pooled Broadcasts

Millions of Americans were ear-witnesses yesterday to "Operation Crossroads," one of the most dramatic special events in history in which the fourth atomic bomb was loosed on 73 ships in the Bikini lagoon. Broadcasts of the actual explosion and prior activities on Kwajalein, Admiral William H. Blandy's flagship, Mount McKinley, and the Navy communications carrier U. S. S. Appalachian were handled on a pool basis to networks and stations throughout the United States.
First editions of the nation's newspapers used radio reports and descriptions as basis for their stories.

FCC Skeds Hearing On Don Lee Group

Washington Bureau, RADIO DAILY
Washington—Hearing on license renewal applications for all Don Lee Broadcasting System stations was ordered over the week-end by the FCC. Hearing previously had been ordered on renewal applications of KGB, San Diego, and KDB, Santa Barbara. Under the new direction a hearing consolidating these applications with
(Continued on Page 7)

Eight Standard CP's Granted In Six States

Eight CP applications for new standard stations in six states were granted by FCC on Friday. They include: Great Falls Broadcasting Co.,
(Continued on Page 6)

The first pooled broadcast, cut shorter by Navy authorities than originally planned, went on the air from 2:30 to 2:37 p.m. EDT. W. W. Chaplin, NBC correspondent, described at this point preparations and take-off of the bomb-laden Superfortress "Dave's Dream." Broadcast was carried by WEAf, WABC, WOR, WJZ, WNEW,
(Continued on Page 2)

Commission Waives Coast Tele Hearing

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday announced the cancellation of the San Francisco television hearing. With only six applicants left, the Commission indicated grants for the city's six channels would be made without a hearing. Applicants remaining include Hughes Productions, Don Lee Broadcasting System, the Associated Broadcasters, Inc., American Broad-
(Continued on Page 6)

Epochal?

Two very modern problems—nylons, and that pen-writing-under-water question—were combined last week during a pickup on Johnny Olsen's "Ladies Be Seated" program on ABC. Johnny sent a diver down to the bottom of the Palisades Park (N. J.) swimming pool to fetch a pair of hose, telling him, if successful, to sign a receipt ten feet under. Diver did both successfully.

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FINANCIAL

(June 28)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	198	197 3/8	197 7/8	+ 3/8
CBS A	37	36 7/8	37	...
Farnsworth T. & R.	14	13 3/4	13 3/4	- 5/8
Gen. Electric	47 7/8	47 3/8	47 1/2	- 1/4
Philco	34 1/2	33 7/8	34 1/2	...
RCA Common	15 1/2	15	15 3/8	- 1/8
RCA First Pfd.	92 3/4	92 3/4	92 3/4	...
Stewart-Warner	24 3/4	24 1/4	24 1/4	- 1/4
Westinghouse	33 7/8	33 3/8	33 7/8	+ 5/8
Zenith Radio	35 3/4	35	35 3/4	+ 1 3/4
NEW YORK CURB EXCHANGE				
Nat. Union Radio	9 7/8	9	9 7/8	+ 7/8
OVER THE COUNTER				
	Bid	Asked		
DuMont Lab.	9 1/4	10		
Finch Telecomm.	12	14		
Stromberg-Carlson	18 1/2	20		
WCAO (Baltimore)	40	...		
WJR (Detroit)	35	37		

Can. Agricultural Group Commend CBC Programs

Winnipeg—A resolution commending the Canadian Broadcasting Corporation for recognizing and acting on the democratic principle of free discussion was passed by delegates attending the annual convention of the Manitoba Federation of Agriculture and Co-operation.

The resolution, passed after Ralph S. Staples of Toronto, president of the Ontario Co-Operative Union, urged delegates to commend the CBC on their present policies, also requested the corporation to continue its present policy in the handling of controversial issues of current concern to the people of Canada.

Schoenfeld Leaves ABC

Merritt R. Schoenfeld, sales executive of the American Broadcasting Company since 1942, has resigned from the network. Currently on vacation, Schoenfeld will announce his future plans when he returns to New York in the near future.

Radio First To Break News Of Atomic Bomb Experiment

(Continued from Page 1)

WMCA, WNYC, WHOM, WLIB, WINS, WHN, WAAT.

The "main event" of the program, delayed a half-hour by Admiral Blandy because of clouds hovering in the target area, came off at approximately 6 p.m. EDT. The entire pooled broadcast of the historic experiment began at 5:30 p.m., and was carried by the four networks and New York independent stations.

Atmospheric conditions were not ideal for the broadcast, but in general the words of radio correspondents came through clearly. Throughout the half-hour description prior to the final run of the Superfortress over the target, reporters Bill Downs, Larry Tighe, Don Bell, Ralph Howard Peterson, George Thomas Folster and W. W. Chaplin were heard describing the tense moments before the explosion. These reports came from Kwajalein, the Appalachian, the Mount McKinley and, finally, from Downs aboard the bomber.

The Big Blast

The Big Blast came at approximately 6:05 p.m. EDT, when listeners throughout the country heard Downs announce that the "A" bomb was on its way to the target. The CBS correspondent maintained the atmosphere of expectancy after the actual explosion with descriptions of smoke columns rising from the target. The explosion itself, though obscured in static, was indicated by the sudden halt of the ticking of the metronome placed before a mike on two of the target ships.

The scheduled 8 p.m. EDT pooled broadcast was delayed by the Navy to 11 p.m. at which time Mutual, ABC and CBS and WQXR carried interviews with crew members of "Dave's Dream."

In addition to the pooled broadcasts from the Bikini area, webs and stations spotted special programs throughout the day.

Many Interviews

NBC aired interviews with scientists and military authorities discussing the bomb tests including a special roundup of the day's events from the Pacific at 11:30 with W. W. Chaplin interviewing William Laurance, science editor of the New York "Times" and David Dietz, science editor of the Scripps-Howard Newspapers.

Teamwork Was Keynote

Teamwork was the keynote of the entire operation, particularly from the radio standpoint. The corps of correspondents, commentators and technicians from the four major networks worked together splendidly to bring to the nation full details of the momentous event. As during the war years, inter-web rivalry was temporarily

forgotten in the interests of true public service.

CBS aired a report by George Moorad from Kwajalein shortly following the explosion (6:15-6:30 p.m., EDT) describing the affects as could be seen from that point. Correspondents Bill Downs and Webley Edwards were heard later in the evening from other points at Bikini in addition to a pickup of Don Mozley on the Mount McKinley.

In addition to the two earlier pooled broadcasts, Mutual aired Admiral Blandy from the Mount McKinley in his first statement following the explosion from 7:30 to 7:42 p.m., EDT. Mutual correspondent Don Bell handled the interview aboard the flagship. At 10:30 p.m. Mutual-WOR carried a special round-up program of interviews with government experts and scientists. Also heard on this broadcast were relatives of the pilot and bombardier of the fortress "Dave's Dream," Major Woodrow Swancutt and Harold Wood. The fliers and their families were heard in a two way conversation aired on the web. Immediately following the special program, Mutual carried the pooled interview of the bomb crew at Kwajalein, from 11 to 11:15 p.m., EDT.

Take-Off

At 3:10 p.m., EDT the ABC network aired a transcription of the broadcast of the actual take-off at Kwajalein and at 7:30 p.m. carried Admiral William H. Blandy's first official statement from the flagship. Earlier in the day, from 12:30 to 1:00 p.m. ABC originated its regular Sunday program "Correspondents Around the World" from Kwajalein, and outlined the day's activities regarding the bombing preparation.

In addition to carrying the various pooled broadcasts, New York's independent stations also aired special programs devoted to the historic experiment.

WMCA aired a recording of the bomb test at 10:03 p.m.; WQXR participated in the 11 p.m. pool interview of crew members of the bombing plane and others at 11:30 p.m., EDT. Approximately 20 minutes before "zero hour," WNEW presented a special script, "Stand By for the A-Bomb," bringing listeners up to the second background on the test's activities.

Throughout Saturday and Sunday listeners were kept aware of the latest developments in the precisioned preparations for the event via newscasts and special reports from the Marshalls. Saturday night there was a roundtable discussion on the operation which was carried by the webs and most indies. Among those heard were General Eisenhower, Admiral Blandy, Secretary of the Navy Forrestal, and Secretary of War Patterson.



Playing for keeps

The time's coming. The big time... when you'll have to get out there and fight for your share of business

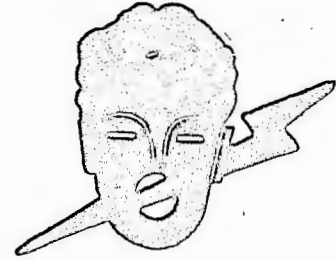
Most of the talk is about a seller's market. But there are those who say "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore... and radio is part of the scheme... we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes... pretty soon the marbles will be down... and you'll get the W-I-T-H listeners in Baltimore.



W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

PROMOTION

ANA Booklet

The Job Ahead for Business," a... booklet outlining the use of... advertising as a tool with which man...

Religion Booklet

"Religion" is the title of the current... motion folder being mailed to... 100 leaders in business and profes...

Baseball-Shape

CERN, of the McClatchy Broad-... casting Company, Bakersfield, Calif.,... airing play by play accounts of all...

JR Appoints Burke To Sales Manager Post

Charles G. Burke, program head of... R, CBS affiliate in Detroit, has... en promoted to the post of sales...

Mission Bikini Completed!

(Continued from Page 1)

a garden of glow-worms. Cigarettes in the dark. A Mephistopheles of a tropical moon grinning diabolically. Coffee, coffee, coffee. 5 a.m. silence and tension is deadly. We are as nervous as a squirrel. For God's sake stop walking up and down. Coffee, buckets of coffee, bathtubs of coffee. A friendly, comforting sun shows its fuzzy head above the horizon. The spell is broken. Have to mass in the ship's library. The bomber is now making its last dry run. Newsmen looking like men from mars in their gruesome, special issue glasses.

We took our place on the highest vantage point with cameraman Tom Priestley of Universal and Television cameraman Roy Phelps. Bomb away and then a maddening 40 seconds of expectancy. A speck of gray against a cloudy, milky blue sky. A blinding, supernatural flash a thousand times as hot as the sun and deadly enough to burn downtown New York to a crisp. A hundred million lethal radioactive devils running for freedom in every direction. Sixty seconds of hell busting out all over. A giant symmetrical fiery red carnation quickly turning into a peach colored inferno. A monster mushroom of a cloud painted with the bold colors and stroke of a Picasso. Twenty-eight thousand feet into the air—now darting in and out like a bee in an old fashioned garden to sample the blood of the dying dragon.

Well, that's it. We called it as we saw it. Months in rehearsal for one dramatic minute of actuality. You'll be reading the results for weeks. As we dash to do our bit on the first eye witness broadcast the ship is a journalistic madhouse. The minute it is safe we shall be returning into the lagoon to survey the damage and give a well deserved nod of appreciation to Admiral Blandy for his brilliant direction of the world's greatest peacetime show and to our understanding friend Hugh Lee, his public relations aide. Our thanks for the helpfulness of those in the cast from our own show business, the news cameramen and the personnel of radio and television.

Every man jack of them a gold star for a bang up job of super showmanship. For them we broadcast back to Broadway: Mission Bikini brilliantly completed!

Tele And Newsreels Rivals In Showing Pix From Bikini

Rivalry between news reel and television interests for first showings of filmed special events crystallized the past weekend with the Navy's motion pictures of the Atomic Bomb activities becoming the subject of the controversy.

Spokesmen for both groups held conferences with the Navy in Washington in an effort to clarify the release arrangements on the films which will be flown from Bikini Atoll to the Anacostia Naval station for processing and distribution. The result was a Navy directive making the films available both to the newsreels and television day and date at the same hour.

Acting on the information, television stations in New York, Philadelphia, Schenectady, Los Angeles and Washington organized their personnel to be ready to put the atom bomb films on the air as soon as they arrive. Two television stations were planning to dispatch air couriers to Washington

to fly the films to New York as soon as they are released. Actual photography and production is on a pooled basis, with both Navy and civilian experts handling various segments of the operation. Films May Arrive Thursday Weather permitting, the films are

EQUIPMENT

Electronic Handbook

Preventive maintenance technique designed to maintain top efficiency performance, to minimize unwanted costly interruptions in service, and eliminate major breakdowns, are outlined in a new 6 3/4"x3 3/8" handbook "Maintenance of Industrial Electronic Equipment" announced by the Westinghouse Electric Corporation. The basic maintenance operations—cleaning, inspecting, feeling, tightening, adjusting and lubricating—are discussed and applied to vacuum tube ignitron tubes, capacitors, resistors, fuses, bushings and insulators, relays, switches, transformers, filter chokes, terminal blocks, meters and other components. Safety precautions to be observed during preventive maintenance operations are also included.

scheduled to arrive in Washington Thursday, within three days after test, and allowing the same amount of time for clearance by the War Department, —developing, cataloging, reviewing, censoring and printing they should be ready for the news pool Sunday and completed for Tuesday's issue by all companies.

An attempt is now being made to have the Navy supply a "shuttle" plane between Washington and New York to facilitate the review of the footage. The Navy Department laboratory, known as "The Photo Science Lab" is currently working a 24-hour shift, handling the film as it arrives in the Capital.

Processing Speed Factor

The speed with which processing and production of films can be affected in television will enable the broadcasters to present the historical and dramatic event on their stations from one to three days earlier than newsreels, a check of film companies and stations revealed over the weekend. The time-taking methods necessary for adequate theater production and the processing of duplicates was offered as the chief reason for the difference between the two mediums.

One newsreel executive admitting that the video system will score a decisive "beat" on the picture people explained that excessive rush would be of little use, since a major step in laboratory processing, "which is not too fast, at best." Newsreels make up twice a week, but not all in the same day, it was learned, offering another angle to the time problem. It was pointed out that if the atom bomb films arrive on the day following release of regular pictures, they would not be available for at least two days later. Even this, it was explained, would necessitate re-scheduling.

Television execs are themselves doubtful of how they'll handle the films of the Bikini test, since Navy protocol will "probably require several days" before actual release.

SAN FRANCISCO

DAY LEWIS, KPO actor and "broadcastigator" of a. m. show "Repeat Performance," is moving to Hollywood early in July. According to present plans "Repeat Performance" (KPO) and his "Yellow Cab Story-Teller" (KQW-CBS) programs will both be aired from there.

Mark Dunnigan, retiring chairman of the San Francisco Chapter of NABET was guest of honor at a dinner given by fellow engineers at the Press Club, and presented with an alligator skin wallet. John McConnell, ABC engineer, succeeds him.

Jim Moser of KGO newsroom, and Barbara Conner of KGO traffic dept. were married Saturday, June 15, following the example set by Frank La-Tourette, ABC western newschief two weeks before.

Sammy Kaye originated three ABC network broadcasts from KGO the week of June 18 to 25, two from Radio City studios and one from the stage of the Golden Gate Theater.

The San Francisco Orchestra will go on an NBC national hookup early this fall as one of the first symphonies to be heard on "Orchestras of the Nation" when that program returns to the air.

Allen Kees, KSFO engineer just returned from a series of pre-Bikini broadcasts, says the heat and humidity were so terrific out there that he had to bake the transcribing equipment every night to keep the moisture out of the parts.

"Musical Invitations," a KGO quarter-hour Sunday morning program of transcribed music, has been purchased by Clyde O. Sweet, realtor, to promote a new Eastbay real estate subdivision. Program was sold by George LaRue, ABC Spot Sales.

Neb. Governor To Open State's First FM Station

Omaha—Governor Dwight Griswold will be the inaugural speaker on the opening program of radio station KOAD Monday at 7:45 p.m.

The World-Herald station, first FM in the state, also will feature on the program: Mayor Charles Leeman, Brig. Gen. Walter R. Peck of the Second Air Force; Robert Storz, Chamber of Commerce president, and Mrs. Fred Ottman, president of the Omaha Radio Council.

Latest addition to the staff is Paul F. McDonald, Omaha electronic research specialist, who designed the first midwest wired television system in 1939 for the Universal Radio and Television School, Council Bluffs.



California Commentary . . . !

● ● ● Members of Chicago's radio colony are invading Hollywood and among former Windy City ether artists appearing on "Masquerade" are Ned LeFevre, husband of Barbara Luddy, who was co-starred for several years on the "First Nighter"; Sandra Gair and Jack

Los Angeles

Petruzzi. Les Mitchell, who is producing "Masquerade" for Carl Wester Prods., is a former Chicagoan, as is his assistant, Ted Mayer, who was an actor before joining the Marine Corps. Vincent Pelletier, long active in Chicago, will soon take over the announcing chores on "Masquerade." By the way, Laurette Fillibrandt, a Chicago freelance radio actress, is vacationing in Hollywood. Tol Ware Avery, formerly heard as announcer and actor on such San Francisco network shows as "Dr. Kate," "Standard School Broadcast," "Hawthorne House" and "Unlimited Horizons," has returned to Hollywood radio after four years with the Armed Forces Radio Service. His most recent duty was with Radio Tokyo. Bill Burch will relinquish his directing chores for Ralph Edwards' "Truth Or Consequences" at the end of the current season July 6. He took over the production reins on the Gene Autry show for Ruthrauff & Ryan on June 23, but will continue to furnish ideas for "T or C" in the fall.



● ● ● It'll be like old times when John Hodiak and Director Arch Oboler begin filming Chicago scenes for "The Arnelo Affair" at M-G-M. The two were acquainted in Chicago several years ago when Hodiak was a struggling young radio actor and Oboler was writing and producing mystery plays for stations in that city. Hodiak even had a role in one of Oboler's plays. First member to be signed by Bob Burns for his fall starring program is Singer Shirley Ross, a regular on his current show. The "Maisie" show will observe its first anniversary on the air July 5. Star Ann Sothern has now been heard in the title role for 52 consecutive weeks. The show will not take a summer vacation.



● ● ● Gordon J. Lewis, music director of WKNE, Keene, New Hampshire, and his wife, who have been touring Southern California on their first trip to the Southland, have started their return jaunt via Mexico. Each member of the "Blondie" cast and orchestra will celebrate the seventh anniversary of the program July 7 by contributing seven cans of food to the European food drive. Members of the audience on July 7 will also be asked to make similar contributions. Former members of the KNX-CBS press department seem to have joined the Stork Club. Mrs. Jack Mullen, who was also with the N. W. Ayer & Son office, and whose husband is a member of the Republic publicity department, and Mrs. Emily Howard are expecting visits from the Stork in the fall. Edwin W. Buckalew, Columbia Pacific station relations manager, has returned from Palm Springs, where he conferred with Co-Owner Dick Joy and Manager Clint Jones on fall plans for the outlet. Jack Benny has returned from his Eastern trip. After closing his radio season in New York, he spent two weeks with his father in Chicago and then drove West with a stop at Colorado Springs for several days of golf.



● ● ● Meredith Willson is keeping up a pace of two original compositions weekly on his Tuesday program. He aired four on his first two shows and has at least one scheduled for following several half-hours. Ten years ago, when he was unknown, Hollywood-bound Jack Carson promised the owner of the Tower Theater, Kansas City, where he had been emceeing for two years, that if he struck gold in the film hills he would return to do a week's free engagement for his former boss. On June 27, the day after the final broadcast of his air show, he planed to Kansas City to keep his promise.

SOUTHWEST

DUDE RANCH BUCKAROOS, Monday through Friday over WFAA Dallas, won the Grand Sweepstakes Prize at the 11th Annual Texas Fiddlers Association reunion. They are considered the best string band in the states of Texas, Oklahoma and Arizona.

Eston Pace, after serving one and half years in the Marine Corps, received his discharge and has returned to his old post as news editor at KTSA, San Antonio.

KTBC at Austin has increased daytime power and is now operating with 5,000 watts daytime compared to 1,000 watts which it formerly operated on.

Bob Holleron, special events director for KTSA, San Antonio, broadcast a series of six broadcasts from Yoakum, scene of the Tomato Tom Festival as an exclusive broadcast.

Marcia Birenberg has replaced Rosemary Walker as publicity director at WOAI, San Antonio. Miss Birenberg is new to radio.

Unions lost two elections held KTHT, Houston, according to an announcement made by the National Labor Relations Board in dismissing petitions of American Federation of Radio Artists and of International Brotherhood of Electrical Workers for certification as representative of KTHT employees.

WHBC

CANTON, OHIO

GOING TO

5000 WATTS

SOON!

BASIC STATION MUTUAL 1480 ON YOUR DIAL

Represented by BURN-SMITH CO., INC.



RCA Sets, This Fall, To Embody AM, FM

(Continued from Page 1)
of this year, but added that the corporation planned a heavy FM set production beginning in September.

The "technically feasible" sets do not include portables, battery sets, and auto sets, for which FM cannot be included, Elliott said.

Elliott testified before windup sessions of the Chicago FM hearing. NBC, owned by RCA, and the UAW-CIO, are two of the 12 applicants for the Chicago FM channels.

Under persistent cross questioning by UAW counsel, Elliott testified that the decision to defer FM set production in favor of AM was "mine and my associates" and had not been presented to the RCA board of directors. He also stated that RCA does not plan immediately to produce sets exclusively devoted to FM, but that beginning in September the FM would be in combination with AM.

Elliott said "between 40 and 50 per cent" of AM-FM sets will be priced at the \$69.95 "level."

Union Had Asked For Sarnoff
Elliott testified before the FCC following a petition to the Commission by the UAW. The union had requested the appearance of Brig. Gen. Sarnoff, RCA president.

Meanwhile, it was disclosed that the union had sent a telegram to Walter J. Damm, chairman of NAB's executive committee, urging broadcasters to "take the lead" in relieving the "critical situation" in FM sets production.

NAB here said that the matter had been discussed and will be turned over to the NAB board of directors for consideration.

The union also called for a Department of Justice investigation of receiver manufacturers. An anti-trust investigation also was requested by Sen. Glen Taylor, of the Senate Small Business Committee.

N. Y. Indies Indicate Interest In UN Broadcasts

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sion meetings to date which have been in progress in New York City.

All of the four outlets, WNYC, WQXR, WMCA and WLIB, report a record flow of mail concerning the UN broadcasts, with at least 95 per cent in favor of them. Of those written in opposition to the UN airings, a great many are unsigned and obviously of the "crank" variety.

Most recent check was made by WQXR which asked for audience opinion during the UN broadcasts on

★ THE WEEK IN RADIO ★

NAB Contests FM Order

By JIM OWENS

AT its two-day session in New York, NAB's FM executive committee adopted a resolution contesting FCC's plan to reserve every fifth channel for one year. NAB counsel will argue the issue at the July 12 meeting scheduled by the Commission. . . . A reputable firm of architects and real estate men announced plans for a "television city" located in New York. Project will cost \$60,000,000 and will provide facilities for motion pictures, radio, etc.

Networks and stations throughout the nation geared most radio and television programming over the weekend to the Bikini atom bomb test. Industry execs predicted a new sustained listening mark for yesterday's 3 to 7 p.m. segments. . . . Martin Stone, producer of "Author Meets the Critics," lost his case against WHN. . . . Arrival of new sponsor for "Breakfast Club" brings Don McNeill's hour to full commercial for first time since show started.

Senator Glen Taylor of Idaho demanded an FBI probe of FM production situation. Taylor charged manufacturers are withholding production of sets and possibly violating anti-trust laws. . . . NBC aired a special United Nations program commemorating signing of charter last year. Show originated in San Francisco, scene of the historic UN meeting. . . . Captain W. C. "Bill" Eddy, director of WBKB, Chicago, predicted a nationwide video network in the "not too distant" future. Eddy envisioned Dallas, Tex., as the southwestern hookup. Twenty-one American republics signed an inter-American copyright

agreement giving authors "all inclusive" rights in radio and television. The agreement followed a split between U. S. and Latin-American delegates. . . . AFL reversed its stand in the ballot-counting at CBS' election. . . . C. O. Stanley, British radio exec., forecast that England will have 100,000 television sets in operation by the end of the year.

Network business shot upward as all webs reported new business and several renewals. . . . Eddie Cantor ended his 5-year-old deal with Bristol-Myers and Y & R. BM expects to replace Cantor with "Duffy's Tavern." . . . Thirteen major network programs are recording special 15-min. shots for the Veterans Administration's "Here's to Veterans." 500 pressings will be made available to broadcasters. . . . Norwegian Gov't cited 21 men and women of radio for contributions during the war.

New York retailers report a ready market now for tele receivers. Louis-Conn fight greatly hyped consumer interest, they say. . . . Edward Petry & Co. revealed results of a spot announcement survey made in St. Louis. . . . FCC's probe into Paramount's television interests began and ended unexpectedly the same day. . . . The French network, Radiodiffusion Francaise, announced plans for collaboration with the four major U. S. webs for a series of exchange broadcasts. . . . Major electronics manufacturers expect delivery of first tele transmitters by late fall of this year. . . . Sec'y of Commerce Henry Wallace opened a series of lectures on wartime development of electronics.

Williams Gets Post In CBS Program Dept.

(Continued from Page 1)
Ruthrauff & Ryan in that advertising agency's New York office. In the service he spent 52 months with the AAF, including 27 months overseas, and has been decorated on several occasions.

June 17, 18, 19 and 24. By last Thursday, 323 replies had been received of which 95.7 per cent asked that the broadcasts be continued.

Heaviest mailing was made by WNYC listeners, with 1,140 letters coming into the station after the first two days of Security Council meetings. About 20 letters a day are now being received by the municipal outlet, with an estimated 99 per cent favoring the coverage.

WMCA received over 500 letters, with many going directly to commentator Frank Kingdon and to Nathan Straus, station proxy. In addition the station's switchboard was jammed with phone calls during the first week of sessions. Virtually none of the communications received were opposed to the UN airings. WLIB reported 537 letters received, with about 25 of them opposed to the broadcasts.

Eight Standard CP's Granted In Six States

(Continued from Page 1)
Great Falls, Mont., to operate on 1400 kc., 250 watts, unlimited; William E. Blake, Ronceverte, W. Va., to operate on 1400 kc., 250 watts, unlimited; Redege Broadcasting Co., Hendersonville, N. C., to operate on 1450 kc., 250 watts, unlimited; Purchase Broadcasting Co., Mayfield, Ky., to operate on 910 kc., 1 kw., daytime; Worth Broadcasting Co., Inc., to operate on 970 kc., 1 kw., daytime; Pocatello Broadcasting Co., Pocatello, Idaho, to operate on 1490 kc., 250 watts, unlimited; Eastern Idaho Broadcasting and Television Co., Pocatello, Idaho, to operate on 1450 kc., 250 watts, unlimited; Radio and Television Broadcasting Co. of Idaho, Pocatello, Idaho, to operate on 1240 kc., 250 watts, unlimited; Chanticleer Broadcasting Co., New Brunswick, N. J., to operate on 1450 kc., 250 watts, unlimited.

Wedding Bells

Arnold Platt, for three years assistant in shortwave production at CBS, will be married in Brooklyn today to Judith Sachs. The ceremony will be performed by Rev. Samuel Perlman.

Commission Waives Coast Tele Hearing

(Continued from Page 1)
casting Co., Inc., Dorothy S. Thackre and the Chronicle Publishing Co.

At the same time, the FCC grants the request of TBA to defer until October 31 a Commission tele rule which requires a minimum of 2 hours of broadcast service in any given broadcast day and not less than 7 hours broadcast service per week.

TBA's request that this same section be modified to allow television broadcast station licensee a graduated compulsory minimum, however, was denied by the Commission. TBA had requested the Commission modify the rule to list a graduated compulsory minimum, starting with not more than four hours of a regular program service per week and reaching the present minimum of 28 hours in a period of not less than one year.

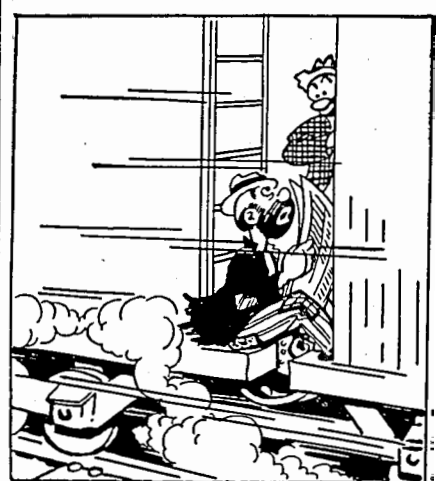
Lee And Hughes Dated
In another television action, the Commission set July 26 as the date to wind up the Los Angeles tele hearing by taking the testimony of Howard Hughes and Thomas Lee, owners of the Don Lee Broadcasting System. Commissioner Ray Wakefield will hear the testimony in Los Angeles.

Awarded Fair Contract

First entertainment contract for the first Ohio State Fair since the war started, was awarded Wednesday to WLW for presentation of its Midwestern Hayride in the opening night according to an announcement made in Columbus by Bryan Sandles, manager of the Fair. William McCluskey, director of the talent division of WLW Promotions, Inc., handled details for the Cincinnati radio station.

To Air Life Story

Dramatic highlights from the life of Mother Frances Xavier Cabrini, who on July 7 will become the first U. S. Citizen elevated to sainthood in the Roman Catholic Church, will be presented in a special broadcast over WWRL from 8:30 to 9 a.m., that day.



"Just think, Percival—we can listen to WFDF Flint when de railroads go radio."

World's Foremost Tobacco Center
Kinston, N. C.
Mr. Advertiser—Advertisement on WFDF, Eastern Carolina's Most Popular Radio Station. The ideal outlet for your tobacco products.
Represents: Camel, Winston, Double Happiness, Sun Grown, and other leading brands.
J. B. Williams, Inc., Kinston, N. C.

PICTURE OF THE WEEK



Women leaders of radio gathered with Former President Herbert Hoover at the White House in Washington last week to pledge industry support to the food drive and to him as honorary chairman of the Famine Emergency Committee. Present were (left to right) Chester Davis, chairman, Famine Committee; Dorothy Lewis, AWD vice-president and NAB Co-ordinator of Listening Activity, Mr. Hoover, Alma Kitchell, president Association of Women Directors of the NAB and Mildred Bailey, AWD vice-president, WCOP, Boston.

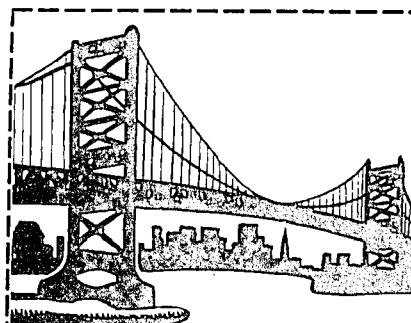
AGENCIES

REGINALD T. TOWNSEND, president of Lennen & Mite Inc., has been made a Chevalier of the National Order of the Legion of Honor of France. Henri Bon French Ambassador to Washington notified Townsend of the honor conferred upon him this week. Townsend is president of the French Institute in America and the Federation of French Alliances in the United States and Canada, a director of the France-America Society, and the Vincent de Paul Society, and a member of the Paris-American Club. He is also president of the St. Nicholas Society and vice-president of the Union Club.

ADMINISTRATIVE COMMITTEE in charge of the proposed Continuation Study of Business Papers, being conducted by the Advertising Research Foundation in co-operation with associated Business Papers, has named Stewart, Brown & Associates to conduct a pilot study according to specifications recently approved by the committee. Specially developed techniques will be tested and compared under the supervision of the Foundation's technical staff.

Roosevelt Memorial On WLIB

WLIB has been added to the list of New York independents which will carry the special memorial service for the late Franklin Delano Roosevelt which will originate in the House of Representatives, Washington, D. C. at 1 p.m. today and will be offered to the major networks.



THE Philadelphia Camden Bridge was opened on July 1, 1926. Both these markets are covered by

WIP

WIP-FM

PHILADELPHIA

5,000 WATTS • 610 K.C.

IT'S MUTUAL

REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERRY CO.



ROBERT M. FLANIGAN, now on terminal leave from the U. S. Coast Artillery, has rejoined the staff of the NBC Central television national spot sales department as salesman. Flanigan was associated with NBC for eight months before entering the Army in December, 1942, serving 14 months in the Burma-India Theater as commander of a quartermaster trucking company operating on the Stilwell Road.

LT. COL. ROBERT G. DUFFIELD, JR., has become station manager of WOWO, Port Wayne, Ind., having served as chief engineer for the station before Army service which included duty in Japan. He holds the unique record of having served as a member of the staff of every station in the original Westinghouse group. He will replace Paul E. Mills, who served as station manager during the war. Mills will resume his former position as sales manager, which he relinquished in January, 1945, when John B. Conley left Port Wayne to become manager of KEX, Portland, Ore., newest Westinghouse affiliate. H. D. Longworth, sales manager WOWO for the past 16 months, will become regional sales manager.

Movie On Radio Industry Gets NAB Advisory Unit

(Continued from Page 1) are William B. Ryan, KFI, Los Angeles; Donald W. Thornburgh, CBS, Los Angeles; Lewis Allen Weiss, KJL, Los Angeles; Sidney N. Strotz, ABC, Hollywood; Don Searle, ABC, Hollywood, and Calvin J. Smith, FAC, Los Angeles.

The radio representatives will serve an advisory group to Jerrold T. Brandt, independent film producer.

Scap Upholds Decision On Berlin Catalogue

At a special meeting late last week the board of directors of the American Society of Composers, Authors and Publishers, the decision of the Society's board of appeals in connection with the Irving Berlin catalogue was sustained.

Feldman Leaves ABC Arthur Feldman, head of London news bureau of ABC has resigned. Feldman, overseas since 1942 joined network in '43, covered Normandy and Philippine invasions, introduced MacArthur over all networks. He also acted in advisory capacity to BBC.

FCC Skeds Hearing On Don Lee Group

(Continued from Page 1) KFRC, San Francisco and KHJ and KHJ-FM, Los Angeles will be held. Issues listed by the Commission for the hearing include:

- 1. To determine the legal, technical, financial and other qualifications of the applicant, its officers, directors and stockholders to operate the said stations or any one of them.
2. To obtain current information concerning the character of the program service which applicant may be expected to render and to determine whether such service will meet the requirements of the populations and areas to be served.
3. To obtain full, information concerning applicant's past practices with respect to its network operations and, in particular, to determine whether applicant is, or has been, engaged in practices in violation of or designed to procure or compel violation by other stations of, the provisions of section 3.104 of the Commission's rules and regulations.
4. To determine whether in the light of the evidence adduced upon the foregoing issues public interest will be served by a grant of any or all of the instant applications.

ABC To Sell WOOD To Michigan Group

(Continued from Page 1) to buy all of the stock of King-Trendle Broadcasting Corporation, licensee of radio stations WXYZ, Detroit, and WOOD, Grand Rapids. In view of the probability that the FCC would not approve ownership of WOOD by a national network, ABC, under the terms of agreement, is assigning to Liberty Broadcasting, Inc., its rights to purchase insofar as they relate to WOOD.

Liberty Broadcasting, Inc., is a Grand Rapids corporation. Roy C. Kelley is president, Ray Veenstra is its secretary and treasurer, and George Norcross, director. Kelley is also owner of the Wolverine Network.

Send Birthday Greetings To~
July 1
Arthur H. Hayes John Lair
Ira Phillips Paul G. Patterson
Bill Stern Betty June Tyler

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

COAST-TO-COAST

—MONTANA—
MISSOULA—Wanda Cox, formerly associated with several phases of the radio industry, having worked with FCC for three years, has recently joined the KGVO staff. . . . Frances Brown has also joined the staff as receptionist-secretary. . . . Don Jones, KANA manager, the new Mosby's Inc., Anaconda, has returned from his California vacation and is making arrangements for opening the new outlet which is expected to have its first airing the first of August. . . . William Foss, of the firm of Colton and Foss, consulting radio engineers of Washington, D. C., is here conferring with J. C. Cole and Don Jones, KGVO and KANA managers, respectively.

—WASHINGTON STATE—
YAKIMA—KIT's Don White aired the brief ceremonies connected with the shipping by air of the largest load of cherries over to go to Alaska. . . . Jack Clarke, KIT manager, is the proud papa of an eight and three-quarter pound son. Mother, son, and particularly the father, are doing very well. . . . **VANCOUVER**—As long as KVAN can remember, it has been completely ignored by the Sun, one of the city's two daily newspapers, but came last week and the paper did a complete turn-about. Prompted by salesmanship of Mark DeLaunay, commercial manager, the paper signed for a quarter-hour daily newscast, promoted same the following day with half-page, bold type, front page ad.

—OHIO—
CINCINNATI — William R. Christian, WSAI sales manager, will on July 1, join the Frederick Ziv Company as account executive. In this position he will be territorial representative in the Washington-Baltimore area. . . . **CANTON**—Sponsored by R. & J. Furniture Company, WHBC is presenting a weekly series entitled "Music of All Nations." . . . Louise Capetrain, recent graduate of Timken Vocational High, has joined the WHB secretarial staff. . . . It will be a fall wedding for WHBC-ites Bettie Majors, secretary to Robert C. Fehlgman and Jim Roberts, announcer;

former AAF captain, Roberts served over five years, two of which were served in the ETO.

—ILLINOIS—
CHICAGO—Jimmy Evans, sports authority and All-American baseball and football star has begun a five-a-week series entitled "Sport of Kings Highlights" on WBBM telling dramatic stories with historical background. . . . John Harrington, WBBM sports and newscaster, brings new color and interest to fandom's world of sports with his five-a-week "Harrington's Sports Show."

—MASSACHUSETTS—
BOSTON—An imposing group of scientists will visit "Open for Discussion" July 7, to pass comment on the "International Control of Atomic Energy" over WBZ and WBZA. . . . Show is a weekly presentation in the public interest by the Boston and Springfield stations, presenting current problems and discussions by outstanding experts. . . . **SPRINGFIELD**—Bob Strohshines, WSPR senior announcer is the proud pop of a ten pound boy recently born at Mercy Hospital. Mother is the former Peggy O'Neill. . . . **LAWRENCE** — The "Bride of the Week," a Monday through Friday WLAW feature will be sponsored co-operatively starting July 1, by Cherry and Webb Company; Elliot's, department store and Scannell's, jewelers. Hugh Babb will continue as emcee of the show which honors a bride each week.

—NEW YORK—
NEW YORK—If a baby who was born on July 10, 1945 at 7:30 p.m., EWT, can be found by July 13, he or she will receive all expense trip to New York, accompanied with parents, to appear as guest of honor at the biggest birthday party ever held for a one-year-old. The occasion will be the first anniversary of the CBSaturday "County Fair" show which was born exactly one year ago to that day. Gifts of all kinds will be heaped on the baby who during the broadcast will romp merrily in a special play pen on the stage where the program's "midway" has been set up. Qualifications for the child's appearance must be an affidavit from the hospital where the child was born or a statement from the birth records department of the County Clerk's office attesting the exact time and the date of the child's birth. If in any case there is a tie, final choice will depend on the earliest post-mark.

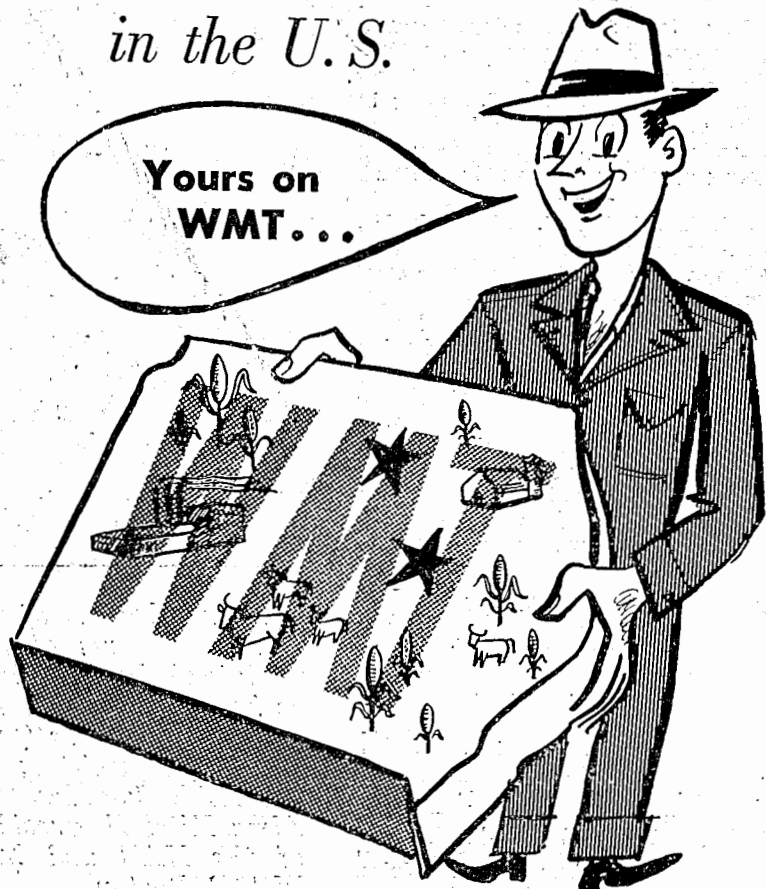
Hoff Leaves Souvaine; Joins Knight As Gen. Mgr.

Harry Hoff has left the Henry Souvaine organization to join Raymond Knight Productions, Inc., as general manager, effective late last week. Hoff appointed Tom Riley, who left for the Coast Saturday, to take charge of production there. Riley will set up audition recordings of a new adventure series which will star John Lund, Paramount pictures luminary, for interested agencies. He was formerly with NBC, William Esty, Pedlar & Ryan and other agencies.

BALTIMORE'S Listening Habits
WABC
MUTUAL BROADCASTING SYSTEM

EASTERN IOWA *the*

*Outstanding
 Agricultural Area
 in the U.S.*



**With An Industrial Income
 EQUAL to her Agricultural Income!**

- WMT is Eastern Iowa's only CBS Station
- WMT covers 126,500 sq. miles sales rich area
- WMT reaches 3,500,000 Consumers with the highest per capita income in the U.S.
- WMT has the largest daytime primary area of any station in the state within its 2.5 MV Line



Represented by
 KATZ AGENCY

MEMBER OF THE MID-STATES GROUP



'A' Bomb Coverage High

FCC's \$19,284,778 Approved By Senate

Washington Bureau, **RADIO DAILY**
 Washington—The Senate yesterday, did the House Saturday, passed a tele Department appropriation bill providing the full \$19,284,778 asked the Department for its international information program. This will limit a full program of shortwave broadcasting, pix and other activities ended.
 The House had originally cut the budget for the operation to an even \$10,000,000, with the Senate restoring the cut last month. The conferees finally agreed to the larger figure and both Houses accepted the idea. It had been feared for several weeks that the broadcast program would have been cut.

3-Mo. Profit Rises, Commerce Dept. Reveals

Columbia network profits for the quarter of 1946 totaled \$1,462,000 compared with \$1,127,000 for the corresponding period of 1945, the U. S. Department of Commerce revealed yesterday in a survey which showed profits of six companies in the broadcasting and amusement fields up 25 per cent over 1945 after payment of all taxes. CBS was the only radio company included in the study.

Charges Preferred Against Texas Web

Washington Bureau, **RADIO DAILY**
 Washington—Charging the Texas City Network with restrictions on local broadcasts, Homer Rainey, candidate for Governor of Texas, yesterday filed a formal petition with the
 (Continued on Page 7)

Pledges

Twelve business and fraternal leaders invited by Seymour Segal, acting director of WNYC, New York, yesterday pledged that they would hold the price line despite the passing of OPA. The speakers, responding to a telegraphic invitation from Segal, volunteered to go on the air in an effort to combat inflation.

FCC Reveals Terms Of Proposed WCAU Sale

That WCAU, Philadelphia clear-channel CBS outlet, will be sold for slightly over \$2,500,000 rather than the \$6,000,000 figure generally associated with the deal was revealed yesterday when attorneys Marcus Cohn and Leonard Marks, representing buyer J. David Stern, filed the application with the FCC. The application reveals also nothing to point to inclusion of Isaac Levy or Dr. Leon Levy on the directorial board of Stern's Philadelphia
 (Continued on Page 4)

23,000,000 Heard President In Address Saturday Night

It was estimated yesterday by C. E. Hooper, Inc., that 23,166,000 adult listeners heard President Harry S. Truman explain his veto of the OPA extension bill during his broadcast on the networks Saturday night. The rating for the talk was 31.8. President Truman's share of the listening audience, according to a CBS release, was 98.0.

WEAF Linked With Press In New 'Home' News Deal

An agreement has been made between WEAF and five metropolitan newspaper organizations providing for the co-operative broadcasting of a new daily series to be titled "Metropolitan News Roundup," it was announced yesterday by James Gaines, manager of the NBC key outlet. Pact calls for the installation of lines between station headquarters and the editorial offices of participat-

Total Cost To Webs And Tele Estimated At \$125,000 For Sunday Pickup Of Bikini Bomb Drop

Philco Licenses RCA For FM, Tele Patents

Philadelphia—The Philco Corporation has licensed the Radio Corporation of America to use its "Advanced FM System" and approximately 600 other Philco patents and inventions relating to radio and television receivers and electrical phonographs, it was announced yesterday by John Ballantyne, president. Philco will also grant non-exclusive licenses to other radio and electronic concerns, Ballantyne added.
 "The agreement just concluded be-

(Continued on Page 5)

Cowles Sells WHOM; Subject To FCC Okay

Subject to FCC approval, station WHOM was sold yesterday by the Cowles interests to Gene Pope, publisher of the Italian language paper, Il Progresso. Outlet which broadcasts
 (Continued on Page 5)

Clear-Channel Hearings Approaching Conclusion

Washington Bureau, **RADIO DAILY**
 Washington—The last lap of the FCC's lengthy clear-channel hearings got under way yesterday as Westing-

(Continued on Page 2)

Radio and television interests expended around \$125,000 to cover the first of the series of atomic bomb tests at Bikini, **RADIO DAILY** learned yesterday.
 The greater part of this figure was borne by the four major networks, with considerable expenditure involved in the dispatch of men and equipment to the Bikini area, special programs on the forthcoming "A" bomb experiment, etc.
 Mutual spent approximately \$30,000 on the project, including cost of can-

(Continued on Page 5)

Baseball Men To Mull Tele's Role In Sports

The future role of television in coverage of major sports events—and also the influence it bears—may well be defined in developments expected to take place next week-end, when baseball magnates gather in Boston for the regular summer American and National League meetings.
 The two-day conference opens Sunday at the Copley-Plaza and reliable

(Continued on Page 4)

UN Outlines Method For Station Coverage

A method whereby the nation's broadcasters may air the meetings of the United Nations without paying line tolls to New York was outlined
 (Continued on Page 7)

Treasury Theme

A new U. S. Savings Bond song, "What's Your Favorite Dream?" has been recorded by Barry Wood and Mark Warnow's Treasury Orchestra, and will be released to all stations the last week in July. Song by Denes Agay and Lee Jordan. On the other side, "Starlit Reverie," opens with Wood giving the bond announcement, with Warnow doing similar pitch at end of song.

Remote

From the Falkland Islands, off the tip of South America, to Radio City is a long hop for a fan letter, but Bob Hannon, baritone star of "Waltz Time," heard on NBC, got one last week from a farmer and his family in the Islands. It took three days journey to the nearest settlement to post the letter, which then consumed 49 days in traveling the 8,000 miles to the U. S.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Mon., July 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Clear-Channel Hearings Approaching Conclusion

(Continued from Page 1)

house led off the engineering phase of the extended sessions. Engineering testimony will wind up one of the Commission's longest hearings. Two previous sessions have been held.

C. E. Nobles, radio engineer with Westinghouse, was the first witness. The Commission sat en banc yesterday, but there was indication that because of the expected length of the hearing, one Commissioner would be assigned to hear the engineering testimony, probably Commissioner E. K. Jett. Sessions will be held today and tomorrow, then pick up again next week.



Coming and Going

G. W. "JOHNNY" JOHNSTONE, director of public relations for the National Assn. of Manufacturers, has arrived in New York from Chicago. The hop from the Windy City was the last leg of a 30-day transcontinental tour.

CARL W. DOEBLER, sales promotion manager of KMOX, St. Louis, to New York for conferences at the headquarters of CBS, with which the station is affiliated.

ED MICHELSON, research consultant on "Sound-Off," Columbia network program has returned from Washington, D. C., where he spent a few days on business.

JOHN BROWNING, of WSPB, Sarasota, Fla., is in town visiting with officials of the Columbia network.

LOU ENGLISHER, of Radio Daily's printing staff, left yesterday for two weeks of frivolity in Warrensburg, N. Y.

JOHN ESAU, general manager of KTUL, Tulsa, Okla., was in Gotham last week for confabs with executives of CBS.

PAUL McCLUER, network sales manager of NBC's central division, is here from Chicago on a short business trip. He is accompanied by ART JACOBSON, production manager in the Windy City.

HAL BOCK, television manager of NBC's western division, has left for his Hollywood headquarters after a week of conferences with video executives at the offices of the network.

WILLIAM LARIMER, new full-time Radio Sales representative for CBS in Los Angeles, spent last week in Gotham getting acquainted with the network folk. He has stops scheduled at Boston, Washington, D. C., and Chicago on his way back to the West Coast.

HAROLD STEIN, radio lensman, has left for Walter Jacob's Tarleton Club at Pike, N. H., where he will enjoy a busman's holiday by doing a color short at the resort.

SID ASCHER returns to his office today from Washington, D. C., where he was awarded the Legion of Merit.

GELNN SNYDER arrived in town late last week from KOY, Phoenix, Ariz., and a paid a call at the offices of CBS.

DARLENE ZITO, singer, has arrived in New York for an engagement at the Boulevard Club in Elmhurst.

MARY MILLER, radio director for Newman, Lynde & Associates, Inc., Jacksonville, Fla., is attending the Summer Radio Workshop at New York University.

New "Home" News Deal Via WEA, Local Papers

(Continued from Page 1)

determined. Papers taking part in the program are the Brooklyn Eagle, Newark Star-Ledger, Bronx Home News, Long Island Daily Press and the news bureau of the Westchester County daily newspapers located in the offices of the White Plains Reporter-Dispatch. The agreement calls for broadcast of the program for at least 52 weeks.

In announcing the show Gaines said, "The co-operation between press and radio means we now will be able to present local news in the same on-the-spot manner that resulted in so many great news stories on the 'World News Roundup' broadcasts during and after the war. Through this plan the participating newspapers and WEA will present a program unique in its speed and completeness in covering a specific area."

George Harder Resigns; Resumes Radio In Fall

Philadelphia—George A. Harder, director of public relations and former advertising and publicity manager for Westinghouse Radio Stations, Inc., resigned effective yesterday. He returned to the Westinghouse broadcast headquarters last November upon his release by the Army. Harder has not announced his future plans beyond his intention to resume radio work in the fall.

Harder had wide experience in New England radio before joining Westinghouse here and was radio advisor to Hon. John G. Winant, former Ambassador to England, when Winant was Governor of New Hampshire. He served former Gov. Jos. B. Ely of Massachusetts in similar capacity and

St. Louis FM Station Broadcasting Ball Games

St. Louis—WIL, owned and operated by the Missouri Broadcasting Company, in addition to being the first AM station to operate commercially in this area, came up with another first last week when their new FM station took to the air with announcements and a play-by-play account of the ball game from Sportsman Park. At present identical programs are being aired over WIL and WIL-FM with regular broadcast schedule for the FM station having already been established from 3 until 9 p.m. daily.

It was revealed that a new 10 kw. transmitter will soon be installed by Radio Engineering Laboratories, Inc., of Long Island, who will at the same time deliver additional equipment for higher power output. At present, the new FM station is operating on 1kw. using a three element turnstile antenna atop the Melbourne Hotel.

Kapner Will Limit Activity To Presidency Of WCAE

Pittsburgh—It was announced by Martin Ruberth, chairman of the board of the Hearst Corporation that Leonard Kapner, general manager of Hearst Radio, Inc., and president of WCAE, Inc., will, in the future, confine his activities to acting as president and general manager of WCAE, Inc., Pittsburgh. Mr. Kapner has requested that he be relieved of his responsibilities in connection with Hearst Radio, Inc., which operates WBAL, Baltimore, WINS, New York, and WISN, Milwaukee, because of his health.

handled numerous broadcasts by the late President Roosevelt and other national figures in New England.



He speaks French

That picture was taken in 1938. It's the first beaver born in captivity at Terrebonne, Quebec. He answers to commands spoken in French.

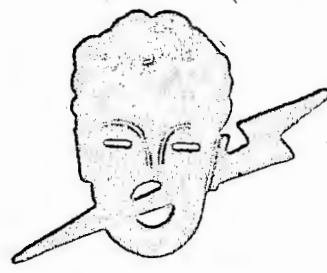
Aside from that, he lives up to pretty much of all the old tradition... he can bite through a two-inch poplar in ninety seconds!

We're going to compare ourselves with that beaver. We're unusual in a lot of ways, too.

Our station is the successful independent in a big 5-station town. We have no glamour-affiliations... but we seem to speak the language of Baltimoreans. We deliver more listeners-per-dollar-spent than any other station in town.

And ours is a working-like-a-beaver station, too. Smart time buyers know that when you give the job to W-I-T-H... it is done well, quickly and without any fuss.

Is W-I-T-H on your next radiolist?



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

A REPORT TO THE NATION...

(and the Radio Industry.)

FROM PORTLAND, MAINE TO PORTLAND,
OREGON AND ON TO HONOLULU

These Are the Stations We Represent:

- WJJD—CHICAGO, ILLINOIS
- WSAI—CINCINNATI, OHIO
- KDAL—DULUTH, MINNESOTA
- KILO—GRAND FORKS, N. D.
- WJEF—GRAND RAPIDS, MICH.
- WFBC—GREENVILLE, S. C.
- KHON—HONOLULU, HAWAII
- WKZO—KALAMAZOO, MICHIGAN
- WDGY—MINNEAPOLIS-ST. PAUL
- WPOR—PORTLAND, MAINE
- KOIN—PORTLAND, OREGON
- WHBF—ROCK ISLAND, MOLINE, EAST MOLINE, DAVENPORT
- KROY—SACRAMENTO, CALIF.
- KMA—SHENANDOAH, IOWA

LEWIS H. *Avery* INC.
Radio Station Representatives

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

544 Market Street
San Francisco, Cal.
DOuglas 5873

315 W. Ninth St.
Los Angeles, Cal.
TUcker 2095

333 N. Michigan Ave.,
Chicago 1, Ill.
ANDover 4710

469078

FCC Reveals Terms Of Proposed WCAU Sale

(Continued from Page 1)

Record, although Dr. Levy will continue to serve as general manager of WCAU at an unspecified salary.

The terms of the sale call for Stern to pay over \$6,000,000 in cash for all the stock of WCAU. This price was announced when the conclusion of the purchase agreement was announced in April. What was not revealed at that time is that the licensee corporation had last month liquid assets of approximately \$3,250,000—principally cash and U. S. Government Bonds—plus other assets estimated at \$600,000. Liabilities are about \$500,000—nearly all this sum representing Federal Tax obligation.

Stockholders Listed

WCAU stockholders include the following: Isaac D. Levy, 32.67 per cent; Leon Levy, 32.67 per cent; William S. Paley, 11.06 per cent; Samuel Paley, 10.8 per cent; Ramrafes Co. (trustee for Jacqueline Paley), 10 per cent; Edna Bortin, one per cent; Stanley Broza, one per cent; Jacob Paley, eight-tenths of one per cent.

All these stockholders also own substantial interests in CBS.

Stern owns two-thirds of the stock of the Courier-Post Company, which publishes morning and evening papers in Camden, N. J., and owns 91.33 per cent of the stock of the Philadelphia Record. The Courier-Post Company, will borrow \$5,500,000 from the Jefferson Standard Life Insurance Company, of Greensboro, N. C., licensee of WBT, Charlotte, N. C., and WBIG, Greensboro.

Courier To Finance Record

The Courier-Post Company then will finance the Record in the purchase of WCAU, providing the FCC approves the transfer. Of the borrowed sum, \$2,800,000 will go to retire a note against the Record held by the Society for Savings of Cleveland, Ohio.

The application estimates that the Record and Courier-Post Companies will have combined cash assets of about \$1,200,000 at the completion of the deal.

It was pointed out here that were WCAU to declare a dividend to distribute its assets among its stockholders prior to the sale, these assets would be subject to 90 per cent Federal Income Taxation. Under the present terms, however, the purchase price for the station will be subject only to about a 25 per cent capital gains tax.

The deal was arranged by Smith Davis, entrepreneur who has engineered a number of transfers of newspapers and radio stations.

Reasons For Sale Outlined

In the application, Cohn and Marks said "the reasons of the assignors and the purchasers for the transfer, and the purchasers' proposals regarding programming:

"The assignors state: assignor's stockholders . . . own substantial interests in Columbia Broadcasting System, Inc., and desire to divest



Broadway Bulletin Board. . . !

● ● ● OPA Administrator Paul A. Porter mulling over six-figures-a-year offers from the nets. . . Don't be surprised if the much talked about fifth network originates on the West Coast with movie money involved. . . Regarding the atom-bombing, Harry Sosnik puts it this way: Now there'll be no Bikini Atoll. . . Insiders betting that Walter Huston will get the FDR role in Metro's forthcoming film bio of the late President's life. . . Vaughn Monroe's new nitery outside of Boston a click. . . Tip to agents: Bob Adams, NBC's program developer, never has his door closed to comedy prospects. . . Jackie Kelk wonders if Bob Hope's next film will be "Road To A Pennant." . . Howcum Newsweek didn't include a certain WW in the list of those who gave air plugs to Al Capp's "L'I Abner" strip? . . . Overheard: He's the kind of a guy who's quickly developing all his friends into acquaintances. . . Funny fan mail switch at NBC: "McGarry and his Mouse" fan mail going, by mistake, to Tex McCrary and his mouse (Jinx Falkenburg). . . Jinx's mother, incidentally, is auditioning for an NBC period of her own. A sort of 'Ask Mom' type of aircer. . . That new agency, Sullivan, Stauffer & Bayliss, will start with a reported five million in billing. Among their accounts is American Home Products. . . Judy Canova knows a Mr. and Mrs. radio team now being used for making spot announcements.

★ ★ ★

● ● ● Joe Close, ex-advertising head of Owens Illinois Glass and OWI radio chief in Europe, has bought station WKNE, in Keene, N. H. Buying radio stations is a trend among young tycoons with imagination. . . Harry Salter has the music assignment on the new Berle aircer. . . Jerry Cooper signed for Mack Gordon's intimate revue, "Park Ave." . . The Zanzibar's going on the air again with its own package show over Mutual Tuesday nites at 11:30. . . Roger Bowman, NBC staff announcer and television emcee, has resigned to free lance. . . Sgt. Joe O'Brien, formerly with WMCA and chief announcer for AFN-Frankfurt, is scheduled to return to the states shortly. . . Murray Stein is setting up a new network twist on the old Amateur Show idea, carrying remotes for a weekly contest between cities.

★ ★ ★

● ● ● Arlene Francis, who's been honeymooning out in Calif. with film producer, Marty Gabel, flies into town in Aug. to do some summer theater in Conn. . . Herb Moss, Hildegard's radio director, also cued her performances for her record-breaking Chicago Theater engagement. Doubling as radio and vaude director isn't new to Herb, who came up with Ralph Edwards directing the "Truth or Consequences" radio and personal appearances. . . Jack Leonard's Majestic platter of "Full Moon And Empty Arms" a big seller. . . Mack Millar in town for a week. . . N. Y. Sun's Paul Phelan handed Lou Quinn a terrific pat-on-the-back with his col'm on an analysis of radio humor, using Louie as his blueprint. . . Edith Gwynne says that Jane Russell is the only H'wood star who has the right to refer to herself as 'we.' . . Louise Albritton, in town for CBS' "Theater of Romance," expecting an heir. Bundles for Albritton?

themselves of their holdings in individual radio stations and confine their interest to network holdings.

"The assignee states: the buyer desires to purchase and the seller desires to sell WCAU. The officers and directors of the purchaser have had extensive experience in the dissemination of news and information. Their past achievements have been limited to the one medium of newspapers. As the licensee of WCAU, they will not only continue to render public service to the community but will be afforded, through this new medium, an op-

portunity to broaden and intensify this service.

"The assignee has stated that it recognizes a duty as a radio station licensee to keep the public fully and fairly informed on all current matters: that it proposes to intensify and broaden the public service of WCAU; that it will inaugurate news services in such specialized fields as the drama, art, news, education, music, science, economics, public hygiene and political science. WCAU will retain its affiliation with the Columbia Broadcasting System."

Baseball Men To Mull Tele's Role In Sport

(Continued from Page 1)

sources yesterday made known the television, while not officially listed on the agenda, will be important, discussed from all angles. Industry execs consider this to be of particular significance since it follows on the heels of the Louis-Conn fight—the "disappointment" of which from a box-office standpoint served strongly to amplify the advantages of video.

Major league officials, considered to have been willing to "give television a try" in recent months since it is not now competitive, are reportedly viewing the rapid progress of commercial video in the past year as hastening any conclusions they may have delayed to future dates. Several major league games have been broadcast this year from New York and Chicago, on this "try" basis.

Club owners are so far non-committal and are believed to be awaiting official discussion and setting of policy by league officials before openly announcing plans. Major league business is conducted under franchise regulations up to a certain point, beyond which individual baseball managers operate on their own. The latter point is expected to be the much discussed one, insofar as a wealthy good-drawing club will undoubtedly set higher tele rates than others.

Ford Frick and Will Harridge, presidents of the National and American Leagues, respectively, were reported last winter to be "not too sold" on video for baseball, primarily because of its box-office threat. Conversely, they feared that any high quality television would hurt the game. Other baseball magnates were reported to "wait until commercial television comes, then we'll meet it."

Sports and trade executives believe that the same "united front" that resisted radio's entrance in baseball years ago will resist television with the same gusto until convinced of the importance of the financial angle.

Whatever transpires at the Boston confab, it's believed that some tentative policy, at least, will have been arranged by the major league representatives.

NAB Meeting Schedule For July-Aug. Announced

Washington Bureau, RADIO DAILY

Washington—NAB committee meetings for the coming weeks: July 11—Employe-Employer Relations, Washington; July 12—Public Relations Executive, Washington; July 15, 16—Music Advisory, New York; July 18—Freedom of Radio, New York; August 3, 4—Board Finance, Estes Park, Colo.; August 5—Board By-Laws Revision, Estes Park; August 5—Board Certificate of Merit, Estes Park; August 6, 7, 8—Board of Directors, August 6—Board of District Meeting, Estes Park; September 10—Small Markets Station Executive, Washington.

Cowles Sells WHOM; Subject To FCC Okay

(Continued from Page 1)

considerable foreign language programs has been doing mostly Italian programming of late and Il Progresso considered the leading paper of its kind in the U. S. Actual sale was made between the Atlantic Broadcasting Co., Inc., with Gardner Cowles Publishing and Il Progresso Italo-American Publishing Co., Inc., of which the Pope is president and publisher. WHOM was acquired by the Iowa Broadcasting Co. (Cowles) in July, 1944 when the FCC okayed the sale, with Commissioner Durr dissenting on the ground that the price was excessive. Sale price was reported as \$3,526,633. Within the year it was estimated that the station would be sold. At the time it was acquired by John and Gardner Cowles, it was shared by the brothers having interests in New York such as Look magazine, intended to further occupy their time with a local station. Since then the station has been brought from the middle west, where it had been transferred to great extent from the WOL, Washington Cowles outlet. Cowles brothers bought WHOM from Paul Harron and Joe Lang, who had been successful with the station in foreign language, particularly Spanish and Italian. Craig Lawrence, vice-president for Cowles and WHOM general manager stated yesterday that he understood the policy of the station would remain about the same. WHOM operates with 1,000 watts day and 500 night, on 1480 kc. A Jersey City outlet, it has offices and studios in New York.

Price Control Program On Mutual Web Tonight

Mutual will stage a special broadcast tonight at 10:30-11 p.m., EDT, entitled, "America Without Price Control." Pickups of two and one-half minutes each will be made in the ten key cities from East to West. In each city, a digest which has been prepared will be heard from newspaper men and other representative authorities.

Cost Of 'A' Bomb Coverage At \$125,000 For Webs, Tele

(Continued from Page 1)

celled commercial time and arrangements for special "A" bomb shows. NBC spent \$25,000 on arrangements for men and equipment alone. CBS' expenses also approximated \$25,000, which included cancellation of time, correspondents' trip, etc., and special "pre-bomb" programs. ABC's figure,

Pix In N. Y. Today

First motion pictures of the atom bomb test for television and theater use are expected to arrive late today on a B-29, it was learned yesterday. Following processing at the Naval Air Station in Anacostia, D. C., a Navy plane will then rush the pictures to Floyd Bennett Field in Brooklyn, where representatives of newsreels and television stations will pick up the films.

which involved cancellation of commercial programs only, totaled over \$22,000.

Coupled with radio's heavy expense is the bill that is being footed by television interests. The television experts have been collaborating with the Navy for several months on airborne television experiments. These experiments date back to the RCA-Navy airborne television demonstrations that were staged at the Anacostia Naval station some months ago.

While no figures were available on the value of equipment placed at the disposal of the Army and Navy for the "A" Day coverage, it is estimated to have been worth \$50,000.

In New York yesterday television experts were pointing to the service rendered by video at Bikini. They recalled that network radio commentators in several instances Sunday spoke of the view of Bikini following the atom bomb drop which was gained from television receivers aboard the USS Mt. McKinley and the USS Appalachian. It is believed that the first information the correspondents gained of the damage done to the fleet in the Bikini lagoon came from viewing the television pictures.

Video equipment installed in the nose of "drone" planes flying over the target, was the "block" type manufactured by RCA for the Government.

Frisco Was Traffic Center

San Francisco—Sunday's historic atom bomb broadcasts were distributed to the nation without a hitch through San Francisco's four network stations. KFRC news chief Jack Fern directed the channeling of reports for Mutual. Frank Latourette, the ABC western division news chief supervised the KGO-ABC coverage, while John Thompson, the KPO special events manager, was assisted by Adolph Schneider of New York in handling the NBC programming. The first pool report by W. W. Chaplin from Kwajalein was carried by KPO, KQW, KGO and KSFO at 10:30 a.m.,

Pacific time. Ten minutes later ABC broadcast a report from Norman Cousins aboard the Appalachian. Actual takeoff of the bomb-carrying plane was delayed for 23 minutes, but shortly after 11 o'clock KGO-ABC and KSFO gave Chaplin's description of that event. At 12 o'clock KPO-NBC carried an atom bomb program with special pipe-in from Operation Crossroads.

KFRC-Mutual opened up at 1 o'clock with a half-hour resume of events to that time, and all four networks and local stations KSFO and KYA took the pool net broadcasts of the main event starting at 1:30 Pacific time.

Local network newsroom workers are relaxing after their most strenuous workout since the end of the war, but are already laying plans for coverage of the dropping of the second atom bomb if and when it occurs.

Scientific Demonstration

Philadelphia—With the aid of Dr. Roy K. Marshall, director of Fells Planetarium, Franklin Institute, WPEN demonstrated the Geiger-Mueller counter (the atomic monitor) in advance of the scheduled "Operation Crossroads" broadcast from the Pacific.

Dr. Marshall transported the registering apparatus, which was constructed by Franklin Institute technicians on the Geiger-Mueller principle, so that actual demonstrations could be effected in the WPEN studios.

The mechanism, which utters a popping sound when registering radio activity, sounded audibly when placed near a small portion of sand taken from Los Alamos, N. M., shortly after the first atomic bomb experiment in July, 1945. The sand, sent by Los Alamos scientists to Philadelphia Mayor Bernard Samuel, has been imbedded in lucite and at this date, almost one year after atomic disruption, still is radio active.

WPEN presented Dr. Marshall in two special broadcasts—one before plane take-off, the other shortly before bomb dropping—to demonstrate how the Geiger-Mueller counter will be used to police the Bikini area for the period following the atomic explosion. The counter works on power of 1,000 volts.

WCBM Features Scientist

Baltimore—Immediately following Mutual's representation of Admiral Blandy's official evaluation of Operation Crossroads, WCBM, Baltimore, brought Dr. David Inglis to the Maryland coverage network (WCBM, WBOC, Salisbury, WJE, Hagerstown). Dr. Inglis stood by in WCBM studios to ear-witness atom bomb test, then grasped psychologically best moment to comment on the event. Inglis is associate in physics at Johns Hopkins University.

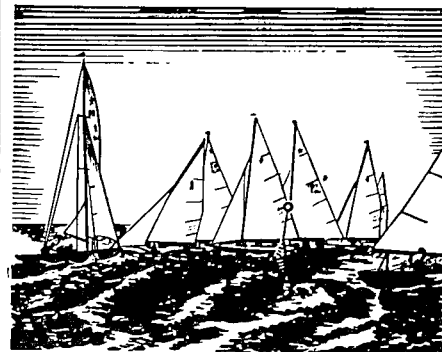
Philco Licenses RCA For FM, Tele Patents

(Continued from Page 1)

tween Philco and the Radio Corporation of America is the first general patent license issued by our company and covers the results of almost 20 years of research and development work in the field of radio and television," Ballantyne said. "One of the most important inventions covered in the agreement is the new Philco Advanced FM System. This is an entirely new system of frequency modulation detection which is considered one of the fundamental advances in the radio art," he added.

"To Share Fruits Of Research"

The Philco executive explained that his company has increased and strengthened its facilities along with the wartime growth of electronics, and that Philco is "desirous of co-operating with others in the radio and television industries to share the fruits of its research." Ballantyne declared that "such co-operation was practiced energetically during the war to speed victory, and the new licensing agreement with RCA represents the first translation of that spirit to commercial operations."



rounding the halfway mark

Our stations tell us happily of the plus signs in their ledgers as they round the halfway mark this year. Put Weed and Company's staff of seventeen men to work and watch the plus signs multiply.

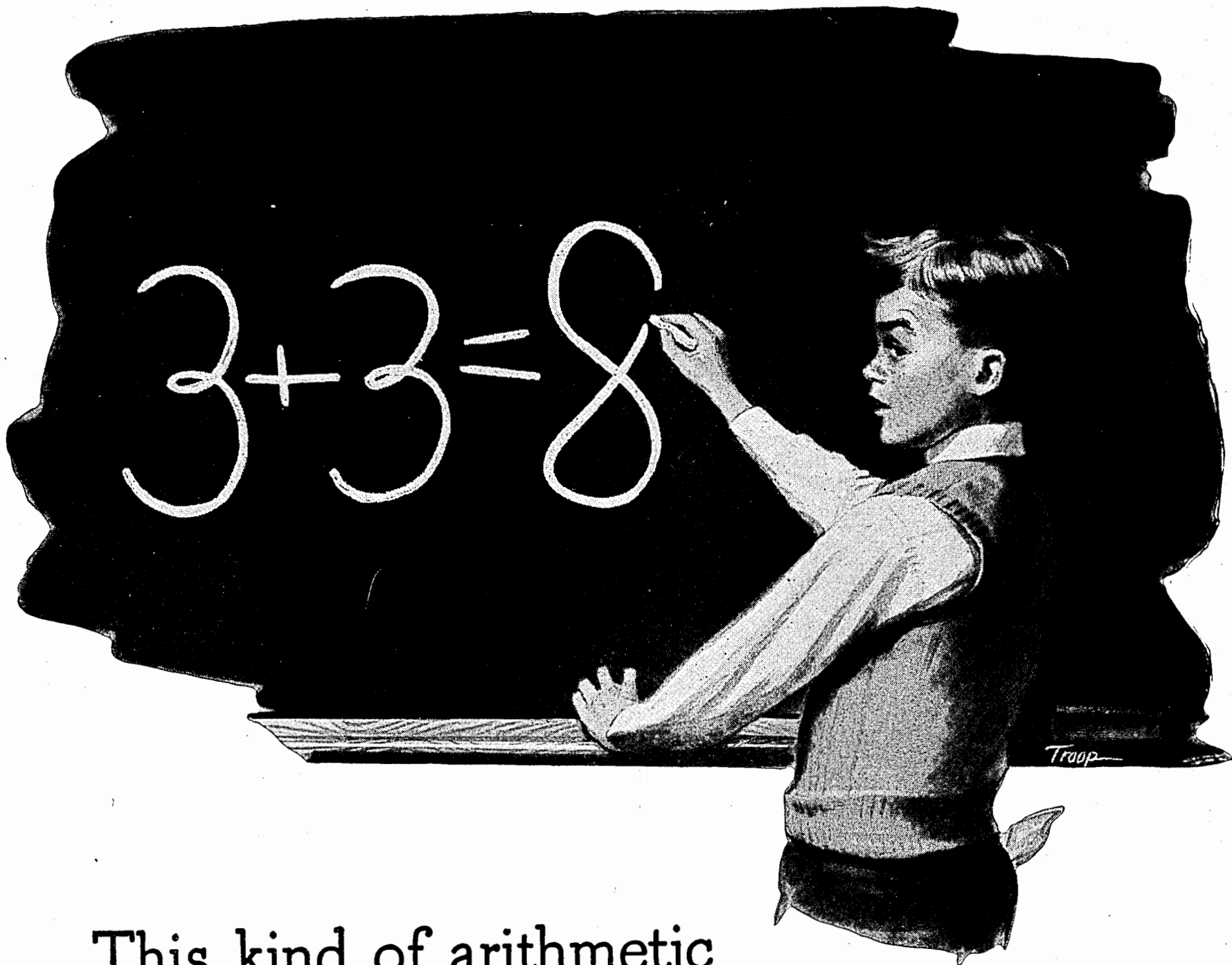
WEED AND COMPANY

RADIO STATION REPRESENTATIVES

New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

In the Worcester area, the overall Hooper Listening Index, Dec. '45 thru Apr. '46, looks like this:

WTAG	52.9
Station B	16.8
Station C	14.7
Station D	11.3
Station E	4.8



This kind of arithmetic may put Johnny through college

Here's how it works out:

\$3 put into U. S. Savings Bonds today will bring back \$4 in 10 years.

Another \$3 will bring back another \$4.

So it's quite right to figure that 3 plus 3 equals 8 . . . or 30 plus 30 equals 80 . . . or 300 plus 300 equals 800!

It will . . . in U. S. Savings Bonds. And those

bonds may very well be the means of helping you educate your children as you'd like to have them educated.

So keep on buying Savings Bonds—available at banks and post offices. Or the way that millions have found easiest and surest—through Payroll Savings. Hold on to all you've bought.

You'll be mighty glad you did . . . *10 years from now!*

SAVE THE EASY WAY... BUY YOUR BONDS THROUGH PAYROLL SAVINGS

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COAST-TO-COAST

— ILLINOIS —

ROCK ISLAND—Lewis H. Avery, has been named national sales representative of WHBF. Appointment will become effective August 1. . . . WHBF has launched its own weekly radio column entitled "WHBF Air News" running in four tri-city papers. . . . PEORIA—A. James Ebel, who during the war was in charge of radio training classes for Engineering Science Management War Training for the state of Illinois, has been appointed director of engineering for WMBD and WDZ it was announced by Edgar L. Bill, president of both stations.

— CONNECTICUT —

NEW HAVEN—WELI is now using a musical station break especially transcribed by Vaughn Monroe and his orchestra. Composed by Bud Finch of the WELI announcing staff the 15-second break features the voices of Monroe and the Norton Sisters. . . . Eric Johnson, former program director of the Yale Campus station, WYBC, has been named sports-caster of WNHC succeeding Chuck Crosby, who is now a staff announcer at KMOX. . . . HARTFORD—WDRG's "Night Owl," late night request show which has been off the air for some time, has been resumed. Show is heard nightly except Sunday with Dean Luce as emcee. . . . Harvey Olson, WDRG program manager, has been elected second vice-president of the Hartford Advertising Club. . . . Station manager Walter Haase relinquished the presidency after having served a term of one year.

— PENNSYLVANIA —

PHILADELPHIA — KYW recently began sponsorship of a live half-hour Monday night-time airing entitled "KYW Presents," advertising the Philly Westinghouse station's shows, talent and services and the part the outlet plays in the communal life of the area. . . . John Anderson has replaced Louis D'Angelo on the KYW general service staff. . . . Tom Moorehead, WFIL's sports director, is devoting a portion of his evening sports show each Friday to a campaign to further women's sports. Program features famous women stars in a year round drive to create new interest in women's sports among school girls. Moorehead is being assisted by Martha Gable, chairman elect of the National Association of Women's Athletics and a member of the health and physical education committee of the Philly Board of Education.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

L. S. TOOGOOD RECORDING CO. 121 N. LA SALLE ST., CHICAGO 1, CENTRAL 5276

NETWORK SONG FAVORITES

The top 31 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc.

Survey Week of June 21-27, 1946

Table with 2 columns: TITLE and PUBLISHER. Lists 31 songs and their publishers.

Charges Preferred Against Texas Web

(Continued from Page 1) FCC requesting an "immediate" hearing before the Commission. Rainey said he would appear before the FCC and present witnesses in support of his allegations that the network's "restrictive agreement" is a violation of the Communications Act. Rainey said that the agreement between TQN stations—the four largest in the state—was entered into after it was known he would be a candidate for governor and "was directed against me, that it was designed to keep me from presenting my program and to defeat me by a barrage of editorials, shaded, biased news stories concerning me in the newspapers owning and controlling these radio stations." The three stations which own newspapers include: WBAP, Fort Worth Star Telegram; WFAA, Dallas Morning News, and KPRC, The Houston Post. The fourth station involved is WOAI, San Antonio. Rainey, former president of the University of Texas, is one of 14 candidates for governor in the Texas Democratic primaries July 27. Previously, he complained by telegram to the FCC that the TQN has so limited the time allotted to public office seekers that they are restricting free discussion of the issues in Texas.

Joining WNEW Staff

William Griffin, radio production veteran, will join the WNEW production staff, it has been announced by Bernice Judis, station manager.

UN Outlines Method For Station Coverage

(Continued from Page 1) yesterday in a letter to station managers by Christopher Cross, the United States Radio Officer for the UN organization. Cross pointed out a recent FCC ruling under which licensees may "rebroadcast on a non-commercial basis a non-commercial program of a United States international broadcast station." Expressing hope "that as many U. S. stations as possible will avail themselves of this opportunity," Cross listed the frequencies and broadcast hours of six State Department (OIC) transmitters. "The experience has been that the broadcasts, although beamed to Europe, are clear enough for rebroadcast," his statement pointed out. Cross also asked broadcasters for the names of those who will cover the General Assembly meetings in New York in September, and for facilities required by stations covering.

Send Birthday Greetings To July 2 Barry Gray Allan Grant George C. Costelman

AGENCIES

BUCHANAN & CO., announces the appointment of Alfred R. Beckman, formerly sales service manager of American Broadcasting Company, as business manager and network time buyer of the radio department.

RADIO MOZAMBIQUE, Africa's only commercial radio station, now broadcasting on seven transmitters, has just announced re-appointment of Pan-American Broadcasting Company as its exclusive United States representatives for a period of three years. The station's transmissions are beamed by directional antenna at all of the key cities of the Union of South Africa.

ROSS, GARDNER & WHITE ADVERTISING AGENCY of Los Angeles will direct a new radio spot campaign for Gold Furniture Company, Los Angeles retail house, over KLAC, KFOX and KWKW. The spots will feature nursery rhyme melodies.

SIX MORE AGENCIES have become reporting members of the N. C. Rorabaugh Co., New York clearing house of spot radio statistics. They are: Calkins & Holden (New York); C. C. Fogarty Co. (Chicago); The Jacobs Co. (Chicago); A. W. Lewin Co. (New York); Liller, Neal & Battle (Atlanta); Charles Dallas Reach Co. (Newark).

Shupert Names Chairmen Of Eight ATS Committees

Eight committee chairmen appointed recently by George T. Shupert, president of the American Television Society, were approved this week by the board of directors, it was announced yesterday. The ATS committee heads are: Alice Pentlarge, chairman of the reception committee; Jack Levine, chairman of the program laboratory; Myrtle Ilsley, chairman of the library committee; Edward Stacheff, chairman of the education committee; Charles Alicoate, chairman of the motion picture committee; Ralph Rockafellow, chairman of the publications committee; Bud Gamble, chairman of the ATS training program, and Frederick A. Kugel, general chairman of the program committee.

Dominant VOICE OF SOUTHEASTERN CALIFORNIA 100 MILLION DOLLAR YEARLY MARKET MUTUAL DON LEE KXO EL CENTRO CALIFORNIA SEE RAYMER

The Seventh Annual Edition of

RADIO DAILY'S

“SHOWS OF TO-MORROW”

WILL BE
OUT SOON



SHOWS OF TO-MORROW ISSUE WILL INCLUDE COMPLETE
DATA ON EVERY TYPE OF RADIO PROGRAM INCLUDING

Adult Dramatic Strip

Adult Dramatic Series

Juvenile Series

Quiz

Musical

Agricultural

Variety

Comedy

Sports

Television

F. M.

Co-op Program

Hill Billy Program

News Programs

Hollywood Atmosphere

Feminine Angle

Foreign-language

Cultural Programs

Miscellaneous



Programming' Clarified

RDG To Oppose IATSE Invasion Of Radio

Radio Directors Guild, through its president, Edward A. Byron, yesterday renewed its avowal of loyalty to the American Federation of Labor and will open a strong battle to oppose the attempt of the IATSE to encroach on the Guild's "rights to represent radio and video directors and associate directors." RDG at the same time will carry forward its organizational drive in New York through agency, local and associate directors.

(Continued on Page 3)

Canadian Radio Leaders Receive Honors From King

Montreal—Amongst 1190 Canadians whom His Majesty conferred honors of CMG: Leonard Walter Brockington, K. C., L.L.D., former chairman Canadian Broadcasting Corporation; Dr. Augustin Frigon, general manager, CBC; Walter Albert Rush, controller of Radio, Ottawa; MBE: Arthur W. Holmes, CBC, Ottawa; Harold Wilmot, CBC, Ottawa; James William Bain, supervisor of technical sign and maintenance of special radio receiving, and director of finding stations, Ottawa.

Major Bowes Will Filed; Left \$4,500,000 Estate

The will of the late Major Edward Bowes, famed as director of the Amateur Hour, was filed in Surrogate's Court, New York, Monday, and is estimated that he left approximately \$4,500,000 for charitable purposes. Formal valuation of the estate is "more than \$200,000." The Major

(Continued on Page 2)

Atomic Power?
San Antonio—The atomic bomb test is having a decided effect on the general population, and especially to Red River Dave, cowboy singing star of WOAI. Dave was airing his regular morning program over WOAI and had just strummed the opening bars of his newest cowboy ballad, "Atomic Power" when the strings of his guitar snapped and the guitar collapsed.

No Paper Tomorrow
Tomorrow being the Fourth of July, celebrated as Independence Day throughout the nation, RADIO DAILY will not be published.

RMA Asks Industry To Hold Price Line

Washington Bureau, RADIO DAILY
Washington—RMA President R. C. Cosgrove yesterday called on radio manufacturers to continue "very reasonable" prices despite the demise of OPA.
"In view of the uncertain legislative situation," Cosgrove said, "and in response to inquiries of RMA members, I believe it advisable for all members of the radio industry to continue very reasonable prices, as near present prices as possible, on radio sets and parts."
Meanwhile, many individual manu-

(Continued on Page 5)

Gillingham Returns to FCC; Special Post to Minderman

Washington Bureau, RADIO DAILY
Washington—Lieutenant Colonel George O. Gillingham, who has been on military leave, has returned to assume his position as director of information, the FCC announced yesterday.
Earl Minderman, who has been director of information for the past three years, will undertake a special assignment under the direction of the chairman.

Networks Survey Nation On Price Control Issues

With the demise of OPA and the possibility of a new price control law still hot domestic news, the major networks have expanded their coverage to include on-the-spot reports from key centers throughout the country, forums, discussions and talks pro and con by commentators and government leaders.
Monday ABC correspondents in 17 cities spent the day interviewing housewives, businessmen, retailers

Definition Of Commercial, Sustaining Shows Released By The FCC Reveals Four Revisions Of 'Blue Book'

Fourth Of July Shows Planned By Networks

The four major networks will observe America's first post-war anniversary of the signing of the Declaration of Independence tomorrow with special programs originating throughout the day in various parts of the country. This year's July 4th celebration will be tied in with significant themes playing up the importance of freedom as it is emphasized with the winning of World War II.
CBS has scheduled various tie-ins

(Continued on Page 5)

Chaplin Claims Censorship On Atom Bomb Coverage

Charging that Navy censorship prevented him from giving an account of observations over Bikini Lagoon on the day following the atom bomb burst were made by W. W. Chaplin,

(Continued on Page 2)

New Texas Tele Station Contracted For With RCA

Forth Worth—Granted an application for a television station by the FCC, Carter Publications has begun seriously to plan on building Texas'

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Acting on many requests for clarification, the FCC yesterday announced four major changes in definition of terms listed in the Commission's Blue Book.
The first change makes it clear that a 14½-minute unsponsored program that is uninterrupted by a spot an-

(Continued on Page 6)

CBC Outlines Plans For Power Increases

Montreal—By March, 1949, Canada will have seven, possibly eight, nationally-owned 50,000-watt radio stations, David Dunton, chairman of the board of the Canadian Broadcasting Corporation, indicated.
Questioned by the Canadian House of Commons committee on radio broadcasting, Mr. Dunton explained that the CBC today operated four 50,000-watt stations. Under the North

(Continued on Page 6)

NAB Expected To Fight Holding Of FM Channels

Washington Bureau, RADIO DAILY
Washington—NAB's board of directors is expected to approve "within a few days" the action of the FM

(Continued on Page 3)

Holding The Line
First clients, in this section at least, to use their spot radio time to assure the public that they will maintain their usual prices despite lack of OPA control are United Fruit and the Grand Union chain stores. Over WJZ yesterday the former stated bananas will not go up and the latter that all prices are status quo. Both are leaders in their respective fields.



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

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FINANCIAL (Tues., July 2)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net. Chg. Includes Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER.

Sill Joins Tarcher As of July 1, Jerome Sill has joined J. D. Tarcher & Co., as radio director. Mr. Sill was associated with Columbia Broadcasting Co., for many years in a variety of capacities. More recently Sill was Eastern station relations manager of the Mutual Broadcasting System and in business development activities at the American Broadcasting Co.

New Radio Course Planned A new course on broadcasting of religious programs will be offered as a part of the curriculum by NBC and Columbia University in the 1946-47 session of their co-operative, "School of Radio," Sterling Fisher, director of the NBC University of the Air announced.

James Hamburg INSURANCE 30 JOHN STREET NEW YORK CITY BOWLING GREEN 9-0284 PHONES WHITEHALL 9987-7

Coming and Going

EDWARD R. MURROW, vice-president and director of public affairs for CBS, has left for Hollywood, where he will combine a vacation with the business of conferences at network offices on the West Coast. GIL MARTYN, news reporter on Kellogg's "Home Edition" program which originates in Hollywood, is vacationing briefly in New York. James Doyle is filling in for him on the Coast. LEON BARZIN, orchestra conductor at WQXR, has left on a three-month vacation. Jascha Zayde, pianist-conductor, will occupy the podium during that time. GUY LOMBARDO and the members of his orchestra made a personal appearance this week at Riverside Park, in Agawam, Mass. SAM WOODSIDE, assistant general manager of WHCU, Ithaca, N. Y., and LOU FRANKEL, commercial continuity editor at the station, paid a call yesterday at the New York offices of CBS. RALPH AUSTRIAN, television executive of RKO, has returned from a business trip to Atlanta, Ga.

THEODORE STREIBERT, president of WOR and member of Mutual's executive committee, has left with MRS. STREIBERT for a vacation in Maine. FRANKLIN DOOLITTLE, president of WDRC, Hartford, and WALTER B. HAASE, general manager of the station, were visitors yesterday at the headquarters of CBS, with which WDRC is affiliated. ENNIS BRAY, manager of WMRC, American network outlet in Greenville, S. C., a recent visitor in Gotham. LAURENCE LEONARD, president of WFMD, Columbia network affiliate in Frederick, has arrived from Maryland for a few days on station business. JAY JOSTYN has returned from his vacation in California. Tonight he will resume his "Mr. District Attorney" role on NBC. MARGARET ARLEN is spending this week at Roanoke Island, N. C., attending the "Lost Colony" meeting as guest of Paul Green, instructor in playwriting at the University of North Carolina.

New Texas Tele Station Contracted For With RCA

(Continued from Page 1) first television station as soon as possible. "Optimistically, we hope to have it in operation in nine months." This statement was made by Harold Hough, general manager of radio operations for the Carter Publications which also own and operate KGKO and WBAP here. He said that the station, of 30 kilowatt power, would be located in the Fort Worth Meadowbrook area. The engineers do not claim that the station will cover Dallas "satisfactorily," but it will "cover Dallas fully," Mr. Hough stated. To obtain a high priority for materials, the Carter Publications placed an order for RCA tele equipment.

Major Bowes Will Filed; Left \$4,500,000 Estate

(Continued from Page 1) Bowes Fund of St. Patrick's Cathedral was named residuary legatee. Among the beneficiaries were three former employees, Robert R. Reed, Dorothy Schiffman and Elwyn Williams who received \$10,000 each. Abner Goldstone, friend and attorney for many years, was named executor of the estate.

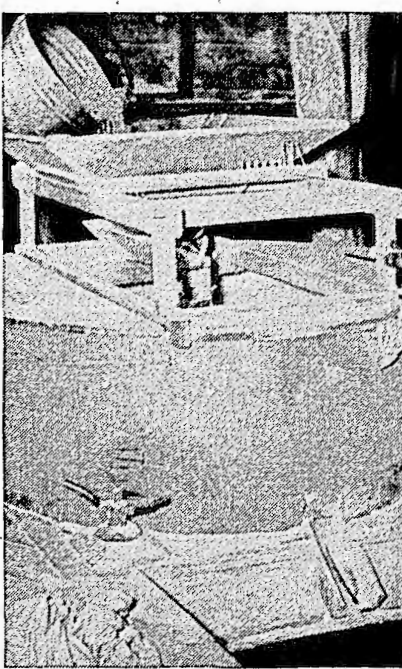
OIC Names Stone To Head American Republics Div.

Washington Bureau, RADIO DAILY Washington—William T. Stone, director of the Office of International Information and Cultural Affairs of the U. S. State Department, has announced the appointment of Fitzhugh Granger as chief of OIC Area Division IV (the American Republics). Granger formerly was public affairs officer in Argentina for the OIC. Dr. William Schurz, who has been acting chief of the division, will continue as associate chief.

Chaplin Claims Censorship On Atom Bomb Coverage

(Continued from Page 1) in a report to NBC released by the network yesterday. He wrote: "It is now 24 hours since the atom bomb blast at Bikini. An order tersely forbidding me to give any personal eyewitness account of the damage done has been issued."

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.



They grind slowly but surely

That's not a very picturesque shot of the old-fashioned millstone grinding the grain slowly but surely into meal. But it is symbolic. And we're using it to point out a business moral. It very well might take some brands, in the sales fight that lie ahead, a long time to catch up to competition. Some may do it slowly but surely. Others will stride ahead quickly. If yours is one of those companies that like action . . . and you sell in Baltimore, it's the successful independent station that's the buy. W-I-T-H delivers more listeners per-dollar-spent than any of the other stations in this, the 6th largest city. W-I-T-H, the independent, is put at the top of the list by smart time buyers from coast to coast.

W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-R

Webbs Survey Nation Re Price Controls

(Continued from Page 1)
 Edition of Feature Story carried further reports from New York, Chicago, Washington and Los Angeles, p.m. At 7 o'clock last night Senator H. Moore (R., Okla.), was heard on the web in a talk against extension of price control.
 Reports from a dozen key cities on "America Without Price Control" were heard in a special Mutual broadcast last night at 10:30. Tonight's battle of the Commentators' stanza featured a debate on "Should the Congress Reinstate Price Control?" between Merryle Stanley Rukeyser and Cecil Brown, 7:30 p.m.
Two Special Shows On NBC
 NBC's heavy coverage of the President's OPA veto on Saturday was followed through with two special shows Monday. One was a roundup of the facts of the death of the agency in Chicago, Cleveland, San Francisco and Washington, and the other a talk against any extension of OPA by Senator Robert A. Taft (R., Ohio), one of the leaders of the fight against price control.
 In New York, the municipal station, WJZ, carried throughout Monday's broadcast day talks by representatives of veteran and civic organizations, department stores, chain stores and movie theater chains pledging themselves to help hold the price line against inflation. At 10:15 p.m., the net carried Porter's talk and followed it with a re-broadcast of "It's Stickup," a drama prepared by Business Men for OPA with Orson Welles and Burgess Meredith.

Low Frequency Bands Allotted To Amateurs

Washington Bureau, RADIO DAILY
 Washington—Two new frequency bands have been added to those on which amateur station operation has been authorized, the FCC announced yesterday.
 The new bands are: 7150 to 7300 and 14100 to 14300 kc.
 On the band 7150 to 7300 kilocycles type A-1 emission is permitted. The net permits the use of type A-1 emission on the band 14100 to 14300 kilocycles and, on frequencies 14200 to 14300 kilocycles. Type A-3 emission, subject to the restriction that this emission may be used only by an amateur station which is licensed to an amateur operator holding Class A privileges and then only when operated and controlled by an amateur holding Class A privileges.
 The FCC also approved certain

NAB Expected To Fight Holding Of FM Channels

(Continued from Page 1)
 executive committee recommending appearance before the FCC in protest to the Commission's proposed plan to reserve for a year every fifth FM channel. The FM executive committee, chaired by Walter Damm of WTMJ, recommended NAB representation before the Commission when oral argument is heard on July 12.
 Meanwhile, it was learned that several veterans' groups will appear before the Commission and back the reservation plan. Among the groups expected to appear are the Disabled American Veterans, the American Legion and the American Veterans Committee.

Seven Syndicated Shows Sold By NBC Recording

NBC Radio-Recording last week sold seven syndicated shows to eight stations for a total of 429 programs, it was announced yesterday by Willis B. Parsons, manager of Thesaurus and Syndicated sales.
 Sales were as follows: "Allen Prescott" to WDNC, Durham, N. C., for 39 programs and KLO, Ogden, Utah, for 156 programs; "Art Van Damme Quartet" to WCOL, Columbus, Ohio, 10 programs; "Five Minute Mysteries" to KORC, Enid, Okla., 39 programs; "Mercer McLeod" to KFI, Los Angeles, 26 programs; "The Name You Will Remember" to WPRO, Providence, 26 programs; "Playhouse of Favorites" to KSFT, Trinidad, Colo., 26 programs, and WGOV, Valdosta, Ga., 52 programs; "The Weird Circle" to WGOV, 52 programs.

Summer Musical Shows Set For WHN, New York

Four new musical shows, designed for light summer listening, bow in over WHN this week, all under the supervision of Ray Katz, outlet's program director.
 The newcomers are: the Lisa Morrow-Bob Houston show, with Don Bestor's ork, written and directed by Hal Arnoff, 8 p.m., Tuesday through Friday; "Curtain Going Up," with Bob Shackleton and Bestor, Bill Bird directing, across-the-board, 6:35 p.m.; "Rhumba Rhythms," with Don Albert's ork, Guy Lebow and Vincent Lauria, co-directors, across-the-board, 10:35 p.m., and "Vic Damone Sings," featuring 18-year-old baritone Vic Damone with Don Bestor's music, Wednesday through Friday, 10 p.m., EDT.

minor additional amendments, at the request of the American Radio Relay League. It adds type A-0 emission to the types of emission authorized on the 144 to 148 megacycle band, the 235 to 240 megacycle band, and the 420 to 430 megacycle band. It also expands the use of A-3 emission on one band and limits it on another. Specifically, it expands the band on which A-3 emission may be used from 3900-4000 kilocycles to 3850-4000 kilocycles.

Bryson Pays Tribute To Late Dr. Wm. C. Bagley

"All those interested in education by radio, mourn Dr. Bagley's passing as a great loss," commented Lyman Bryson, CBS Counsellor on Public Affairs, on the death Monday of Dr. William C. Bagley, chairman of the National Board of Consultants of the CBS "American School of the Air."
 "Dr. Bagley," added Bryson, "was one of the first educators to see the great possibilities of radio as an educational force. Seventeen years ago he helped to organize the 'School of the Air,' and worked vigorously to develop this group of network programs, the largest and best-known of its kind, for nation-wide audiences of students, teachers and adults."
 Dr. Bagley was one of the country's outstanding figures in the field of education. He was professor emeritus at Teachers College, Columbia University, and since 1939 edited School and Society, a weekly educational program. He was 72.

LaGuardia Heard In New Time

F. H. LaGuardia's ABC commentary series moves to Wednesdays at 8:15 p.m., EDT, tonight with a special July 4 program comparing the problems facing America today with those that faced the country on previous Independence Days. The former mayor of New York also will offer a tribute to George M. Cohan, with a medley of the composer's songs to be played by an orchestra conducted by Josef Stopak.

RDG To Oppose IATSE Invasion Of Radio

(Continued from Page 1)
 rectors, and launch broadly into the television field.
 As official spokesman for the RDG, Byron stated:
 "The Radio Directors Guild is united in its loyalty to the AFL. The membership is unanimously behind the petition of its executive council to the AFL for an international charter, and the council is carrying forward its attempt to win the charter with unremitting effort. There never has been any suggestion from the membership of affiliating with any other labor organization."
 "United In Opposition"
 "The RDG is united in its opposition to the attempts of IATSE to encroach on the Guild's rights to represent radio and video directors and assistant directors. The RDG is also carrying forward its organizational drive in New York among agency, local and associate directors, and launching broadly into the television field.
 "Together with the Hollywood RDG and the Chicago and Washington organizations of radio and television and associate directors, it is completing final plans for a nationwide organization functioning under an international AFL charter and pursuing definite and immediate and long-range plans."

CLEVELAND'S Chief STATION COMMANDS HEAP BIG "LISTENER" ship



Get aboard and let WJW, Cleveland's CHIEF Station, a Commander of big listenership, guide you to Northern Ohio's billion dollar market. WJW brings in more daytime listeners per dollar in the Cleveland Area than any other regional station.

LEN STERLING

LA 4-1200

BASIC
ABC Network
 CLEVELAND, O.
WJW
 850 KC
5000 Watts
 DAY AND NIGHT
 REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

LOS ANGELES

By RALPH WILK

ROBERT Z. HALL, Hollywood manager of ABC's press department, returned to his desk this week, after vacationing in the San Francisco and Lake Tahoe areas.

Leslie W. Ecklund has joined KGfJ's "Hollywood House" as assistant to Paul E. Forrest, recently appointed promotion manager. Both Ecklund and Forrest were formerly with CBS.

Erwin Yeo, veteran radio organist, is playing background music on the Louella Parsons show over ABC. Yeo recently completed two years in the Coast Guard.

Neil Reagan, director of CBS' "Dr. Christian" program has just returned from a two-weeks visit to Des Moines. It was curiously during his first vacation as a student at Northwestern University Law School that Neil won an audition as sports announcer at WHO, Des Moines, made on a dare by his brother, Ronald Reagan, now the Warner Bros. star.

Mel Boyd has been appointed chairman of the radio committee for the Annual Motion Picture Relief Fund's "Open House" which will be held July 7th at the Country House. The committee who will carry out the exploitation work include Jim Swift, Bill Livingston, John Boylan, Bill Smith, Ben Cohn and Owen Anderson. They will arrange interviews and other radio activities and special events with a number of programs. The radio committee is working under an over-all committee appointed by Jean Hersholt. The over-all committee consists of Henry O'Neill, SAG; John Butler, USO, and Jim Luntzel, SPG.

Charles B. Brown, who has replaced Don McNamara as KFI's program director, announced that he will retain his interests in Colonial Film Productions, a commercial and television film concern which he founded in 1945, but will not be active in its management. Colin MacDonald, executive vice-president of Colonial will continue as production manager. Brown resigned as advertising manager of RCA to form Colonial Film Productions and to continue his video interests. KFI's extensive plans for participation in both FM and Television were influencing factors in reaching an agreement with Brown.



Notes From An Aisle Seat. . . !

● ● ● One of the col'ns came out last week with the report that Bing Crosby had definitely signed with Gen'l Motors. This week, the same lad stated that "no matter whom Bing signs with, he'll be on ABC." The trade is now looking for him to come out next week with the news that no matter what Bing does, he'll be on the radio. . . . In addition to American Home Products, the new agency of Sullivan, Stauffer & Bayliss also have Smith Bros. and Noxzema accounts. . . . Dennis Day goes in the Bob Burns slot in mid-Sept. with a script show, "A Day In The Life Of Dennis Day." . . . All the nets now haunting Kenyon & Eckhardt for that Ford hour business next fall. Format will prob'ly change to a stronger selling show, with possibility that summer Festival of American Music will stay on with bigger names. From where we're sitting, it looks as tho' NBC will get the nod. . . . "Casey, Crime Photographer" replaces "Hobby Lobby" on CBS Aug. 8th. . . . One of the Broadway hits played to 40 people last Saturday afternoon with the heat keeping the playgoers in their showers. . . . Plenty of fireworks expected when Ted Collins, owner of the Boston Yanks, challenges Dan Topping's right to use the same name for his N. Y. football team. . . . Sammy Kaye forming his own music company. . . . Kate Smith switching from Columbia records to MGM Oct. 1st. with a three-year pact calling for a minimum of 24 sides a year.



● ● ● Bob Broder, attorney for Abbott & Costello, back from H'wood where he settled the Wm. Morris case. . . . Bob Sylvester's guest spot with Eddie Condon on "Hi, Jinx," yesterday ayem tabs him as a voice radio could use. . . . Larry Carr, currently at the Blue Angel, signed for a new CBS series. . . . Hank Sylvern nixed a 39-week offer to tour Europe due to radio commitments here. . . . Barney Winkel opening a new eatery next week at 7th Ave. and 52nd St., and is putting in a 'Post Mortem Corner' for the radio crowd who love to second-guess the shows. . . . Raymond Walsh, WMCA commentator, recuperating from a spinal operation at Gotham Hosp. . . . Recommended reading: Paul Gardner's hard-hitting article, "Big League Baseball Blues," in the current issue of In Short. . . . Harold Levey's music is the best thing on U. S. Steel's "Mystery Hour." . . . CBS has made write-your-own-ticket offers to comedy writers Marty Ragaway and Len Stern. . . . Carr & Stark's tele show, "Cash and Carry," over WABD, is now wining and dining two contestants weekly at the Stork Club.



● ● ● Same outfit which is trying to snare Bing Crosby for a radio series is also trying to make a deal with Hildegarde. . . . It cost Ann Thomas fifty bucks when WOR's "Tell the Truth" stanza called her up and offered her that much if she could answer what Hildegarde's last name was. Ann didn't know—and come to think of it, neither do we. All we know is that Joe Besser offered to marry her last week and give her a last name. . . . Schick's "Tonite on B'way" renewed for another 13 weeks. . . . Kenny Baker will be on "Glamour Manor" in the fall. . . . Ira Ashley making four sides for Cosmopolitan Records with Shirley Booth doing Doty Mahoney songs. . . . ChuChu Martinez, singing star of CBS' "Viva America," opens at Loew's State this week. . . . Margaret Whiting will be starred in a radio show of her own in the fall. . . . The Paula Stone-Hunt Stromberg, Jr., production team will open a Paris office this summer. . . . Walter T. Shirley, the nation's acreage king, who has sold thousands of acres through use of newspaper ads, will go for radio. . . . Nelson Case is wanted to broadcast on-the-spot news from the Congressional floor for a newspaper chain. . . . Evelyn Knight, originally signed for two weeks at the Versailles, is in her sixth week and going strong. . . . Industry officials are predicting a market for ten million tele sets within the next five years.

CHICAGO

By BILL IRVIN

ROY WINSOR resigned as radio director of Dancer-Fitzgerald-Sample, Inc., Chicago advertising agency, last week in order to take over production on "Vic and Sade" when it returned to the air over WGN-Mutual Thursday, June (7:30 to 8:00 p.m., CDST) as a half-hour series. Winsor had produced "Vic and Sade" several years ago when it was an NBC daytimer.

Ulmer Turner succeeds Betty Burns as radio editor of the Chicago Sun. Miss Burns is resigning to join an agency in Honolulu. Chicago stations and networks will toss a farewell luncheon for her today (July 3) at the Wedgewood Room of the Ambassador Hotel.

The Murine Company, Chicago, begins sponsorship of "Cecil Brown and the News" in a weekly five-minute series, 7:25 to 7:30 p.m. CDST, on Sunday, July 14 over the full Mutual network. The contract placed through Batten, Barton, Durand and Osborn, Chicago, is for six weeks. Murine's sponsorship of Cecil Brown is the company's first venture into network radio advertising.

WBBM Veteran's Benefit Guide, brochure telling about government benefits and services available to veterans, has been issued by the station as a supplement to the WBBM-CBS "Assignment Home" program, and ready for distribution. Copies will be placed for distribution in U. S. Employment Service offices and Veterans' Administration Offices. Spot announcements are being used to place the brochure. Listed in convenient table-form in the new guide are types of benefit, basis of eligibility, nature of benefit and the administering agency.

Harmony House, a new program featuring Lawrence Salerno, baritone and Irma Glen, organist, made its debut Monday, July 1, at 10:15 p.m. CDST, over WENR.

The annual summer outing of the NBC Central Division Athletic Association, employee social organization, will be held at the Medinah Country Club on July 25.

1906 1946
Henri
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.

BALTIMORE'S *Listening Habits*
WABC
MUTUAL BROADCASTING SYSTEM
John Elmer, President George H. Raeder, General Manager
FREE & PETERS, Inc., Exclusive National Representatives

Birth Of July Shows Planned By Networks

(Continued from Page 1)

the July 4th spirit with several regular programs on the network and NBC, in addition to special features such as "People's Platform." This program will be heard tomorrow night in addition to the regular today broadcast, and will feature a discussion titled "What is the American Way?" with Ralph Robey, chief economist of the National Association of Manufacturers, and Ralph Inger, vice-president and editor of PM. This program will be heard from 5:30 to 6:30 p.m. "Women's Club," (5:15-5:30 p.m.) will feature Gardner Osborne, guest of Isabelle Leighton. Osborne, noted lecturer, will discuss the Declaration of Independence. July 4th services will also be heard on WABC Margaret Arlen program, and Danny O'Neil show in "This Is New York."

Breneman Salute Set

NBC's Tom Breneman and his "Breakfast In Hollywood" program will observe the day with appropriate tribute according to the "boys and girls" who helped bring about the victory. Guests on the program tomorrow will include patients from the veterans' hospital in the Los Angeles area. Preparations are being made to entertain 500 guests, each receiving a \$5 bill in addition to other gifts. "Breakfast In Hollywood" is heard daily at 11 a.m., over WJZ. ABC will also air a special program titled "A Promise Fulfilled" on the independence of the Philippines during President Manuel Roxas, and V. McNutt and Vincent Villalpando, who will provide historical background of the Islands and its people. The program will originate in San Francisco from 10 to 10:30 p.m., EDT.

Special July 4th programs on NBC will be highlighted by a half-hour discussion program on "The Rights of Individuals Under the Constitution," featuring Carroll Reece, chairman of the National Republican Committee, introduced by Governor Martin Pennypacker. Program will be heard from 8 to 8:30 p.m., EDT. From 6:45 to 6:40 p.m., NBC will air a special show commemorating the occasion with singers Jack Kiltie, and Marie Rogndahl. At 7:30 p.m., network will air "The Land We Love." Actual's July 4th programs will be

★ AGENCY NEWSCAST ★

DAVID E. GREEN, New York publicist, now on the Coast, has completed purchase of the Hollywood publicity offices of A. L. Rackin Associates. Green is taking over the entire personnel staff of the Rackin organization as well as all of the accounts. Al Rackin will remain as account executive in the new set-up. Arrangement calls for rental of an entire building at Sunset and Sweetzer in Hollywood.

FOUR-DAY HOLIDAY is being planned by leading agencies in New York for the Independence Day weekend, with Friday, in addition to tomorrow, being declared a no-work day. The AAAA is following suit by closing its offices Friday.

ARTHUR H. MILLER, New York public relations office, now is located at 151 East 50th Street.

FRANK M. BAKER, prominent in Chicago radio for many years, has joined the Reincke, Meyer and Finn Agency as radio director. He was recently discharged from the Marine Corps where he served in the Pacific as radar ground officer.

Bendix To Display New FM-AM Receivers

A new line of FM and AM receivers and phonograph combinations will be shown by Bendix Radio Division of Bendix Aviation Corp. at the summer market of the American Furniture Mart, Chicago, July 8-20.

Two FM models will be in the "popular" price range. One is a table model in walnut veneer, and the other a radio-phonograph combination styled on broad conventional lines. Higher brackets of the line include 11-tube combination models with FM and shortwave.

The firm's FM employs a ratio detector for remote reception, and gang-shift tuning providing for a new type of mechanical push-button assembly with automatic tuning.

Independence Day will also be observed on television via CBS' station WCBW, which has scheduled a 15-minute comedy-drama titled "Prudence, Indeed." Program, featuring the Lee Wallace Improvisation Group, will include Teresa Rhodes, Ruth Yorke and Scott Tennyson.

Indies To Observe Day

New York's independent stations are also scheduling July 4th programs throughout today and tomorrow. From 2:30 to 3 p.m. today, WQXR will carry a special program originating with BBC in London. Titled "What Were the Gains and Losses of Americans in Having Become Independent of the British Empire?"

PAUL F. ADLER, recently discharged from the Army Recruiting Publicity Bureau, has opened a radio advertising service under his name at 385 Madison Avenue, New York. As initial venture, he has packaged a half-hour series built around "Starling of the White House," published by Simon & Schuster.

S. RALPH DUBROWIN, formerly a major with the Army Air Forces, has joined WINX, Washington, as director of promotion. Before he entered the Armed Forces, Dubrowin was connected with Redfield-Johnstone, New York advertising Agency, as copy chief.

COL. HARRY C. WILDER, president of the Wilder radio stations, has appointed the Headley-Reed Company, effective August 1, as national representative for WSYR, NBC affiliate in Syracuse, and WTRY, ABC outlet for Albany-Troy-Schenectady. The Headley-Reed organization also continues to represent the third Wilder station, WELL, ABC affiliate at New Haven, Conn.

RUTHRAUFF & RYAN, INC., has elected Charles T. Ayres as vice-president. Ayres joined the agency as an executive in 1938.

RMA Asks Industry To Hold Price Line

(Continued from Page 1)

facturers were reported advising dealers not to jump prices out of line. OPA officials predicted, however, that unless some controls are restored radio prices will increase 15 to 20 per cent within a short period.

Inner Sanctum To Replace Coogan Show On CBS

July 29 is the date set for "Inner Sanctum" to replace Jackie Coogan's "Forever Ernest" show on CBS. The program is heard Mondays at 8 p.m., and Jackie fades off the air after only 13 weeks, for he started for Bromo Seltzer, the sponsor, on April 29. Same sponsor bankrolls the mystery show. BBD&O is the agency.

Walter A. Johnson

Los Angeles—Walter A. Johnson, 38, radio veteran, who last week was appointed general manager of the A. & S. Lyons Agency, died Friday at his Pacific Palisades home of a heart ailment. He joined the agency last November as head of its Coast radio department following his discharge as a captain in the Marine Corps. Before the war he was with MCA.



SUCH BUSINESS!

TRUE STORY: Laundry takes spot . . . on KQV . . . Biz terrific . . . can't handle . . . forced to cancel.

MORAL: Our Hoopers don't lie . . . KQV has the listeners . . . and does a sweet job of wrapping them up for advertisers!

(Basic Mutual—1410 KC—5000 W after Sept.)

ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

SURE IT'S TOUGH

to break in New York Radio. But I'm thoroughly experienced in production and continuity, writing drama, comedy, news and commercials for fine out-of-town stations. Have Phi Beta Kappa key from Virginia. Can trade originality, drive, get-up-and-go, for good position. If you want to swap horses, write, Box 195, RADIO DAILY, 1501 Broadway, New York 18, New York.

Driscoll Crusading For Rights Of Radio

Launching a one-man crusade in behalf of radio against the Eastern Association of Fire Chiefs for their resolution criticizing operations of broadcasters at fires and other disasters, Dave Driscoll, director of news and special events for WOR, gained words of praise for radio yesterday from Frank J. Quayle, fire commissioner of New York.

"I state quite emphatically that the broadcasting companies who render a service at or during fires in New York City, are of inestimable value to not only the Commissioner, but also the New York Fire Department," Commissioner Quayle wrote. "It is my sincere wish that no action be taken by the Federal Communications Commission which would have for its purpose the curtailing of your type of service."

Convention Resolution

The convention of the Eastern Association of Fire Chiefs, meeting in New York, had adopted a resolution charging broadcasters with overloading and jamming communication facilities in time of disaster. It also charged radio technicians and special events men with blocking traffic with their equipment, and causing congestion at the scene by attracting curiosity seekers. Referring to the present practice of radio announcements, the resolution charged it "has contributed to undue alarm and even panic by the public with the resultant unnecessary additional hazards to life and property."

Letter Of Protest

In a letter of protest to William G. Wandras, chief of the Kearny Fire Department, Kearny, N. J., and president of the association, Driscoll wrote in part:

"I know of no instance when the broadcasting of an account of a fire by a New York or New Jersey radio station, at least, has caused the confusion and results referred to in the resolution. I feel sure that some unusual circumstances must have taken place to provoke such seemingly unwarranted action. It is interesting to note that the Eastern Association of Fire Chiefs resolution made no reference to the use of telephones by newspaper reporters who invariably cover such disasters in far greater numbers than reporters of the radio industry and who, by the way, file their stories by telephone. The resolution does not make any reference to newspaper photographers who because of the very nature of their business must do their work in the immediate vicinity of operations. Furthermore, it is a matter of record that radio broadcasters throughout the nation have performed especially fine public service in covering such disasters not only from the scene but also in broadcasting announcements to calm public fear, give instructions for movement of traffic, and facilitating the work of the fire department in general.

"I feel sure that other broadcasters throughout the country join me in

'Commercial' And 'Sustaining' Specifically Defined By FCC

(Continued from Page 1)

announcement is a sustaining program. The definition previously related to 15-minute programs. This change was made in recognition of the fact that most 15-minute programs are only fourteen and one-half minutes in length. The second change states that so-called network co-operative programs are to be recorded as network and not as local. Where a network co-operative program is not locally sponsored then it is to be computed as network sustaining. If there is a local sponsor it is to be counted as network commercial even though the sponsored announcement is read by a local station announcer. The third change relates to local live programs produced by the stations but which are recorded for later broadcasting. Under the new definitions such programs are to be counted as local live and not as recorded. The fourth change deals with so-called public service spot announcements. Hereafter this category will be called "non-commercial spot announcements."

Text Of Definitions

The new definitions now read as follows: A commercial program (C) is any program the time for which is paid for by a sponsor or any program which is interrupted by a spot announcement, at intervals of less than fourteen and one-half minutes. A network program shall be classified as 'commercial' if it is commercially sponsored on the network, even though the particular station is not paid for carrying it—unless all commercial announcements have been deleted from the program by the station. Co-operative programs furnished to its affiliates by a network which are available for local sponsorship are network sustaining programs (NS) if no local sponsorship is involved and are network commercial programs (NC) where there is local sponsorship even though the commercial announcement is made by the station's local announcer.

(It will be noted that any program which is interrupted by a commercial announcement is classified as a commercial program, even though the purchaser of the interrupting announcement has not also purchased the time preceding and following. The result is to classify so-called "participating" programs as commercial. Without such a rule, a 15-minute program may contain five or even more

asking you as president of the Eastern Association of Fire Chiefs to explain why this resolution was passed and what lies behind it, because if there have been isolated cases where the work of the broadcaster has interfered with that of the Fire Department, we feel sure that measures can be taken to avoid such inconveniences in the future. Therefore, I will appreciate it if you will consider this letter a request for explanation by the Association."

minutes of advertising and still be classified as "sustaining." Under the proposed definition, a program may be classified as "sustaining" although preceded and followed by spot announcements, but if a spot announcement interrupts a program, the program must be classified as "commercial.")

A sustaining program (S) is any program which is neither paid for by a sponsor nor interrupted by a spot announcement.

A network program (N) is any program furnished to the station by a network or another station. Transcribed delayed broadcasts of network programs are classified as "network," not "recorded." Co-operative programs furnished to its affiliates by a network which are available for local sponsorship are network sustaining programs (NS) if no local sponsorship is involved and are network commercial programs (NC) where there is local sponsorship even though the commercial announcement is made by the station's local announcer. Programs are classified as network whether furnished by a nation-wide, regional, or special net or special network or by another station.

Live Programs Defined

A local live program (L) is any local program which uses live talent exclusively, whether originating in the station studios or by remote control. Programs furnished to a station by a network or another station, however, are not classified as "live" but as "network." A program which uses recordings in whole or in part, except in a wholly incidental manner, should not be classified as "live" but as "recorded." Wire programs, as defined above, should likewise not be classified as "live." A recorded program which is a local live program produced by the station and recorded for later broadcasting by the station shall be considered a local live program.

A non-commercial spot announcement (NCSA) is an announcement which is not paid for by a sponsor and which is devoted to a non-profit cause—e.g., War Bonds, Red Cross, public health, civic announcements, etc. Promotional, participating announcements, etc., should not be classified as "non-commercial spot announcements" but as "spot announcements." War Bond, Red Cross, civic and similar announcements for which the station receives remuneration should not be classified as "non-commercial spot announcements" but as "spot announcements."

A spot announcement (SA) is any announcement which is neither a non-commercial spot announcement (as above defined) nor a station identification announcement (call letters and location). An announcement should be classified as a "spot announcement," whether or not the station receives remuneration, unless it is devoted to a non-profit cause. Spon-

CBC Outlines Plans For Power Increase

(Continued from Page 1)

American regional broadcast agreement drawn up in Havana 1941, Canada was allocated seven "clear" channels on which it was required, in the agreement, to operate 50,000-watt stations before March 1949.

These channels, which the CBC proposed to take back from private radio stations, can be lost to Canada if the powerful stations are not reduced. Mr. Dunton and G. C. Brown, acting controller of radio for the Department of Transport, both testified and read documents showing that the stations presently holding the "clear" channels must always have been aware that their possession of them was temporary.

The possible eighth 50,000-watt station would, Mr. Dunton said, be operated on a Class 1-B channel.

Seek Station Frequencies

Three private stations in Calgary, Winnipeg and Toronto have been asked to release their frequencies in June, 1947, to the Canadian Broadcasting Corporation and alternate frequencies have been suggested, as disclosed yesterday by T. C. Brown, Transport Department controller of radio.

Appearing before the Canadian House of Commons committee on radio, Mr. Brown gave the first official details of the CBC's plan to take over the clear channel frequencies of the three private stations policy which already has stirred controversy.

To committee members Mr. Brown declared that all the stations have been warned of the CBC intention their licenses were annually renewed. Canada had been granted "clear" channels by international convention and unless these were brought up to full strength by March 28, 1949, they would be regraded.

The CBC in taking over the channels, was following a policy laid down for it in government reports which acts which recommended seven 50,000-watt stations to provide the country with efficient Dominion-wide radio coverage.

Henry Fonda To Star

Hollywood—Henry Fonda will star in the premiere broadcast of "Fifth Horseman," NBC's new series on atomic energy, July 4, 11:30 p.m. EDT. Initial episode is titled "hearsal."

sored time signals, sponsored weather announcements, etc., are spot announcements. Un-sponsored time signals, weather announcements, are program matter and not classed as announcements.

Station identification announcements should not be classified either non-commercial spot announcements or spot announcements limited to call letters, location, identification of the licensee and network.

PROMOTION

For "Boots And Saddle"

The Katz Agency, Inc., has prepared and issued a four-page program folder on the WFIL, Philadelphia, Sleepy Hollow Gang, noontime "Boots-and-saddle" show which has been airing for over a year. Entitled "The Ranch of Chestnut Street," the red and black folder gives statistics of the weekday show and includes promotion possibilities, courtesy announcements, window displays, personal appearances, car cards, and direct mail and newspaper advertisements.

CBS' Summer Sked

CBS' program book for the summer has just been published. The "10" slick paper booklet is listing 10 programs, both commercial and sustaining, network clients, special broadcasts during spring, 1946, and a page on television. Front and back covers are done in black and blue with photographs of web personalities set in.

New Ford Sunday Series On ABC Started June 30

The Ford Festival of American Music replacing the Ford Sunday Evening Hour, bowed in over the ABC network on Sunday, June 30, from 8 to 9 p.m., EDT. Each Sunday a motion picture starlet will be the guest. Alfred Drake, singing master of ceremonies, and Leigh Harline will conduct a 40-piece orchestra and chorus. In addition there will be a special guest artist each week.

Wedding Bells

Chicago—James F. Waters, co-anchor and producer of "The Court Missing Heirs," will be married Friday to Ruth Baker Snow. Ceremony will be performed at Our Lady of Mount Carmel Church.

WANTED

Position open for capable, reliable, sober, experienced announcer. ABC Affiliate. Starting salary \$55.00. State all details in first letter. Write J. W. Buttram, Station WHMA, Anniston, Alabama.

COAST-TO-COAST

—COLORADO—

DENVER—Eddie Cantor sent KOA last week a message for the outlet's part in exploiting the personal appearance of the Cantor troupe in the Mile High City for their final airing of the season. . . . In addition to publicizing the Cantor troupe, KOA served the dual purpose of bringing home to motorists the importance of courtesy and safety in driving. . . . KOA in an effort to uncover and develop new talent for the airlines began offering over the air invitations to apply for auditions. . . . Paul E. Millen, having served over four years service as an Army captain, has joined the KOA continuity staff as editor. . . . Hugh Terry, KLZ manager, has been named a member of the board of judges, division of advertising and publicity for this state, of the Colorado Civil Service Commission.

—CALIFORNIA—

OAKLAND—Stan Kenton, pianist, arranger and orchestra leader, recently guested over KROW with Ray Fournival, staff announcer. . . . KROW has scheduled "Teen Air Theater" each Saturday ayem. Series is adapted from old myths, fairy tales and folk stories, designed to appeal especially to the kiddies. Ellen Reisewitz, who conducted a similar show in Memphis, Tenn., writes and directs the show. . . . HOLLYWOOD—Every Monday and Friday night KECA is airing a complete roundup of the late evening news. Hugo Carlson handles the new show which is under the sponsorship of the Taylor Automobile Company.

—NEW JERSEY—

PATERSON—Over 50 New Jersey historical societies and chambers of commerce have joined WPAT in the presentation of a daily series of airings over the station which recounts in dramatic narrative on each broadcast the past history of a New Jersey community, its present setup and its hopes for the future. Entitled "A Salute to New Jersey Towns," program is a Monday through Friday feature in the p.m. slot. . . . Sidney J. Flamm, WPAT vice-president and general manager, has been elected chairman of the Paterson Branch of the Junior Achievement, a national organization devoted to the welfare of youth, and has also been named chairman of radio publicity for the Passaic County Community Chest Fund.

—TEXAS—

DALLAS—Roy Cowan, a recently discharged lieutenant colonel who served in the capacity of director of administration for the first staging command of the Continental Air Force, has been named as manager of the New York Taylor-Howe-Snowden office effective July 15. . . . Jack Keasler, New York manager will return to his former position as commercial manager of WOAI, San Antonio. . . . SAN ANTONIO—Tim Collins is the new KMAC announcer filling the spot vacated by Jimmy Frye who has been called to Ohio because of serious illness in his family.

—INDIANA—

FORT WAYNE—Realizing the difficulties of former GI's in obtaining admittance to the large "production line" colleges throughout the country, WOWO is now airing a series twice weekly entitled "GI College." Each show features representatives from two educational institutions in Indiana, Ohio or Michigan who discuss what their school has to offer in the way of a more "personalized" form of education. . . . Those concerned feel that this type of broadcast is helpful to former vets by pointing out available educational opportunities and by giving them the "what's what" in the present educational set-up.

—GEORGIA—

ATLANTA—WAGA this month joined hands with outstanding Georgia organizations in promoting the formation of an Atlanta Area Chapter of Friends of the Land, an organization designed to conserve and develop the natural resources of the nation. . . . Marcus Bartlett, Jr., five-weeks-old son of WSB's program manager, won for his dad five dollars worth of merchandise and theater tickets for being the youngest son in the Kiwanians father and son contest recently.

—NORTH CAROLINA—

CHARLOTTE—Charlotte was selected as the first city in the U. S. to stage a revival of the annual Soap Box Derby, sponsored all over the country by Chevrolet Division of General Motors. WAYS co-operated with the Charlotte News in promoting the event and succeeded in enlisting more than 100 boys to build racers and enter them in the local event. . . . WAYS, at the invitation of the City of Gastonia, attended the recent Cotton Festival held in that textile center and broadcast highlights of the week-long celebration. Norman Young, WAYS program director, handled arrangements for the outlet.

—IOWA—

DES MOINES—Gordon Gammack, war correspondent and newspaper columnist, is now being featured Monday through Friday p.m. in a news broadcast over KRRT. Prior to taking to the mike, he represented the Des Moines Register and Tribune as a correspondent in the ETO. . . . During the "He should have done this, and that" of the Louis-Conn dance, KRRT sports director, Jon Hackett arranged for a private screening of the fight pictures before the film had its public showing in this area.

—TENNESSEE—

NASHVILLE—Commercial manager Gene Tanner; announcer Joe Calloway and wife, all of the WSIX fort, are vacationing. Joan James is spending her time moving into a new (how did you get it?) apartment. . . . Our praise to Lowell Blanchard, emcee of the WNOX "Midday Merry-Go-Round" who is responsible for the success of the penny appeal which netted to date 150 G's for the enlargement of the Children's Hospital here. During the campaign Lowell and musical groups on the program made personal appearances throughout the Tri-State area of East Tennessee.

EQUIPMENT

"Highest Amateur Band"

Dr. Harry Sharbaugh, Jr., and Robert L. Watters, two scientists in the General Electric Research Laboratory, for the first time in radio history have successfully completed operational tests with the highest amateur band ever allocated to "Hams" in the ultra high-frequency field—that of 21,900 m.c. The newly designed equipment, without the use of antennas, receives with the use of an intermediate frequency amplifier and transmits by means of parabolas or horns. A special metal radio tube delivers the power at milliwatt level. With the wave length of 1.37 centimeters, radio waves are transmitted and received through a hollow, rectangular metal pipe, called the waveguide. The particular power circuit arrangement using one high-frequency tube, makes possible the use of the duplex phone and thereby eliminates conventional switching during two-way communication. One-way communication has been established between the laboratory and the studios of G. E. television station WRGB, about a half mile away. Power supply for the tube is approximately 2,000 volts.

Philco Subsidiaries Dissolved

In line with its plan of corporate simplification, Philco Corporation has dissolved two more of its wholly owned subsidiaries, Philco Products, Inc., which handled national distribution of Philco products and Watson-town Cabinet Company. In the future the business of these two companies will be carried on directly by Philco Corporation. The Watson-town Cabinet Company will become the Watson-town Cabinet Division of Philco Corporation.

Gets Los Angeles G. E. Post

The appointment of Jack Dreyfuss as acting manager of the Los Angeles Appliance Service Center of the General Electric Company has been announced by T. J. Killeen, manager of warehousing and distribution for the Product Service Division. Dreyfuss succeeds R. K. Peters, former Service Center manager who died after a short illness at the age of 34.

Send Birthday Greetings To~

- July 3
 Dorothy Kilgallen John Lake
 John E. McMillin Jerry Vogel
 Jo Lyons
 July 4
 Mitchell Grayson Irving Caesar
 Michael Chimes Adelaide Klein
 Al Jarvis Julia Mahoney
 John F. Royal Alec Templeton
 Mary Patricia Alicoate

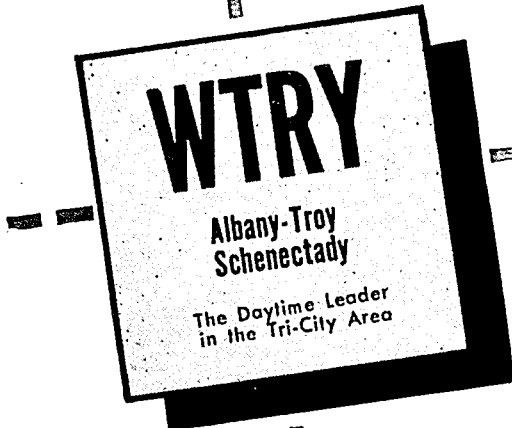
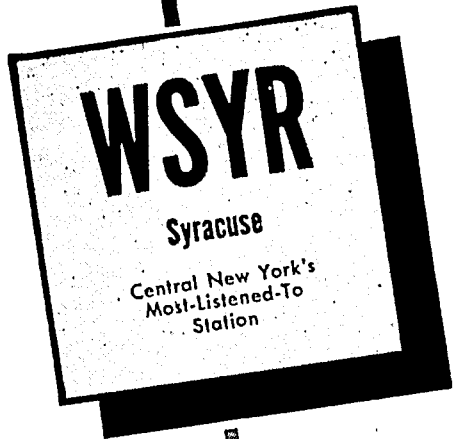
H. C. WILDER

announces the appointment of

HEADLEY-REED CO.

(effective August 1, 1946)

as exclusive national sales representative



SQUARE DEAL STATIONS

BRIGHT SPOT MARKETS OF THE EAST

For complete information on rates,
programs available, market data,
call your local Headley-Reed office:

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Murray Hill 3-5469

CHICAGO
Franklin 4686

DETROIT
Randolph 9615

LOS ANGELES
Vandike 1725

SAN FRANCISCO
Yukon 1265

ATLANTA
Cypress 4311



Criticizes B. Of C. Survey

Program Standards Discussed By NAB

Chicago—All phases of radio programming—news, agricultural, religious, controversial public issues—particularly the NAB standards practice as they have been amended from time to time, most recently in January, 1946, were reviewed by the constituted program executive committee of the National Association of Broadcasters at an initial two-day meeting this week at the Drake Hotel.

In a statement issued at the close of the meeting President Justin Miller (Continued on Page 3)

Chicago Comment

Chicago—Report of the decline of Chicago as a radio production center was disputed here by ABC officials, who point to five new network programs having been developed here during the past 60 days. The five shows are "Esquire Sports Review," "Stump The Authors," "How Do You Pronounce It," "George Barnes Octette" and "At Your Request."

GE Announces Plans On FM Production

The General Electric Co. is scheduled to begin production on FM receivers next week at its Bridgeport, Conn. plant, with the first sets due to appear in dealers' stores early next month. FM transmitters already are in production at the firm's Syracuse plant.

The receivers, of the console type, will cover the 42-49 mc. band as well as those channels between 88 and 108 mc. in addition to the standard broadcast.

(Continued on Page 6)

Several New Sponsors And Renewals At WABC

Celanese Corp. of America and Metropolitan Life Insurance Co. make WABC debuts and Curtis Publishing Co. renews contract, it was announced by Arthur Hull Hayes, general manager of WABC in reporting new business and renewals.

Celanese makes its WABC bow with

(Continued on Page 6)

Hagman To Be Gen'l Mgr. Of ABC Central Division

T. Hagman, former vice-president and general manager of WTCN, Minneapolis, has been appointed general manager of the American Broadcasting Company's central division with headquarters in Chicago.

The appointment is effective August 1 and is in line with the network's general expansion in the Midwest. James L. Stirton will continue his present position as assistant vice-president, with special supervision over programming.

Fox Case Joins Harry Butcher In Development Of KIST

Santa Barbara—Harry C. Butcher, KIST, Santa Barbara, Calif., announces the appointment of Fox Case as general manager of the new South California NBC network affiliate scheduled for operation early this fall.

Said Butcher, "Fox recently re-

(Continued on Page 2)

400th Program

The 400th broadcast of "People's Platform," started by CBS in July, 1938, will be aired over the network Sunday, July 7, at 1 p.m. Harold V. Laski, until recently chairman of the British Labor Party, will speak from London, and Sen. Joseph H. Ball (R. Minn.) will talk from Washington, in a debate on: "Can Capitalism or Socialism Promote a Better World Society?"

Victor A. Sholis, Head Of CCBS, Blasts Radio-Listener Census As Having 'Serious Flaws And Defects'

CBC Defends Position On Station Licenses

Montreal—Canadian Broadcasting Corporation made no specific recommendation against transfer of radio station CHAB, Moose Jaw, from private owners to the C. C. F. Government in Saskatchewan, A. D. Duntun, chairman of the CBS board, told the Parliamentary radio committee.

Application for transfer of the license was turned down by Rt. Hon. C. D.

(Continued on Page 8)

Washington Bureau, *RADIO DAILY*
Washington—"Serious flaws and defects" in the Bureau of Census survey "completely invalidates" the survey's conclusions, Victor A. Sholis, director of the Clear Channel Broadcasting Service, charged Wednesday before the FCC.

In a scathing denunciation of the Census survey, Sholis

(Continued on Page 3)

FCC Orders Hearing On Dr. Rainey Protest

Washington Bureau, *RADIO DAILY*
Washington—The FCC on Wednesday ordered a hearing held on charges by Homer P. Rainey, candidate for Governor of Texas, that the Texas Quality Network "restricted" political broadcasts. Acting quickly

(Continued on Page 3)

Michigan Educators To Be Guests Of NBC

Thirty Michigan school superintendents and principals will attend an all-day roundtable meeting at NBC July 18 as part of a field trip to examine personnel policies of several major industries. Purpose of the trip is to aid pupils in understanding the opportunities in business, and to provide programs to help meet present-day employment problems.

Web officials who will address the

(Continued on Page 3)

New Mutual Web Show To Originate In Boston

The Yankee Network will originate a new musical series entitled "Tone Tapestries," featuring Robert Norris and his singing violin and Frank J.

(Continued on Page 2)

New Western Drama Starts On CBS Tonight

New western drama series entitled "Hawk Durango," will start on CBS tonight and Fridays thereafter at 10:30-11 p.m., EDT. Series will be directed by William N. Robson.

New Competition Looms In Alabama Radio Picture

Montgomery—With several new stations authorized and power grants given others by the FCC, radio broadcasting competition in Alabama was given impetus the past week.

Station WMGY, operated by the Dixie Broadcasting Corporation as a Mutual affiliate, took to the air on June 26. Station is 1,000 watts and operates on a wavelength of 800 kilocycles. Thomas W. Sewell is president

and Leland Childs, general manager.

Second new Alabama station to go on the air the past week is WMFT at North Florence. The station is operated by the Tri-Cities Broadcast Company and is heard on a wavelength of 1240 kilocycles, broadcasting from 6 a.m., till 11:05 p.m.

In August the Troy Broadcasting Corporation will open a radio station

(Continued on Page 3)

Honored

Washington—Secretary of the Navy James Forrestal has awarded the Legion of Merit to James L. Middlebrooks, new NAB engineering director, who assumed his position with the broadcasters' organization on Monday, July 1. The honor was awarded Mr. Middlebrooks for his work with the electronics division of the government's Bureau of Ships.



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

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FINANCIAL

(Wed., July 3)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Lists items like DuMont Lab., Finch Telecomm., etc.

New Symphony Premiere Scheduled For ABC Web

The American radio premiere of Dmitri Shostakovich's ninth symphony will be aired by ABC August 10, when the Boston Symphony Orchestra, under Dr. Serge Koussevitzky, presents the fifth and final broadcast from the Berkshire Music Festival. Program, which will be heard 9:30-10:30 p.m., EDT, is sponsored by Allis-Chalmers through Compton Agency.

De Groot To WBAL

Don DeGroot, formerly of WWJ, Detroit, has resigned to accept the post of program manager at WBAL, Baltimore.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY. KGWU PORTLAND OREGON. REPRESENTED BY EDWARD PERRY & CO.

Coming and Going

EDGAR KOBAK, president of the Mutual network, and ABE SCHECHTER, vice-president of the web in charge of news and special events, are vacationing, the former in Connecticut, the latter in Maine.

TED OBERFELDER, assistant director of advertising and promotion for the American network, will leave Sunday on a business trip to Minneapolis and Chicago. He'll return July 10.

RALPH EDWARDS, he of "Truth or Consequences," will broadcast the season's finale of his quiz show tomorrow night and will leave shortly thereafter for a rest in the high Sierras, after which he'll return to Hollywood to pinch hit for the vacationing Phil Baker on the "Take It or Leave It" opus.

VAUGHN MONROE and the members of his orchestra made personal appearances this week in Burlington, Vt., and Worcester, Mass.

HOYT B. WOOTEN, owner and general manager of WREC, Memphis, Tenn., was a visitor Wednesday at the headquarters of CBS, with which the station is affiliated.

ETHELMAE CHADBOURNE, of BMI station relations, is en route to Hollywood, where she will spend three weeks vacationing with her family.

J. E. "DINTY" DOYLE, Columbia network's director of special events, off to California, to visit with his daughter, a student at University of California, who, it is believed, will be added very shortly to the talent roster of a prominent movie producer.

SELMA WARLICK, publicist of National Concert and Artists Corp., left yesterday for a vacation in the Carolinas. She is being squired by her husband, HANK WARNER, press department luminary at CBS.

ARTHUR HULL HAYES, general manager of WABC, will leave this evening with DON MILLER, sales manager of the station, for 10 days in Chicago and Detroit.

CHARLES E. SEEBACK, sales manager of WTON, Staunton, Va., has returned to the station after spending several days in Gotham on station business.

F. C. "MIKE" STRAWN, promotion director for WCMO, American network outlet in Kansas City, Mo., who went up to Chicago last week on business, is now back at the home offices.

JESSYCA RUSSELL, New York editor of Magazine Digest, is vacationing for three weeks in Maine.

Case Joins Harry Butcher In Development Of KIST

(Continued from Page 1)

signed as assistant director of the CBS Washington office and is joining me in the building of Radio KIST and its organization."

Case will assume his new responsibilities early in August following completion of personal business interests.

Radio KIST has offices in the Benjamin Franklin Building. Tests for site have been conducted under supervision of Butcher and Lloyd Sigmon, chief engineer of KMPC and formerly a lieutenant colonel in the Signal Corps. He served as chief radio officer in the Communications Zone in the European Theater, where he and Butcher were in frequent collaboration on communications for press and radio.

New Mutual Web Show To Originate In Boston

(Continued from Page 1)

Cronin, noted Yankee organist for the past 14 years at the console from 10:30 to 11:00 a.m. each Sunday morning starting this week July 7 for the entire Mutual Broadcasting System.

Cronin will paint a tapestry in music on the world's largest broadcasting organ from studio of WNAC, Boston. There will be no announcements of numbers until the end when a summary of the program is given. Producer is Edwin G. O'Connor, Notre Dame graduate and former member of the U. S. Coast Guard Reserve.

Putnam's New MBS Series

George Carson Putnam is being heard as newscaster on a new series of daily reports on Mutual entitled, "Up To The Minute News." The new series will be broadcast Mondays through Fridays, 12 noon to 12:15 p.m.

Another Labor Series Starts Tomorrow On ABC

Continuing the public service policy of giving both sides of the labor and management problems to listeners, ABC tomorrow will launch another series from 6:45 to 7:15 p.m., EDT, entitled "Labor, U. S. A."



No handsey!

That's a driverless tractor. Honest. Some farmer in Texas doped it out. It seems he hooked up a wheel guide that steers the machine. If the guide jumps a furrow, the power shuts off . . . and the tractor stops. Pretty soft.

But there are other equally effortless ways to get work accomplished.

Take radio in Baltimore for instance. To get things done without worry or fretting . . . get sales up and costs down . . . just jot the call letters W-I-T-H on your radio list.

It's W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any other station in town. And remember BALTIMORE is a 5-station town.

Facts are available.



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

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

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.

Alabama Radio Aided By Grants From FCC

(Continued from Page 1)

the campus of the Alabama State Teachers College with Cyril Reddoch as manager. Station will be sponsored by Troy businessmen.

FCC approval for a new station in Mobile has been granted. C. L. Pursley and Louise Patterson Pursley as Persley Broadcasting Company have been licensed to operate on 840 kilocycles, one kilowatt power, daytime. Three new stations, all on one kilowatt power, are planned for Gadsden. They are: G. W. Covington, Jr., 570 kilocycles, daytime hours; General Newspapers, Inc., 1400 kilocycles daytime hours, and E. L. Roberts, 1350 kilocycles, unlimited time.

At Selma, station WHBB was authorized by the FCC to increase its power from 100 to 250 watts. The station is operated by the Selma Broadcasting Company, Inc. The Johnston Broadcasting Company of Birmingham has received authorization for a new FM station.

FCC Orders Hearing On Dr. Rainey Protest

(Continued from Page 1)

Dr. Rainey's petition, the Commission designated the hearing for July 10, with the place in Texas to be announced later.

Rainey had requested immediate action on his charges because of the earnestness of the Texas primary, scheduled for July 27.

Rainey, former president of the University of Texas, in his petition attacked the network's "restrictive" policies in violation of the Communications Act. The net comprises WOAI, 1 Antonio; WBAP, Fort Worth; WFAA, Dallas, and KPRC, Houston. Three of the licensees also publish newspapers, Rainey pointed out.

New Texas FM Station

Wichita Falls, Tex.—Ed Howard, president of the Times Publishing Co., has announced that the publishing company has been given approval by the FCC to construct an FM station here complete with downtown studios and a 500-foot tower. According to Howard, the station will begin operation in the fall.

MacArthur Heard On MBS

General of the Army Douglas MacArthur was heard in an exclusive broadcast over Mutual Wednesday night, 10 p.m., EDT. He spoke from Manila in connection with Philippines Independence Day.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

S. TOOGOOD RECORDING CO.
N. LA SALLE ST., CHICAGO 1, CENTRAL 5726

Hits Bureau Of Census Survey; Sees 'Serious Flaws, Defects'

(Continued from Page 1)

said the report was being used "in an attempt to discredit the proposed new engineering standards on which the Commission labored for something over 15 months."

The survey's defects, he told the Commission, "stem from the package handed the Census people through no fault of theirs."

"This package," he charged, "was bundled together and tied up by the Commission staff. How much of it was the work of the economics division and how much the engineering division I don't know."

"The fact remains that the very pattern and method of the survey ignored basic elementary radio and engineering principles with the result that the findings are thoroughly invalid."

Sholis said the survey's errors are "so simple and obvious that they might be classified as errors of elementary arithmetic and geography."

He said an analysis of the survey's faults by CCBS show the following findings, "which lead inevitably to the conclusion that no credibility can be placed on the survey's results."

1. The survey virtually sought the impossible by asking listeners who are conditioned only to low grade service to appraise the quality of radio signals.

2. The survey covered in the main those areas which receive less than primary service under the old standards, and only made a minor effort to learn the number and quality of radio signals within so-called primary service areas.

3. The survey was conducted at a time of year—June and July, 1945—that made it virtually impossible to get an accurate appraisal of night time reception. Daylight wartime

prevailed and sunset occurred late in the evening. This was significant because in much of the area surveyed, radio sets were said to be turned off rather early, and it is a known fact that radio listening is lowest in summer. When it inquired about winter conditions with respect to the kind of trouble experienced in hearing stations, the survey placed a hopeless burden on memory and judgment of persons interviewed.

4. The survey's basic purpose was defeated when two errors were committed in the process of classifying the 1,040 counties canvassed into five types of service areas.

(a) Counties were classified together into types of service areas in a manner which resulted in inclusion of counties that received a much stronger signal from regional stations than from clear channel stations.

(b) Counties placed in one type of service area actually belonged to another.

The survey asked listeners in one area what stations they could hear and then made the astounding assumption that listeners 50, a hundred or even many hundreds of miles from these stations were able to hear them in exactly the same way.

Made At Clear-Channel Hearing
CCBS's most telling blast against the FCC-nurtured census study was made by Sholis during the last and engineering phase of the Commission's clear channel hearing. The hearing recessed on Wednesday, to take up again on Monday.

The FCC has based much of its early criticism of the service provided by clear channel stations on the census survey.

Sholis' criticisms were backed from an engineering standpoint by Dr. John D. DeWitt, Jr., engineering consultant for CCBS and famed for "shooting" the moon.

"In view of the question supposedly under investigation," DeWitt said, "namely, the adequacy or inadequacy of radio service in terms of signals, it is hard to conceive how a more prejudicial bias (in favor of regional stations and against clear channel stations) could have been injected into the survey."

Standard, Ohio, Sponsors Cleveland Games, WGAR

Cleveland—Following conferences between John F. Patt, vice-president and general manager of WGAR, this city, and Bill Veeck, Jr., new head of the Cleveland Indians, the station has signed to broadcast all Saturday and Sunday afternoon games, also parts of all night games from time of tune-in to conclusion.

Simultaneously, it was announced that Standard Oil Company of Ohio will sponsor all the games carried by WGAR.

Play-by-play description will be done by Jack Graney and Bob Neal. The contract is effective immediately and marks the first time that Cleveland has had regular broadcasts of its professional baseball games.

Given New WRC Post

Washington—Miss Bette Carroll, former assistant to James Seiler, WRC's promotion manager, has been appointed report supervisor for the station.

Program Standards Discussed By NAB

(Continued from Page 1)

of NAB declared, "in our deliberations we have had foremost in our minds that responsibility for programs rests with the individual licensee. It was the unanimous view of the committee that the standards of practice are not a static document but must as in the past be subjected to constant review and interpretation."

President Miller said he would submit detailed recommendations of the committee to the board of directors when it meets on Aug. 5, 6 and 7, "I am confident," he said, "that the policy promulgated will meet with industry co-operation and public approval." The NAB head declined to say what those recommendations were or what policy had been "promulgated."

Attending the meeting, in addition to President Miller, who presided, were: Edgar Bill, WMBD, Peoria; Henry Slavick, WMC, Memphis; Stanley Hubbard, KSTP, St. Paul; Karl Koerper, KMBC, Kansas City; Merle Jones, WOL, Washington; Glenn Snyder, WLS, Chicago; Ade Hult, MBS, Chicago; Clarence Menser, NBC, New York; Herbert Plambeck, WHO, Des Moines; E. R. Vadeboncoeur, WSYR, Syracuse, and C. E. Arney, NAB secretary-treasurer.

Michigan Educators To Be Guests Of NBC

(Continued from Page 1)

educators on various aspects of their departments are Helen M. Korday, employment manager; Ernest de la Ossa, personnel director; Syd Eiges, press chief, and Doris Corwith, assistant to the manager of the public service department. Ashton Dunn, manager of the personnel department, will preside.

KSJB Jamestown
North Dakota

Represented by
North Central Broadcasting System, Inc.

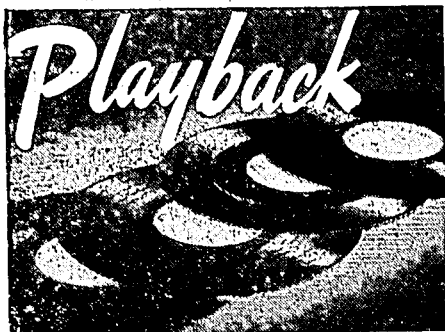
C. P. ISSUED—NOW CONSTRUCTING
5000 WATTS
600 ON THE DIAL

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LOS ANGELES

By RALPH WILK

JACK MELVIN, Coast publicity director for Foote, Cone & Belding, in the southwest and Chicago on special publicity campaign for Southern Pacific. Melvin will also contact other FC&B clients in East on West Coast operations.

Vincent Pelletier has arrived here to resume his role of announcer on the Irna Phillips serial, "Masquerade" on the Coast. Pelletier, who has announced the show ever since it went on the air, has been on vacation. Pierre Andre has been substituting during his absence.

Don Bernard, "Blondie" and "Albott and Costello" airshow producer heads a new recording company to provide special piano and violin accompaniment recordings for music students.

Penny Singleton, radio's Sunday "Blondie" show star, has devised slogan for the program's UNRRR canned food collection July 7 marking its seventh anniversary on CBS. It's "Save a can and you can save a life."

Bob Burns this week wound up work on a feature flicker he's doing for Scientific Films that'll be shown to schools, clubs and business organizations. Bob's farm and animals are used in the picture.

A daughter, Louise Jo, was born to the Charles Vandas June 25. Vandas is executive producer for the Columbia network.

Dennis Rejoins ABC

Seth Dennis, former account executive with BBD&O, has rejoined the ABC network as a member of the business development department. He left the ABC sales promotion department in the spring of 1942 to enter the Army where he served until recently as captain in the Adjutant General's Department. He was associated with the agency briefly following his discharge from service.



Manhattan Table-Talk. . . !

• • • Directors of "Hobby Lobby" had their fingers crossed when Bob Dixon, the program's emcee, introduced Bess Meyerson on that program last week. Three times during the rehearsals, Bob introduced her as "Miss America." . . . Travel restrictions in So. America are so complicated that an American wishing to visit all the countries there would need 70 photographs to meet requirements. . . . Don't be surprised if Frances Langford is starred in a B'way musical this fall. . . . Ronald Colman's return to the B'way scene slated for the fall in a new opus with Kit Cornell. . . . Mickey Rooney starts a personal appearance tour in October to help promote his own film producing company. . . . High cost of fame: In a week at the Paramount, Andy Russell has had 27 pocket handkerchiefs swiped by fans. . . . Jackie Miles says the bread shortage is so bad that even Toots Shor hasn't seen a crumb in weeks. . . . Warners planning a Cole Porter nite in Central Pk. with Harry Sosnik conducting a 75-piece orchestra as a promotion stunt for "Night & Day" which preems July 25th. . . . Vaughn Monroe's penning a new tune called "Bikini Blues." . . . Jackie Kelk scheduled for a leading role in the film story of Hanson's famed drug store, which Universal will do in the fall.

★ ★ ★

• • • One Man's Point Of (Re) View: Irving Mansfield poled the ball right out of the park in his 1st time up at bat in his new producing post at CBS. We're referring to his "Talent Scout" stanza with Arthur Godfrey, which preemed Tues. nite. Taking the old Amateur Hour idea and giving it a modern, streamlined dress, Mansfield emerged with a swift-moving half-hour that is radio at its best and which can't miss winding up there among the leaders. Everybody concerned with the show rates a bow. Producer Mansfield for a solid idea—Arthur Godfrey for his homey, easy-on-the-ears, effortless style—Ken Lyons' sparkling script—and Hank Sylvern's catchy special arrangements (a far cry from the old days when an amateur was lucky to get a piano player to back him up).

★ ★ ★

• • • Irv Kahn, radio director of 20th Century-Fox, reported to the police the other day that his car had been stolen. He was told that they would immediately put it on eight stations. "What's the Hooper?" demanded Irv, always the business man. . . . Add descriptions of WW's chatter: From scoop to notes. . . . Freddie Wakeman's "Hucksters" is currently in its fourth printing and nearing the million mark in sales. . . . Anything behind those Fred Allen-Peter Donald luncheons? . . . Lynne Collier, singing star of the Jimmy Edmondson show, getting her own 15-minute stanza on NBC. . . . When Count Basie comes to the Aquarium in late Aug., he'll have some 15 network spots a week. . . . Kate Smith penning a radio gossip column for a new nat'l song magazine. . . . Ralph Edwards cancelled plans to produce "Truth or Consequences" as a fall "Hellzapoppin'" on B'way on the advice of his network pals. . . . Baritone Rob't Merrill flattened a Washington resident Monday for making nasty cracks about Mrs. FDR. Merrill had just finished singing FDR's favorite hymns at the Congressional Memorial Services. . . . Aside to Betty Forsling, of Newsweek: Our profoundest apology. We were referring to July 1st's follow-up story.

★ ★ ★

• • • Our Hat's Off Dep't: Nat Abramson for his tireless efforts in setting up a free children's camp up in Hunter, N. Y. . . . Wm. Horne's thrilling trilling on WOR's "Let's Go To The Opera." . . . Harry Cool's singing and music from the Glen Island Casino via CBS. . . . Bill Stern's Frinite sports show via NBC. . . . Isabel Leighton's smart, smooth-as-silk delivery via her CBS afternoon stanza, "Woman's Club." (Only, for gossakes, where'd they dig up that corny tag?) Too bad the show's material doesn't match her gay, personality-plus voice. . . . The baritones of the new 18-year-old singing discovery, Vic Damone, at WHN. . . . Vincent Curran's new stanza via WNEW.

The YMCA has devised one of the most unique projects in post-war education that has come to our attention. It involves German Prisoners of War, recordings and a barrel full of good hard work.

* * * * *

It all started during the 14 months that YMCA International Representative Olle Axburg spent at German prison camps in this country. He came to America from YMCA International Headquarters in Switzerland. During Axburg's stay in Camp Shelby, Mississippi and Camp Dermott, Arkansas, he organized, trained and coached musical units made up of German prisoners of war. The YMCA furnished all musical instruments.

* * * * *

The idea was to revive old German music and develop musical organizations to play it. It wasn't long before satisfactory results were realized, and Mr. Axburg arranged concerts with large symphony orchestras. At these performances portable recorders were set up and some 50 recordings made.

* * * * *

These records were brought to NBC and carefully auditioned. Twenty-one were selected as the best examples and narration in German and English was added in the NBC studios. The result is two complete programs that give an accurate picture of German life through the medium of music.

* * * * *

Now en route to Sweden, Mr. Axburg will use these recorded programs as the basis for a series of lectures throughout Europe. The subject of his talks will be . . . how German prisoners of war interned in this country lived and were treated.



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
New York • Chicago • Washington • Hollywood • San Francisco
A SERVICE OF RADIO CORPORATION OF AMERICA

SOUTHWEST

SAN ANTONIO and the southwest responded nobly to an appeal made by John W. Scott, KABC news editor following the reading of a letter from a family of five from Norway for clothes. It seems that the name of W. Poundstone Jackson, audience and promotion manager of KABC was on a bundle that reached New York and the family penned Jack-son a note for aid. The note was read by Scott on his regular commentary and the station was swamped with letters. Plans are being made to turn over the clothes to the family and to help needy in Norway.

Woody Herman and his band en route to the West Coast for a motion picture will stop in Fort Worth today for their regular coast-to-coast NBC Friday night broadcast.

Bill Schomette has returned to his post with WOAI following service in the Army. Schomette has been named director of Farm Activities for WOAI.

John G. Long, Texas theater chain operator has acquired KSAM, Huntsville, at a price said to be \$42,500. Deal must have approval of the FCC. Former owners were W. J. Harpole and C. Rothwell. Station operates with 1000 watts on 1490 kilocycles.

Arthur Kent, baritone soloist will be featured in the "Starlight Stars" program over WFAA, Dallas. Kent is appearing in the Dallas Starlight Opera productions of "New Moon" and "The Last Waltz."

Merrill Myers has been named program director for KTSA, San Antonio, replacing George Lee Marks. Myers was recently discharged from the Army where he was a Lt. Commander. He was formerly with the major networks in Hollywood, Chicago and New York.

The Dude Ranch Buckaroos heard over WFAA, Dallas, for a half-hourly have been signed to air a quarter-hour three times weekly by the Star Gas Co., and twice weekly a quarter-hour by the Consumers Electric.

New series of programs being aired over KGKO, Fort Worth, is titled "Once at Home" and is being sponsored by the local office of Arthur Murray Dance Studios. Airings are a quarter-hour each Sunday afternoon. Tex Pries, commercial manager for KTSA, San Antonio, has left the station on a several weeks business trip to Chicago and New York City.

The CBS "Cinderella Inc." program will have a San Antonio housewife come future program. Contest is now being conducted here for a local housewife to represent San Antonio members of KTSA.

★ **AGENCY NEWSCAST** ★

JOEL LEWIS, director of the Readers' Service department of Printers' Ink, has been promoted to feature editor, a newly-created post in which he will assist Eldridge Peterson, editor. Harold J. Swart has been promoted to the position of manager of the reader's service department.

CLAUDE HURD, formerly with J. Walter Thompson, has joined Doherty, Clifford & Shenfield, Inc., as an art director. Previously he worked on re-designing the Woman's Home Companion and before that was with J. M. Mathes.

QUENTIN PLASTICS MANUFACTURING CO., of Brooklyn, manufacturer of "Pistolite," has placed its account with Seidel Advertising Agency.

BOB BRIGHT announces the opening of Public Service Advertising Agency, 509 Fifth Avenue, New York.

BILL TRAVIS, formerly on the staff of news editors at WMAL-American Broadcasting Company, Washington, D. C., has been named radio director for Greek War Relief Association, with headquarters in New York City. Travis assumes his new post after six years as a radio news-writer and editor, including previous association with United Press Radio, Los Angeles; WMC, Memphis, Tenn., and KMOX-Columbia, St. Louis.

JAMES F. BONNELL, eastern editor of the magazine American Builder, will join Rider & Keister, publicity agency, July 15.

C. TERENCE CLYNE, who started his tenth year with Free & Peters, Inc., on July 1, has been elected vice-president. He will continue to direct station sales promotion for the entire organization as well as to handle a New York list of advertisers and agencies.

New Philco Stock Issue To Cover Expansion

Registration statement covering 100,000 shares of preferred stock, \$100 par value, has been filed with the SEC by Philco Corporation, it was announced by John Ballantyne, president. Net proceeds will be used to meet a major part of the cost of additional plants and facilities.

The firm's expansion program now under way includes an additional plant for production of refrigerators and home freezers at an estimated cost of \$6,000,000; a \$2,250,000 plant for manufacture of radio receivers, radio-phonographs and video receivers; a plant for radio, television and other electronic tubes to cost approximately \$1,400,000, and timber land and logging and saw mill facilities in North and South Carolina estimated at \$700,000.

Dividend rate and offering price of the issue will be filed later by amendment. It is expected that Smith, Barney & Co., will head the group of underwriters.

WHN To Broadcast Fights

WHN continues to expand its coverage of sports events in New York City with arrangements completed this week for broadcasts of fights from Sterling Oval each Monday night. Fight broadcasts will begin at 10 p.m., on Mondays, with staff announcers Guy Lebow and Bob Bryar handling the blow-by-blow and color, respectively. Station also airs weekly boxing bouts at Park Arena on Tuesdays at 10 p.m.

Taking Philco Spot

Effective July 7 "The Sunday Evening Party With Hires" will be heard over ABC on Sunday evenings from 6 to 6:30 p.m., EDT. Previously this program sponsored by Charles E. Hires Company through N. W. Ayer & Son, Inc., had been heard Sunday evenings from 6:30 to 7 p.m., EDT.

WROK Gets First Prize In Promotion Contest

WROK, Rockford, Illinois, won the promotional contest among the ABC network stations conducted by the Schutter Candy Co., and sponsors of "Counterspy". Station which won first prize of \$350 will also get a citation and plaque along with the runners up. Second prize of \$150 went to WOWO, Fort Wayne, and third prize of \$75 to WGAC, Augusta, Georgia. Seventeen other prizes of \$25 each went to various ABC affiliates.

One hundred of the 193 ABC affiliated outlets took part in the contest.

Web Psychologist Resigns

Dr. Ernest Dichter, consulting psychologist for CBS, has resigned from his position after almost four years of continued employment in order to be able to devote full time to his consultant activities. He will open his own offices specializing as a psychological consultant in the field of psychological and communications research. Before joining CBS, Dr. Dichter was director of psychological research for J. Stirling Getchell, advertising agency.

SAN FRANCISCO

MEREDITH WILLSON, NBC conductor-composer, will direct the 1,000th broadcast in the "Standard Hour" series next Sunday (July 7) at 7:30 p.m., PST, over NBC from KPO. With Gilbert Russell, young American tenor, as soloist, and the Standard Male Chorus of 20 voices, Willson conducts the San Francisco Symphony Orchestra in a program which will include classical and light operatic music.

As a Saturday morning public service feature, KROW-Oakland has scheduled a new show titled "Teen Air Theater," a series of adaptations of old myths, fairy tales and folk lore. Mrs. Ellen Raisewitz is writer and director, and players range in age from 10 to 18 years.

Commander Ernest G. Underwood has returned to his former position as chief engineer at KFRC after five and one-half years in the Navy. Acting Chief Engineer James McArdle will continue in charge of technical operations and personnel.

Barry H. Keit takes over as head of the San Francisco office of Universal Radio Sales in the KSFO studios on July 7th. He was formerly national sales manager of the Co-operative Program Department for Mutual Broadcasting System in New York.

Manager William D. Pabst of KFRC recently spoke at the Stanford University speech and drama dept. on "Management and Operation of a Key Network Station."

Heads Victor Publicity

Alan Kayes, recently discharged from the Army after service as public relations officer in the CBI theater, has been named publicity manager for the record department of RCA-Victor. He will supervise Red Seal and Popular Artist and new record release publicity from the firm's New York offices. Ben Kemper will continue on Popular Record publicity, with Ruth Simon assisting Kayes. Reviewers Service, administered by Jane McShane, will continue from Camden.

LEN STERLING
LA 4-1200

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780
Hollywood, Calif.

BALTIMORE'S Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

George H. Rorer, President

Speaker Pays Tribute To Women In Radio

Windsor, Ont.—A world conference of press and radio women to devise means of spreading news of the average woman to her sisters in other parts of the globe, was suggested by Elizabeth Long, supervisor of women's talks for Canadian Broadcasting Corporation, in an address to delegates attending the tenth triennial convention of the Canadian Women's Press Club.

Illustrating that there is a wide field open to women in radio, Miss Long revealed that within a year approximately 40,000 talks by women were heard over Canadian radio stations.

"Women listeners have changed a great deal in their radio tastes within the last few years," said Myrtle Labitt, Windsor radio commentator, in a panel discussion which followed Miss Long's address. "Where at one time they could be satisfied with recipes, beauty hints and soap operas, now they want more than that, they are anxious for news of each other."

Several New Sponsors And Renewals At WABC

(Continued from Page 1)

participations in the 6:00-7:45 a.m. "Arthur Godfrey" program, Mondays, Wednesdays, Fridays, and the 8:45-9:00 a.m. "Margaret Arlen" program, Mondays, Wednesdays, Fridays. Agency is Young & Rubicam.

Metropolitan Life Insurance Co., advertising for first time on WABC, has purchased the 6:00-6:15 p.m. "Harry Marble and the News" program on Tuesdays, Thursdays and Saturdays, through Young & Rubicam, Inc.

Curtis Publishing Co., has renewed contract for participation in the 9:15-10:00 a.m. "This Is New York, Bill Leonard Reporting" program, Wednesdays, Thursdays, Fridays. Commercials are for Saturday Evening Post. Account is handled by Batten, Barton, Durstine & Osborn, Inc.

Louis Sherry, Inc., ice cream and candy firm, has purchased three participations weekly in the 6-7:45 a.m. Arthur Godfrey stanza on WABC. Agency is Birmingham, Castleman & Pierce.

The Borden Co. sales division, for Hemo, has expanded its contract with the CBS key outlet from three-a-week to six-a-week sponsorship of the 9 a.m. news program. Young & Rubicam is the agency.

New WEAF Commercial

Kreml Hair Tonic and Kreml Shampoo is sponsoring a new dramatic program titled "Jim Rogers, Claims Agent" over WEAF effective this week, it was announced early this week by William O. Tilenius, sales manager of the station. The program will be heard Mondays, Wednesdays and Fridays (7:30-7:45 p.m.). Erwin Wasey & Co. is the agency handling the 52-week contract.

WINDY CITY WORDAGE

● ● ● One of the lowest-budgeted summer shows is the new Thursday night half-hour "Vic and Sade" series on Mutual, which the sponsor (Fitch) is getting for \$1,200 per. That is just 200 bucks more than Arthur Paul

Rhymer used to get for scripting the show as a five-a-week daytimer on NBC. . . . Xavier Cugat will pull down \$5,000 for a one-nighter at the U. of Wisconsin campus in October.

Chicago

. . . As a 13th anniversary gag, Don McNeill did a recent Breakfast Club broadcast from his bed in the ABC studios in the Merchandise Mart. The bed, with Don in it, was carted down to the Breakfast Club studio from the McNeill home in Winnetka. The broadcast over, McNeill hopped out of bed and went for breakfast. While he was gone someone stole the sheets! That's how tough things are. . . . Murray Forbes, Chi radio actor turned novelist ("Hollow Triumph"), has finished his second novel and is working on his third, a satire on radio. It's about a chiropodist who becomes a top-flight radio producer—a genius, no less. . . . Don Quinn, Fibber McGee and Molly scripter, vacationing here. . . . Chicago Times columnist Irv Kupcinet reports that Merritt (Mac) Schoenfeld, ABC executive who recently resigned will remain in the Windy City in some radio advertising capacity. . . . Herb Vigran, radio's "Sad Sack," was a WBBM actor back in 1936. He once appeared in a Chicago company of "Cyrano de Bergerac" with Walter Hampden.

☆ ☆ ☆

● ● ● William Drips, NBC agricultural director, is nursing three busted ribs as a result of an accident in his home. . . . Dick "Two Ton" Baker, WGN's "Music Maker," and Curley Bradley, radio's "Tom Mix," in the WGN-Mutual series, will be featured stars in the annual Fourth of July celebration in Dyche Stadium, in suburban Evanston. . . . Bob Cunningham, chief WBBM mikeman, is looking all over for a white coat. He's searched Chicago and vicinity and has wired stores from New York to Minneapolis, but no soap (and no coat, either). He needs the white dress coat for his announcing chores on the Friday night Wayne King show, which is aired before an audience. Recently discharged from the Navy after four years service, Bob is having more difficulty than the average in finding clothes since he stands 6 feet 2 inches, weighs 185. He wears a 43 coat.

☆ ☆ ☆

● ● ● Kidding about his one-sixth ownership of the Cleveland Indians when he was in town the other day for his Coliseum one-nighter, Bob Hope cracked: "Bing must be sore because I am now a big league baseball magnate and he isn't. But don't be surprised if 'Moneybags' Crosby gets even. He'll buy the entire American League and then kick me out! . . . Hope disclosed that he and Crosby were in on another syndicate which had tried to buy the club. . . . A brief news story aired over WGN brought to a happy ending a week's search by Illinois and Wisconsin police for three Chicago boys, aged 10 to 14, who had run away from home "to trap bears and other animals." Hearing Ward Quaal's description of the boys on the regular 2 p.m. newscast, the alert sheriff in Eagle River, Wis., jotted down the vital statistics, and, when he saw the three wanderers emerging from an Eagle River ice cream parlor, rounded them up.

☆ ☆ ☆

● ● ● That was a nice gesture by Hildegard, who, on hearing that a woman employee of the Chicago Theater had lost her \$220 vacation money, made up the amount from her own pocket. . . . Danny Newman, one of the town's busiest p.a.'s, has been setting some kind of record, with a flock of radio guest appearances on local shows to plug "The Postman Always Rings Twice," current film attraction at the Oriental Theater, for which Newman does the drum-beating. Bob Elson, ace baseball announcer, recently played host to Ralph Wilk, RADIO DAILY's West Coast representative, at White Sox Park. Wilk en route to Hollywood from a trip to New York made his visit with Elson a 'must' stopover in the Windy City.

GE Announces Plans On FM Production

(Continued from Page 1)

cast band. These models will be combined with phonographs.

Other FM receivers, including table models, will be put in production August. All will be built by the GE Receiver Division.

The company is also producing two-way FM equipment for taxicabs under a new system featuring "selective calling" which makes each taxi a link in a city-wide radio chain.

Transmitters in all cabs are "locked off the air" except the one being called, it was explained. A red light is turned on in the instrument panel of each cab when the system is in operation and goes out when the system is ready for another call.

Unique Public Service Program Set By WHOM

A unique public service series designed to acquaint New York's foreign language residents with the principles of Americanism and to prepare them for citizenship bows in over WHOM July 6.

Titled the "Citizenship Training Class of the Air," the series consists of two weekly programs. One, in Polish and English, will be heard Saturdays, 2-2:30 p.m., and the other, in Italian and English, will be aired Sundays, 2:30-3 p.m.

A regular course of study has been prepared and copies will be sent to all listeners requesting them. At the end of the summer examinations forms will be mailed out so that those taking the course may test themselves on those topics required for the naturalization process.

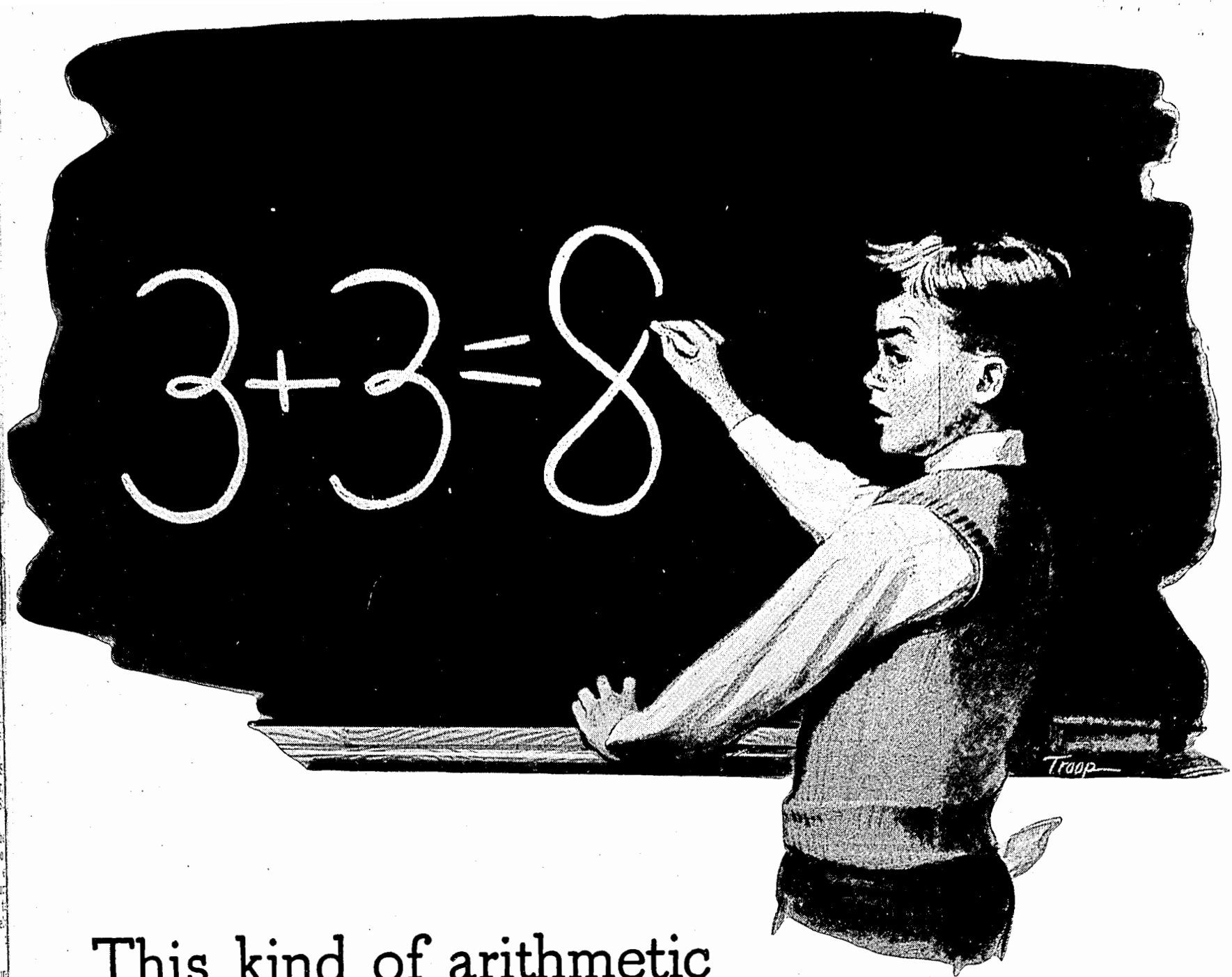
The project is under the supervision of Charles Baltin, WHOM program director, and will be directed by Mrs. Yetta Boldt, prominent in adult education. Italian sections will be handled by Mario Capelloni, Polish by Edward Witanowski, and English by Jeff Neill and Steve Hollis.

Twenty Years At KDKA

Pittsburgh — Theodore C. (Ted) Kenney, chief engineer of KDKA, began his twentieth year with the station last week, having started as transmitter operator at what was known as the "Hill Station" at East Pittsburgh in 1926. He became a studio operator in 1931, studio supervisor in 1934, assistant chief engineer in 1940 and gained his present title May 2, 1943, the same day Joseph E. Baudir was named general manager of the station.

Duchin To Visit Block

Eddy Duchin, the piano maestro recently discharged from the Navy, will visit "Martin Block's Record Shop" on Saturday, July 6, for an interview with emcee. Duchin's late recordings, two Cole Porter favorites "Night and Day" and "I Get a Kick Out of You," will also be heard on the program.



This kind of arithmetic may put Johnny through college

Here's how it works out:

\$3 put into U. S. Savings Bonds today will bring back \$4 in 10 years.

Another \$3 will bring back another \$4.

So it's quite right to figure that 3 plus 3 equals 8 . . . or 30 plus 30 equals 80 . . . or 300 plus 300 equals 800!

It will . . . in U. S. Savings Bonds. And those

bonds may very well be the means of helping you educate your children as you'd like to have them educated.

So keep on buying Savings Bonds—available at banks and post offices. Or the way that millions have found easiest and surest—through Payroll Savings. Hold on to all you've bought.

You'll be mighty glad you did . . . *10 years from now!*

SAVE THE EASY WAY... BUY YOUR BONDS THROUGH PAYROLL SAVINGS

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CBC Defends Position On Station Licenses

(Continued from Page 1)

Howe, Minister of Reconstruction, early this year.

All applications for new licenses, or transfer of licenses, come before the CBC board of governors and are considered in the light of their effect on broadcasting, Mr. Dunton explained. Recommendations are then made to the licensing authority of the government, at present vested in Mr. Howe's department.

In the case of Moose Jaw station, Mr. Dunton told the committee, the CBC had reported that the Saskatchewan Government, so far as the CBC was concerned, was a competent broadcasting agency, and that there was no objection to the transfer. The recommendation added, however, that the transfer involved other questions, such as the division of functions between Governments, on which the CBC was not competent to advise.

The question of pending transfer of wavelengths to CBC from stations CFRB, Toronto, and CFCN, Calgary, is being left over for discussion until the chairman reports on future plans later in the session.

The chairman stated that the policy of the CBC in respect to broadcasting generally could be summarized as follows:

1. The CBC intends to maintain control of all national broadcasting.
2. The CBC will continue to encourage development of local broadcasting by private stations.

Campbell Starts Tour Of Don Lee Stations

Los Angeles—Pat Campbell, stations relations director for the Don Lee network, left here last week for a swing around the central leg of the Don Lee circuit, arrived at Reno July 1, for the opening of KATO, new Nevada station joining the web on that date.

Stations to be visited include KDB, Santa Barbara; KVEC, San Luis Obispo; KDON, Monterey; KVOA, Sacramento; KYOS, Merced; KFRE, Fresno; KCOK, Tulare-Visalia; KAFY, Bakersfield.

Goddard Subs For Walsh

News-caster Don Goddard subbing for J. Raymond Walsh on the latter's cross-the-board series on WMCA during July, 7:30 p.m. The Goddard evening spot will be straight news, with emphasis on national and international items. He will continue his locally-slanted stanza on the outlet, 12:30 p.m.

Ave Maria Hour WMCA — Sunday — 8:30

Elizabeth Bilencova as Mother
Cabrini

Joe Desantis as Father Serrati
In its twelfth year as a Donald
Peterson production

COAST-TO-COAST

— CANADA —

VANCOUVER—Capacity audience of representative citizens, which gathered here last week to hear the results of the city's first cultural survey, has named Ira Dilworth of the CBC as chairman of the committee which is to form the Arts Council of Vancouver. Dilworth has been chief executive of the CBC for its Pacific region since his appointment to the post of regional representative eight years ago. . . . J. W. Robert Graham, having served over four years with the Canadian Army, has been appointed CBC assistant commentator for the Maritimes.

— GEORGIA —

MACON — Dorothy Jane Wilson was awarded the WMAZ scholarship of one hundred dollars for outstanding work in radio at Wesleyan College. Miss Wilson has accepted a position in the radio advertising department of Rich's, Inc., Atlanta department store. . . . The public affairs committee of the Macon Chamber of Commerce is presenting a series of programs over WBML, WMAZ and WNEX. With committee changing stations each week, leaders in public affairs of Macon are featured on the programs.

— DISTRICT OF COLUMBIA —

WASHINGTON—"Finders Keepers" show, conceived by WOL and Henry J. Kaufman Agency, was judged the best local radio program by the National Advertising Agency Network at its convention held last week in Colorado Springs. . . . Show is an audience participation airing originating in drug stores throughout metropolitan Washington. Bill Brundige and Dale Morgan emcee the stanza sponsored by Meadow Gold Ice Cream. . . . Albert Warner, WOL news head, journeyed to Baltimore and WCBM to analyze returns from Maryland election headquarters with WOL's Loren Pope and Macon Reed carrying brunt of WOL coverage.

— OKLAHOMA —

OKLAHOMA CITY—Oklahoma Round-Up is the title of KOMA show which will be added to the CBS web Saturday, July 6. Formatted as Western Hillbilly, pro-

Gets NBC Production Post

Appointment of Harry Ford Gresham as associate director of the National Broadcasting Company's production department was announced this week by Clarence L. Menser, NBC vice-president in charge of programs.

Gresham, a native of Mt. Vernon, N. Y., was with the Army Air Forces, 49th Fighter Control Squadron, in Australia, New Guinea and the Philippines for 37 months. Discharged from the Army last August, he toured with the USO in the Central Pacific area as leading man in "Three Men on a Horse."

Aaron Promoted At WQXR

John K. Aaron, formerly director of news at WQXR, has been appointed director of continuity. Change is brought about by the transfer of the New York Times news to WQXR.

gram features Dick Reinhart, Hiram Higsby, Mary Lou, Ann Bond and Lem Hawkins. Hiram will write the script and the KOMA production manager, Allan Page, will produce the opus. . . . Wallace R. Dunn, formerly with the sales staff of KOCY, has joined the KTOK sales department. . . . "State Edition," a new program with Hal Phillips as newscaster, has bowed over KTOK with highlights in the news Monday through Friday evening.

— MISSOURI —

JOPLIN—Affiliated with CBS with a listening audience of approximately 250,000, it was announced that KSWM will commence operations around the middle of this month with a power of 250 watts on 1230 kc. . . . The William G. Rambeau Company of Chicago, has been appointed as national sales representatives for the outlet. . . . KANSAS CITY—William S. Ewing, formerly associated with United Press in New York where he was employed as special feature salesman upon his discharge from the Army, has joined the New York office of the Arthur B. Church Productions as eastern sales representative. In this capacity he will handle all tested features of the company in the eastern time zone, including the transcribed library of "The Texas Rangers," one of radio's top transcribed "living" libraries of western melodies.

— NEW YORK —

NEW YORK—Leon Barzin, WQXR orchestral conductor who is vacationing for three months, is being replaced by Jascha Zayde, assistant conductor of the orch, who will be on the podium for the "Treasury of Music" and the "Silhouettes in Tone" programs. . . . LONG ISLAND—Maurice Dreicer, conductor of WWRL's "New York Panorama," has formed Television Idea Service in association with Bob Emory of WOR. The new organization will serve as consultants on tele shows for stations, agencies and producers. . . . Henry Backs, WWRL announcer, will serve as emcee at a benefit show to be given in behalf of Lutheran World Relief to aid European children. It will be held at New York's Cafe Geiger, July 8.

Joins AFRS On Coast

Tom Smith, program director of WPEN, Philadelphia, has resigned to join the Armed Forces Radio Service in Los Angeles as civilian writer producer. An Army major in World War II, Smith was commanding officer of the AFRS station (WXTL) on Guam.

Heads U. N. Society

Montreal—Dr. James S. Thomson, of Saskatoon, former chairman of the board of governors of the CBC, was unanimously elected president of the United Nations Society in Canada at the annual meeting in the Chateau Laurier, Ottawa.

Bellamy, Otte Join Ziv

Cincinnati—Howard A. Otte and O. R. "Jim" Bellamy have joined the Frederic W. Ziv Company as account executives.

Committees Of NPA Name Inf'l Policy Un

Washington Bureau, RADIO DAILY
Washington—Warren Lee Piers, president of the American Cable and Radio Corp., and former president of the Export-Import Bank, has been elected to membership on the National Planning Association's committee on international policy, it was announced Wednesday.

NPA is a top semi-official association made up of leading figures in government, industry, labor and agriculture. The international committee was formed in 1943 "for the purpose of bringing together representatives of agriculture, business, labor and professions to analyze international problems confronting this nation and to make recommendations on foreign policy."

Also on the committee and a vice chairman of NPA is Stacy May of Radio Corporation of America.

Commission Awards CP To Northern Radio, In

Washington Bureau, RADIO DAILY
Washington—The FCC announced its final decision granting the application of Northern Radio, Inc., for a new station at Glens Falls, N. Y., to operate on the frequency 1450 kilocycles, 250 watts, unlimited time. The construction permit is conditioned upon the filing of an application with Great Northern Radio, Inc., for modification of permit specifying the exact transmitter site and antenna system and further conditioned on the installation of an approved modulation monitor when available.

At the same time, the Commission made final its denial of the application of Glens Falls Broadcasting Co. seeking the same facilities.

Commissioner Jett voted in favor of a grant to the Glens Falls Broadcasting Corp.

Fourth Of July Switch

A new switch in Fourth of July programming was presented WNEW last night when the incumbent carried a reading of the Declaration of Independence by a Britisher. Program was beamed from London BBC.

Send Birthday Greetings To~

July 5
Milton Biow Don Murphy
Thomas K. Neely
July 6
LaVerne Andrews Red Evans
Don Mersereau Clark Overton
Estelle M. Sternberger
July 7
Arlene Harris David Ross
Hal Schenker Verne Smith
Everett West



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 36, NO. 5

NEW YORK, N. Y., MONDAY, JULY 8, 1946

TEN CENTS

RMA Report Optimistic

AAA Board Favors The 2% Cash Discount

The board of directors of the AAAA adopted a resolution to restore the 2 per cent cash discount in national advertising as an "integral part of the financial structure of advertising," it has been announced by Frederic R. Gamble, president.

The move was precipitated by recent elimination of the cash discount at several metropolitan newspapers, and is designed to "prevent a trend from setting in," said Gamble. "The board is now embarking on an educational and information campaign of the media on the importance of the

(Continued on Page 6)

New BBC Program Service Planned In Near Future

A third BBC program service is to be added shortly, according to information reaching here Friday. A new transmitting mast for the third service is now nearing completion, Sir William Haley, director general of BBC, announced in London last week.

Sir William announced also that a new correspondent to the United States is to be appointed and that

(Continued on Page 4)

Adv'g Club Re-opens Today In New Quarters

The Advertising Club of New York will open temporary quarters today at 30 East 37th Street, recently occupied by the Harvard Law Club, it was announced by Eugene Thomas, president and sales manager of WOR. The Advertising Club building was recently gutted by a fire which com-

(Continued on Page 2)

UN Planning

Forty-three executives of NBC have been summoned to a meeting Wednesday for the purpose of formulating a long range United Nations program policy. In addition Sterling Fisher, director of the project, has invited representatives of the American Association for the UN, National Education Association and Radio Corporation of America to attend.

Bikini Telecast

Americans got their first look at the atomic bomb test held in the Bikini Atoll over the week-end via news programs presented on television. WNBT, of the NBC, showed the films of the test, and preceding activities at 10:20 p.m. on Friday. Films arrived in N. Y. and other cities from Washington late Friday afternoon.

Brooks Elected V-P At NBC Board Meet

William F. Brooks, director of news and international relations for NBC, was elected a vice-president at a meeting of the network's board of directors on Friday, Niles Trammell, president of NBC announced.

Brooks has directed the news division of the network since October 5, 1942, and international relations since Nov. 24, 1944, extending a distinguished career in journalism that began in 1917.

He entered news work with his

(Continued on Page 8)

ABC Reports 68 Pickups From "Crossroads" Area

San Francisco—Frank LaTourette, ABC Western Division news chief, reports that during the month of June 68 overseas pickups from "Operations Crossroads" were channeled through the ABC news headquarters at KGO in San Francisco. Sixty-two of these

(Continued on Page 2)

AFRA Negotiations Hinge On Application Of Lea Act

With the AFRA live talent and transcription codes running out concurrently on Oct. 31, 1946, networks, agencies and independent producers, it is learned on reliable authority, are desirous of opening negotiations for a new contract or renewal at the earliest possible moment. It develops however that the Lea Act stands over the potential negotiations in no uncertain manner and AFRA will not confer on the forthcoming pacts until one

Top Execs., Serving As Committeemen, Issue Their Annual Statements; See Boom Year Ahead

Willard-Durr Debate Broadcast Over WGN

Radio's 100,000,000 listeners, not FCC, should be the jury before whom the American system of broadcasting is brought to trial, and the American audience likes radio the way it is, said NAB's executive vice-president, A. D. Willard in a debate with FCC Commissioner Clifford J. Durr recently on WGN, Chicago. Mr. Durr, who didn't think the listeners are so happy about what they're hearing,

(Continued on Page 5)

Iowa Station Men Form Assoc. Of News Editors

Davenport—Representatives of 11 Iowa station news departments met at Iowa State College here recently to form the "Iowa Association of Radio News Editors," and have adopted a constitution embodying the advance-

(Continued on Page 2)

Gould Leaves Agency To Operate KSDJ, San Diego

Baltimore — Purnell H. "Mike" Gould announces his retirement from the Gould & Kuff Advertising Agency, Baltimore, to become general manager

(Continued on Page 8)

A generally optimistic note was sounded by officers and division and committee chairmen of the Radio Manufacturers Assn., in annual reports released late last week.

Adopting the keynote of RMA President R. C. Cosgrove's annual report, made to RMA members June 13 at a luncheon in the Stevens Hotel, Chicago, RMA officials predicted an even greater year ahead—the first full year of post-war production since World War II.

R. C. Sprague, retiring chairman of

(Continued on Page 7)

Many AM Applicants Received By The FCC

Washington Bureau, RADIO DAILY
Washington—More than a dozen applications for new standard stations, as well as requests for increased power, were listed on Friday by the FCC.

Applications for new AM stations were made by the following: G. Lester Hash, N. Joe Rahall, Fred William Simon, trading as the Bluefield Broadcasting Co., Bluefield, W. Va., to be operated on 1240 kc. 250 watts, unlim-

(Continued on Page 8)

CBC Admits Turning Down Amer. Commercial Shows

Montreal—Canadian Broadcasting Corporation has turned down some network commercial shows during the year but "it would not be in the

(Continued on Page 2)

Baseball Ballyhoo

Boston—In an effort to bolster attendance at their home park, the Boston Braves took to the air on WNAC at 6:25 p.m. each night during the week past, with manager Billy Southworth giving fans the "inside story" via wire recorder from Braves Field. Several of the team's outstanding players were heard also. Deal was arranged through the Harry M. Frost Agency.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(July 5)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

ABC Reports 68 Pickups From "Crossroads" Area

(Continued from Page 1) were exclusive ABC broadcasts and six were pool broadcasts.

The 68 broadcasts totaled seven hours and forty-two minutes of time (469 minutes), of which ABC exclusive transcontinental broadcasts totaled 332 minutes. Two programs totaling 29 minutes went to the ABC Pacific net only. Six programs totaling 108 minutes were pool broadcasts.

Assisting LaTourette in the KGO-ABC newsroom handling the coverage were Vic Reed and Mary Scott Hill, who handled the operations throughout the month.

World's Foremost Tobacco Center advertisement with logo and text.

Coming and Going

JOHN T. MURPHY, of NBC's station relations department, is expected back today from a business trip through the southwestern states.

REV. MICHAEL J. AHEARN, S. J., conductor of the "Catholic Truth Period" on WNAC-Yankee Network, leaves for Oxford, England, today aboard the "Queen Mary." He is delegate from the National Conference of Christians and Jews to an international confab being held in Britain.

BILL COCHRAN, sports editor on WIOD, Miami, Fla., is spending a vacation of three weeks in the New York area, catching some polo on Long Island and some golf in Jersey.

GEORGE CARSON PUTNAM attended the Annual Water Carnival in Philadelphia last Thursday and returned to town Friday in time to substitute for Gabriel Heatter on Mutual at 8:45 p.m.

EDWARD A. LARKIN, account executive for Radio Sales at CBS, goes down to Washington, D. C. today on a short business trip.

JACK CARVER, amusement editor of United Press, is amusing himself during the entire month of July by vacationing from his editorial duties.

BOB ALLISON, director of "We, the People," heard on CBS, and his wife, Virginia, of "We, the People," leave New York today for a vacation in Canada.

W. HANES LANCASTER, president of WJHL, American network affiliate in Johnson City, Tenn., paid a call last week at the headquarters of the network.

HENRY E. ABT, managing director of the Brand Names Research Foundation, is spending this week in San Francisco. He was heard last night on KPO-NBC and will be interviewed today on Jane Lee's "Women's Magazine of the Air" on the same station.

WILLIAM L. SHIRER, Columbia network news analyst, broadcast his Sunday program from the Lake Placid Club in upstate New York.

HOWARD W. THORNLEY, president of WFCL, American network outlet in Pawtucket, R. I., a visitor last week at the offices of ABC, with which the station is affiliated.

TRAVIS JOHNSON and his "Song Spinners" are returning to New York and will make an appearance next Saturday on the "Danny O'Neill Show" over WABC at 8:30 p.m.

Adv'g Club Re-opens Today In New Quarters

(Continued from Page 1) pletely demolished the interior of the five-story structure.

Thomas announced that the new quarters, which will be used until next Fall, when repairs are expected to be completed on the Club's own building, will be "open for business" from 4 to 9 p. m. today, and all day thereafter. Conveniences include two large dining rooms, a bar, and several meeting rooms. Today's opening session will be for members only, Thomas announced. The temporary headquarters of the Club is a 5-story edifice with approximately 50 foot frontage.

Despite the damage and interruption of schedule caused by the fire last month, Thomas said that "approximately 8 of the 10 projects, conducted by the Club, such as its Veteran's Guidance in Advertising Service, the Advertorium, etc., have continued to function smoothly."

CBC Admits Turning Down Amer. Commercial Shows

(Continued from Page 1) public interest to give details of the non-acceptances," it was disclosed in a return tabled by Revenue Minister McCann in the Dominion House of Commons for John Diefenbaker (PC., Lake Centre). "Details of the non-acceptance might be embarrassing to advertising agencies, sponsors and United States networks and would impair the relations of the corporation with those with whom it has business dealings and so affect its ability to serve the listening public."

Extend Don Lee Lease Los Angeles—Headquarters of KHJ and the Mutual Don Lee Broadcasting System will remain at 5515 Melrose Avenue, Hollywood, until completion of new \$1,500,000 radio-television studios on Vine Street,

Iowa Station Men Form Assoc. Of News Editors

(Continued from Page 1) ment of radio as a news medium. President of the Association is Dick Hull, WOI, Ames; vice president, Dick Burris, KSO, Des Moines; secretary-treasurer, Bob Redeen WOC, Davenport.

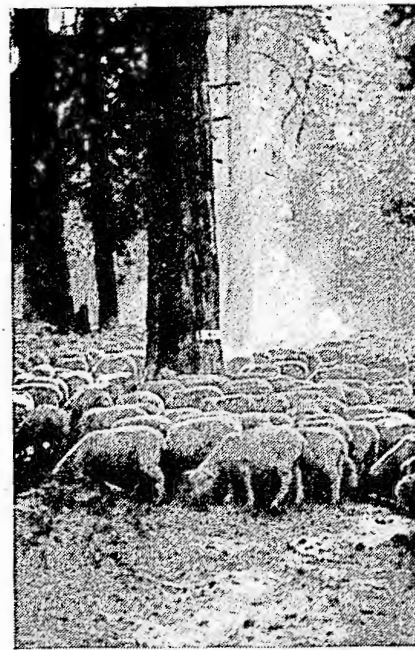
Membership in the group is limited to "persons engaged, within the boundaries of the state of Iowa, in the reporting, preparation, broadcasting or supervision of news material transmitted by radio."

The temporary committee which set up the meeting was composed of Jack Shelley, WHO, Des Moines; Ralph Childs, KMA, Shenandoah; Henry Hook, KGLO, Mason City and the officers mentioned above. The committee was appointed by Buryl Lottridge, manager of WOC, Davenport, who had acted as chairman of the Iowa News Clinic for the National Association of Broadcasters.

Joins NBC News Division

Arthur Holch, radio and newspaper writer, will join the NBC central division news and special events staff on July 16, replacing John R. Fahey, who will resign on that date, it was announced by William Ray, department chief. Holch is at present associated with the news staff of CBS in Chicago, and was formerly employed by Minneapolis and Denver radio stations and newspapers. He will join the staff as a news editor.

VEVV get Cashman in Hollywood advertisement with logo.



End of summer

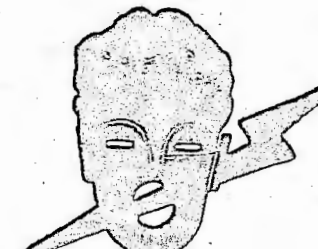
That's a part of a herd of 1600 sheep, moving slowly back down the mountains to their home range. They're leaving the high, cool cascades . . . for the safety of winter grazing.

Safety. That's a word that's right down our alley.

In Baltimore radio, W-I-T-H, is the safe bet for bigger sales . . . at lower sales cost.

For it's a fact that W-I-T-H the successful independent, delivers more listeners-per-dollar-spent than any other station in town. And remember, Baltimore is a 5-station town.

Drive your sales picture into safe pasture . . . protect it against withering blasts . . . put W-I-T-H on that radio list!



W-I-T-H and the FM Station W3XMB IN BALTIMORE advertisement with name TOM TINSLEY, President and REPRESENTED BY HEADLEY-RE.

Everything Points To
**THIS
ONE
FACT**

WLW SERVES ITS

4-STATE FARM AUDIENCE

**Radio Editors
Commend WLW
Farm Program**
"From The Ground
Up" Wins Acclaim

**Variety Award
To WLW For
Farm Service**
"Contributing To
World's Breadbasket"
Wins Citation

**WLW Dominates
Farm Listening**
Nielsen Radio Index
Shows 29.1% Of All
Rural Listening Is
To WLW

THAT WLW is seriously aware of its clear-channel responsibility to serve the farmers of its great midwestern area is borne out by many kinds of evidence.

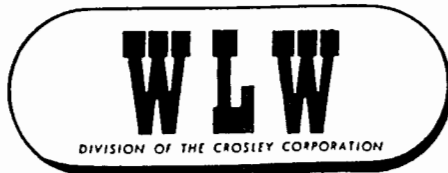
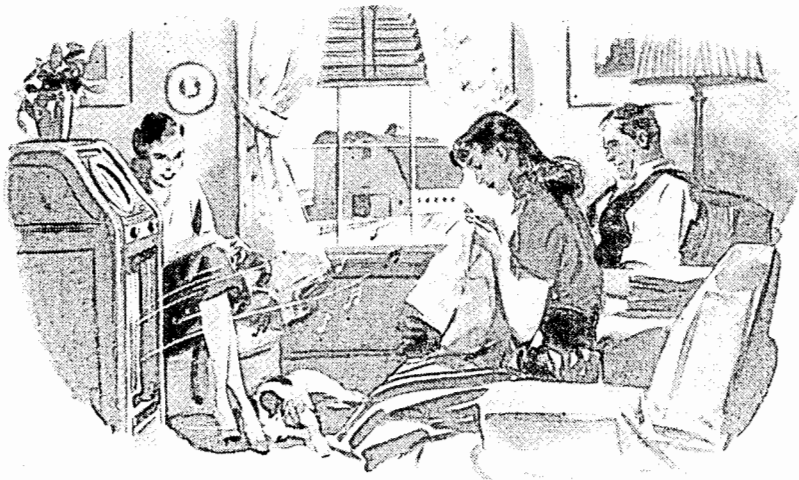
Variety's 1945 award to WLW "for contributing to the world's breadbasket" is one valued recognition of showmanship in the farmer's interest.

Citation by the Radio Editors' Poll of WLW's farm service feature "From The Ground Up" is another strong endorsement.

And the approval of the farmers themselves, expressed in actual listening, clinches it. In the poorest rural radio months of 1945, August and September, 1,324,000 rural radio families averaged 400 minutes per week* listening to The Nation's Station . . . 29.1% of their total listening to all stations heard in the area!

Yes—everything points to the
fact that **WLW GIVES
THE FARMER WHAT HE
WANTS TO HEAR!**

*Nielsen Radio Index. August-September 1945



THE NATION'S MOST MERCHANDISE-ABLE STATION

CHICAGO

By BILL IRVIN

THE Cudahy Packing Company, Chicago, will begin sponsorship of one of Mutual network's top detective dramas, "Nick Carter," in the 6:30 to 7:00 p.m., CDST, time slot on September 15. The contract, which calls for 300 Mutual stations, is for 52 weeks and was placed through Grant Advertising, Chicago. Product to be advertised will be Old Dutch Cleanser. Program will originate in Mutual's New York studios.

"Radio, the Fifth Estate," a comprehensive text covering all phases of the technical operations of broadcasting, written by Judith Waller, public service director of the NBC Central Division, has been published by Houghton Mifflin Company, Boston. The 500-page volume has been incorporated in the curriculum of the NBC-Northwestern University Summer Radio Institute, which opened June 24, and is the second Houghton Mifflin Radio Broadcasting Series to emanate from the Institute. "Radio Production Directing," by Alfred Crews, NBC Central Division production director, was published in 1944. Subjects covered by the Waller book include world systems of broadcasting, structures of networks and individual stations, programming, public service, sales, audiences, program servicing, engineering and educational broadcasting. The author has been associated with the broadcasting industry in executive capacities since 1922, when she became manager of station WMAQ, in Chicago.

New BBC Program Service Planned In Near Future

(Continued from Page 1)

efforts will be made to interchange broadcast personnel among the various nations of the British Commonwealth. He advocated that the UN draw up a code of international broadcasting conduct designed to insure integrity in broadcasting between nations.

Pointing out that BBC is now operating a seven-day tele schedule, Sir William assured that tele will not conflict with or draw from the cinema or theater—although he looks for a gradual merging of tele with sound broadcasting. "I cannot state too often," he said, "that the BBC has no desire to impinge on any existing entertainment interest. We do not believe television will do so. It is not going to seek to be another cinema. It is going to be an entertainment in its own right".



California Commentary . . . !

● ● ● Marvin Miller has a fan in Montana who can well be described as "the fan of the year." She is a rancher and her interest in Miller's histrionic efforts started in 1942 when he was playing the male lead in "The Romance Of Helen Trent," emanating from Chicago. During the food shortage the fan, Mrs. Wharton

Los Angeles

and her husband, who is also a Miller devotee, sent him butter and meat, and to top this they have invited Mr. and Mrs. Miller to vacation at their ranch. The Millers plan to do that when Miller completes his role in "Dead Reckoning" at Columbia. Elan Packard and Stanley Davis are the new writers on the Tony Martin show. Joe Asbury, former Pasadena newspaperman, and Jean Boutyette, formerly with the Los Angeles Herald-Express, have joined Lloyd Brownfield's CBS-KNX publicity department. Comedian Parkyakarkus tells of the sad case of the movie actress who worked two years in Hollywood before she learned she couldn't act. But she couldn't quit because her studio by that time was grossing too much money from her pictures.



● ● ● Bob Burns, who has finished his radio season, is heading for the open sea to spend the summer cruising and fishing before opening his new program, on a Sunday night, Sept. 29. Bob Garred, CBS news reporter, goes to San Diego Aug. 3 as guest speaker at a luncheon for U. S. Navy personnel who served in the Navy Intelligence with him during the war. Overheard by Judy Canova at a night spot: "But your diet obviously isn't working, dearie. You're putting on weight under each eye!" Bill Martel has been signed for a role in the Irna Phillips serial, "Masquerade," first of the Carl Wester daytime serials to come to the Coast from Chicago. Les Mitchel is directing. KGFJ is airing "Hollywood Bowl Preview" series, comprising unique recorded music programs of the music which is to be heard in live performances at the Bowl. Bowl performers and conductors will be interviewed on the shows by Eddie Allbright.



● ● ● Fritz Blocki, former Chicago radio producer and writer, who sold "Harbor Patrol," an original story to Pine-Thomas for a forthcoming production as a Paramount release, has more than a thousand radio scripts to his credit and has produced more than two thousand air shows. He now plans to devote all his time to screen writing. Del Castillo, musical director of "Stars Over Hollywood," hopes to buy a helicopter when they become available one of these days and commute to Columbia Square. He lives in Westwood Village, but wants a place with more room, away out in the country. Wally Maher, one of Hollywood's busiest radio actors, is now a summer bachelor, his wife and three children having motored to Cincinnati on a vacation. Howard Breslin and Charles Tazwell, who have been writing "The Mayor Of The Town," scripts, have split, with Leonard St. Claire teaming up with Tazwell to work on the show next season.



● ● ● Truda Marson, free-lance radio actress, and Richard Chandlee, who does screen and radio acting, will be married July 20. Agnes Moorehead has won the coveted role of "Zenobia" in "Ethan Frome," at Warner Bros., and this will mark her first engagement at the Burbank lot. George Fisher is being set for a personal appearance tour in a sketch based upon his movie chatter show heard over KECA. Walter Tetley, "Leroy" on "The Great Gildersleeve" program, will play 14 personal appearance dates in theaters throughout the country, opening in July. "Pappy" Cheshire, known for his genial, philosophical chats over KMPC, and one of the pioneers in announcing, has been signed for a featured role in Republic's Gene Autry starrer, "Sioux City Sue."

AGENCIES

WILLIAM H. CONINE has been named a vice-president of McCann-Erickson, Inc., it has been announced by H. K. McCann, president of the advertising agency. Conine is account executive on the agency's National Biscuit Company account. He joined McCann-Erickson's merchandising and sales promotion department in 1934.

A. C. DORRANCE, president of Campbell Soup Company, has announced the appointment of R. M. Budd as advertising manager. Budd has been with the Campbell Soup Company since 1924. In 1929 he was named assistant advertising manager, which position he has filled since that time, except for periods during which he handled special assignments for the company.

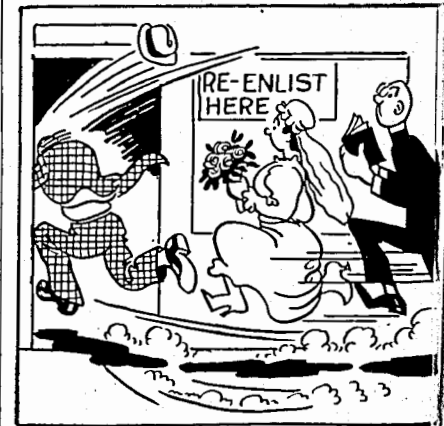
DON FEDDERSON, general manager of KLAC-KYA, and DAVE LUNDY, general sales manager for these two stations, have announced the appointment of Adam J. Young, Jr., Inc., of New York and Chicago, as KLAC's national sales representative.

KING HARRIS, former lieutenant in the U. S. Navy, has joined the San Francisco staff of Edward Petry & Co. Inc. A veteran of Coast radio, Harris comes to the Petry Company from the sales staff of KSFO, San Francisco. Before entering the service he was with NBC in San Francisco.

Canonization Ceremonies Aired Over WEF, Mutual

The canonization of Mother Cabrini, first American citizen to achieve sainthood in the Roman Catholic Church, was aired yesterday by WEF at 8:30 a. m. from Rome. Dr. Max Jordan described the ceremonies and interviewed Church dignitaries.

Mutual aired a special program from Chicago commemorating the ceremonies, featuring a talk by Cardinal Samuel Stritch, from 2:45 to 3 p. m. EDT.



"WFDF Flint is still plugging for the armed services."



Value Of FCC 'Blue Book' Debated By Willard, Durr

(Continued from Page 1)

ained the complaints the FCC has
nst today's radio fare, most of
ch appeared in the March "Blue
k."

According to Radio Reports, Inc.,
ch recorded the debate from the
ur Right to Say It" show on WGN,
ago, Durr and Willard agreed
pletely on the answer to the topic
tion put to them by moderator
iam S. Stokes, who asked, "Is the
merican system of broadcasting on
trial?" Both said yes, it's on trial, but
didn't agree on the verdict.

Opinions Differ Widely
behind it all," said Commissioner
ic, who was scheduled to take the
lative, "is a growing dissatisfac-
on the part of radio listeners
al the radio fare which is being
ed them." Willard, billed for the
ative side of the argument, said,
the American system of broadcast-
has always been on trial. It's on
every quarter-hour of every day
night before a jury of a hundred
ion listeners who constantly ex-
s their judgment of it by listening
refusing to listen."

However, Willard maintained that,
he judge of radio on trial is you,
the audience, then there is, I think, a
siderable volume of evidence that
o on the whole is doing a pretty
job of entertaining and inform-
America." He called the FCC re-
"a set of rules and regulations"
said the NAB objects to this be-
"it substitutes the judgment
few government officials in Wash-
on for the judgment of a thousand
o station operators and their lis-
ers, the American people. No gov-
ent agency can possibly know
much of what kind of program
people in every city, village and
let want to hear."

Charges Excessive Commercialism
urr said the charges against Amer-
broadcasting today included, "ex-
ve commercialism, advertising
s which are too long, too fre-
nt, too insistent, sometimes in poor
and so spaced as to destroy the

pleasure of listening to programs."
He denied that the Commission is try-
ing to dictate what programs the
audience may or may not hear. "The
Commission," he said, "is merely try-
ing to keep the publicly-owned high-
ways of the air free . . . and to make
sure that these highways are not com-
pletely dominated by the limited
types of programs which a few ad-
vertisers and advertising agencies find
most effective for the sale of their
wares."

Durr and Willard both gave the
same answer when Dr. Stokes asked
why the networks feature so many
soap operas: "Because they sell soap."
Willard said that that indicated their
popularity and proved that people like
to listen to them. The three stations
in Charlotte, N. C., he said, draw as
many listeners when two of them
carry soap operas as do the six sta-
tions in Washington, D. C., at the
same time of day.

Disagree On Audience
Commissioner Durr took exception
to the NAB executive's method of
defining a good program by whether
or not the listener turns off his radio.
"The listener is entitled to more than
escape from bad programming by
turning off his dial," he said, adding
that the listener should not be forced
to choose between one type of pro-
gram and nothing at all.

The two debaters disagreed on the
extent to which American audiences
are denied a free choice of programs.
Durr cited CBS's 17 daily soap operas
and NBC's 19, and said that was too
much of one kind of program. Willard
replied by pointing out that of the
1,000 U. S. stations fewer than 300 are
affiliated with NBC or CBS. Actually,
he said, every community except a
few on the Mojave desert and in cer-
tain hill regions has about four and
a half available signals exclusive of
the two big networks.

Cites "Broken Promises"
Commissioner Durr returned with a
complaint that operators don't keep
the promises they make to the FCC
when they're applying for their li-
censes. He recalled that most licenses
are obtained in competition and said
it is unfair that a scrupulous would-
be broadcaster should be kept off the
air when a competitor promises to do
more in the field of public service
programming than he eventually de-
livers under actual operating condi-
tions. "That's not fair to the public or
to the competing applicant who might
have been more scrupulous in keep-
ing his promises," he said.

Durante-Moore Renewed
Los Angeles—The N. W. Ayer
Agency announced a 52 weeks re-
newal of the Jimmy Durante-Garry
Moore radio program for United-
Rexall Drug Company. The half-hour
program, heard Fridays at 9:30 p.m.,
EDST, via CBS, returns to the air
September 13, following a 13-week
summer layoff.



Fulton Lewis, jr.

sells drugs

in

MUSCLE SHOALS,



real estate in Tucson, freight service in
Waco, 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 loud-
speaker when Fulton Lewis, jr. talks. His
listeners are mature men and women who
know what they want, and who buy when
they want it.

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.

BALTIMORE'S Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Owner, President George H. Rieder, General Manager
C. A. PETERS, Inc., Exclusive National Representatives

AAAA Board Favors The 2% Cash Discount

(Continued from Page 1)

cash discount, the AAAA official explained, and the importance of collecting immediately from advertisers as a necessary part of the advertising structure. Gamble added that advertisers themselves are in favor of it, "... which was not true before the war when they looked upon it with a jaundiced eye."

The four major networks have made use of the cash discount since 1943, Gamble said, and it has improved their situation greatly in this regard, "since many of them were not getting paid before 30 days." Another reason for the move at this time, it was pointed out, is the renewed selling job anticipated, in which the advertising industry might be expected to help move "from 30 to 50 per cent" more commodities than ever before.

Indies Expected To Join

Only 100 or so of the nation's independent stations are currently allowing the cash discount, but indications are that most will readily accept the system when they are made aware of its value.

Renewal of an activity "that had been in abeyance during the war", said Gamble, was brought about by elimination of the 2 per cent discount by six large-circulation newspapers since last February. The papers in question are: The three Pittsburgh papers, Sun-Telegraph, Post-Gazette, and Press; The Cincinnati Times-Star; San Francisco News; and the Boston Post. These publications were allowing the discount until that time.

"It is the customary 2 per cent cash discount which stimulates prompt payment by advertisers to agencies. . . ." the resolution points out in part, and "... in national advertising performs a far more important service than do cash discounts in ordinary mercantile transactions. . . ."

The cash discount, it is added, is allowed by "most advertising media ... including the four major networks; 93 per cent of all daily newspapers ... 95 per cent of all magazines, and a growing number of other advertising media."

Coast CBS Commercial Becomes Web Sustainer

"The Whistler," adventure and mystery series which has been sponsored on the CBS Pacific Network since December, 1943, by Signal Oil, became a weekly sustainer on the rest of the CBS network starting Wednesday, July 3, at 8:00-8:30 p.m. The Coast commercial broadcasts are heard Mondays at 9 p.m., Coast time.

The program has been produced by Columbia Pacific Network director George Allen since July, 1944. Wilbur Hatch, who composed the eerie whistle identifying the theme, composes original musical settings for the broadcasts and conducts the orchestra. Scripts are written by free lance writers and edited by Bud Swanton, with Marvin Mueller announcing. The Whistler himself is kept anonymous.

WORDS AND MUSIC

By HERMAN PINCUS

● ● ● **MUSIC BIZ BLUES:**—Seems to us that music publishers are unduly worried . . . of course there's been a slump in the sales of sheet music and records . . . however that slump is merely seasonal . . . millions of people, away on vacations, don't bother about purchasing music, putting off that chore until September . . . we'll admit that the drop is greater this season and our opinion on that score is, that with the national OPA mix-up, resulting in people worrying rather about necessities, it is natural that a normal slump in the turn-over of luxuries, would be aggravated . . . but comes September and an efficient and forthright set of effective and equitable legislation from Washington, there'll again be millions of buyers on Tin Pan Alley's wares.

☆ ☆ ☆

● ● ● **TIN PAN ALLEY-OOPS:**—Now that Leeds Music has started to plug their new ditty, "Azusa," writers Guy Wood and Sammy Gallup can look for another smash hit to match the success they had with "Shoo Fly Pie and Apple Pan Dowdy." . . . ● Morton Downey sang a new ballad titled "The Bible My Mother Left To Me" on his Coca-Cola MBSHOW last week and was rewarded with a stack of fan mail . . . The song has been adopted by the Laymen's National Committee as its official song. . . . ● Lou Handman and Bill Tracey have a natural in "Give My Heart A Break" published by Saunders Music. . . . ● Count Basie and his Orchestra will open a four-week stand at the Aquarium Restaurant on Broadway, July 25. . . . ● Emerson Buckley, Associate Musical Director at Mutual, resumes conducting Carl Brisson's "Voice In The Night" MBSHOW when it returns to Gotham July 19. . . . ● Dick Ballou and His Ork, after two months at the Granada Hotel in Brooklyn, open next week at the Riviera overlooking the Hudson with plenty of air time . . . which he rates. . . . ● If Shapiro-Bernstein gives it a number one plug, Vaughn Horton's torch ballad, "I Think I'm Gonna Cry Again" would make the Hit Parade.

☆ ☆ ☆

● ● ● **Ex-Captain Johnny Marks and Carmen Lombardo** have collaborated on a cute novelty ditty titled, "What Have You Got To Lose? (but your heart)" . . . published by Charles K. Harris Co. . . . ● Bob Kerr is re-assembling the Hi, Lo, Jack & The Dame Quartet . . . Bob Evans has resigned from the Fred Waring Choir to rejoin the troupe . . . Kerr is seeking a new gal for the 'Dame' spot. . . . ● When Jimmy Farrell returned to the street after serving four years with the "This Is The Army" show, we heard and lauded his vocalsthenics . . . Jimmy has been signed to star on the "Mutual Melody Hour" Mondays at 3:45 p.m. . . . ● MGMoguls want James Melton for the lead role in a musical version of Edna Ferber's classic story of the West, "Cimarron." . . . ● Bill Harding at Ted Bates wants to set the Korn Koblbers on a morning coast-to-coast spot . . . to us, this group's musicowning is tops. . . . ● Doug Coulter begins his new duties July 15 as manager of New York radio department at Foote, Cone & Belding . . . the right man in the right spot. . . . ● Not since Glenn Miller, has a new maestro set the town on its ears, as has Elliot Lawrence, whose band opened last week at the Hotel Pennsylvania . . . Lawrence was the child prodigy of some years ago who scored week after week on the Horn and Hardart NBChildren's program.

☆ ☆ ☆

● ● ● **ON AND OFF THE RECORD:**—Dennis Day, who'll have his own NBColgate program in the fall, has been signed to record exclusively for Victor. . . . ● Violinist Jascha Heifetz, after freelancing for a while, returns to Victor. . . . ● Western Balladeer Jack Howard has started his own recording firm, Cowboy Records . . . Initial platter is "You've Got My Heart In Trouble" and "Blue Ranger," both by Shorty Long and the Santa Fe Rangers. . . . ● Victor has a sleeper in Lou Martin's novelty "Pronto Jose," recorded by Sacasas and his Rhumband. . . . ● Johnny Bothwell's Signature disc of "Land of the Sky Blue Water" is a honey. . . . ● Ray Bloch Orch will give with the musical background to Bobby Doyle's vocal on "What Is Love" for Signature.

Report Trade Seeking New AFRA Contract

(Continued from Page 1)

tiations for renewals or new contracts. By the terms of the existing pacts, AFRA is to serve notice upon the signatories of the codes 60 days before expiration as to its intentions. This 60-day notice is not due to be served until August 31, after the National Convention is held.

Networks are taking the position that they recognize the fact that AFRA is covered by the Lea Act and that the organization has gone on record time and again as being against it and is now seeking its repeal. It is believed that the recording contract is where AFRA may not want to thwart the Lea Act and as a result may jack up the live talent scale to make up for whatever shortcomings are traced to the Lea Act's reaction on the transcription code. For this reason the webs at least are anxious to sit down and start ironing out as many difficulties as possible in advance of actual negotiations.

AFRA's Strategy

AFRA's strategy in having both the recording and commercial live talent codes running out at the same time is now standing in good stead, placing it in a far stronger bargaining position than if one or more years elapsed between the effective date of the two codes.

Signatories of the two codes while desirous of a peaceful negotiation with plenty of time in which to talk things over in preliminary confabs would like to know where they stand and what to expect, if anything hot is coming off. On the other hand AFRA's pact calls for retroactive terms from Nov. 1, 1946, no matter how much later a contract is signed. For this reason, the talent union feel it does not have to rush and will take full cognizance of the views of the membership both at the National Convention and the local meetings that follow a month hence.

Meanwhile, should any definite adjudication or the James C. Petrillo AFM status come about in the U. S. courts as a result of his test case against the Lea Act, some light may be shed on the forthcoming AFRA radio negotiations.

Watts Named RCA V-P

Election of W. W. Watts as Vice President in Charge of the Engineering Products Department of the RCA Victor Division was announced Friday by David Sarnoff, president of the Radio Corporation of America, following a meeting of the Board of Directors. Mr. Watts succeeds Mead Brunet, newly appointed Managing Director of the RCA International Division.

New Rome, N. Y., Station

Washington—The FCC has tentatively granted the application of the Copper City Broadcasting Corporation to operate a new radio station, Rome, N. Y., on 1450 kilocycles, 2 watts power, unlimited time.

THE WEEK IN RADIO

Radio Airs Atom Bomb Test

By JIM OWENS

RADIO was the means by which the Americans participated in Bikini bomb tests, as reports of the activities were aired in a broadcast piled by all networks. Webs scuttled several commercial programs throughout the day to air on-the-spot descriptions, including actual dropping of the "A" bomb. Total cost of time, men and equipment provided by the four major networks was estimated at \$125,000, including television. NBC president Mark Woods announced plans to sell WOOD, Grand Rapids, Mich., to the Liberty Broadcasting Co., Inc. . . . Joseph B. Elliott, RCA exec, denied labor charges of "holding back" production on FM receivers. Company will produce sets this fall, he said, complete with AM. . . . FCC scheduled hearings for license renewals of all Don Lee web stations. Commission also waived hearing on San Francisco's television channels. Indications are that grants of the City's six channel will be made without a hearing. . . . Television broadcasters and newsman interests in competition for first screening of Bikini bomb tests. Video stations' planned airing films on aerial last Friday night . . . Philco Corp. has licensed RCA to use its FM and television patents . . . Television's role in sports expected to be discussed by baseball magnates at the summer meeting of American-National League in Boston . . . WEA, WABC's showase, completed arrangements with five New York newspapers for a local news roundup daily. . . . FCC issued clarification of its programming policy as outlined in the Blue Book. It also announced four major changes in definition of terms of the original plan . . . When OPA bowed out officially, major webs increased domestic news coverage to land out public reaction . . . The RMA called on radio manufacturers to hold "reasonable" price lines . . . Nation's first peacetime Independence Day in five years was hailed by special network shows. . . . OICC's \$19,284,778 budget was approved. Thus, the agency's shortwave program will continue for another year . . . C. E. Hooper estimated that 23 million Americans heard President Truman's OPA veto message . . . FCC revealed terms of the sale of WCAU, Philadelphia. Selling price was slightly over \$2,500,000 instead of the \$6,000,000 figure originally believed . . . WHOM N. Y., was sold to a foreign-language newspaper. . . . Victor A. Sholis, director of the Clear Channel Broadcasting Service, blasted the Bureau of Census survey for having "serious flaws and defects" . . . Thirty Michigan educators will be guests of NBC at a roundtable meeting confab in New York July . . . GE announced plans to begin production on FM receivers this week at the Bridgeport, Conn., plant.

Committeemen Optimistic In RMA's Annual Reports

(Continued from Page 1)

the RMA parts division and president of the Sprague Electric Co., North Adams, Mass., in reviewing the parts division's expanding activities, said:

"The radio industry came through the war with its colors flying. In spite of current shortages of materials, work interruptions and distorted pricing structure, the industry will meet its post-war problems with equal energy, intelligence and stamina. But there is still need for the same continued wholehearted and clear-sighted co-operation all the way up and down the line."

Balcom Sees Sufficient Tubes

M. F. Balcom, chairman of the RMA tube division and vice-president of Sylvania Electric Products, Inc., Emporium, Pa., predicted that the radio receiver tube industry "will produce sufficient tubes to provide for the currently discussed going rate of approximately 18,000,000 receiver sets during the next 12 months period" and will "satisfactorily take care of reasonable export plus domestic replacements."

Tube production for the current year, Balcom said in his report, will be in excess of that in 1945, when approximately 139,000,000 receiver type tubes were produced. The 1945 production was about 10,000,000 more than that of 1944.

C. J. Burnside, chairman of the RMA transmitter division and manager of the industrial electronics division of Westinghouse Electric Corp., Baltimore, Md., reported that the transmitter division had grown rapidly during the past year and "now represents, through its members, the major industrial manufacturers of radio transmitting equipment and special radio transmitting and receiving systems."

McCanne Announces 5 Sections

Lee McCanne, chairman of the RMA amplifier and sound equipment division and vice-president-general manager of Stromberg-Carlson, Rochester, N. Y., reported the formation of five sections to accommodate expanding activities of amplifier and sound equipment manufacturers. These sections are: acoustic, commercial sound equipment, intercommunication equipment, marine equipment and recording equipment.

L. A. Coogan, chairman of the RMA export committee and director, international division, Sylvania Electric Products, Inc., New York, N. Y., stated that information procured by the committee "indicated that there is an excellent future for exporting products of the radio industry, but that material is in short supply and will require some time before enough radio material is made so that fair shipments can be made to foreign customers."

Chairman M. F. Balcom, reporting for the RMA war surplus committee, said that considerable progress was made in the liquidation of war surplus electronic items during 1945. However, from a realistic viewpoint, he

said, it must be observed that "a sizable portion of electronic items manufactured for war use were of such nature that their application to commercial usage is either negligible or entirely beyond possibility. These items are generally of the character of large radar installations, special communications equipment, elaborate testing devices, as well as specially designed components, including unusual types of power tubes, etc. Thus it is obvious that a considerable portion of those items which became surplus at the conclusion of the war have no value beyond salvage."

Gordon E. Riley, chairman of the RMA traffic committee and general traffic manager of the RCA-Victor division, Camden, N. J., reviewed activities of the committee during the past year and warned RMA members that the industry is "facing an increase in transportation costs."

Best Cites Membership Jump

F. C. Best, chairman of the RMA membership committee and president of the Chicago Telephone Supply Co., Elkhart, Ind., reported that RMA membership had increased more than 36 per cent during the past year and is now at an all-time high of 338 members.

When OPA expired on June 30 there were 200 radio set manufacturers on its price lists, according to tabulations of RMA, as against 54 in business when the war production board halted civilian radio production in April, 1942. There are 160 phonograph producers on the same lists, RMA said, although many of these are also radio manufacturers. No authentic information is available, however, either within the Government or industry, on how many of the newcomers in the radio set manufacturing field are actually producing sets.

OPA officials expressed the opinion that a large number of the newcomers who have obtained OPA prices have produced few, if any, sets due to unfavorable prices, inability to buy components, or other factors.

The final OPA price report, issued prior to June 30, brought the number of radio models priced to more than 1,000, RMA tabulations revealed, with phonograph models numbering 365. Only about a half dozen television sets were priced.

The majority of radio models priced by OPA were table models, chiefly in the \$25 to \$35 class.

Sandusky CP Granted

Washington—The FCC has announced adoption of a proposed decision looking toward the grant of the application of Lake Erie Broadcasting Company for a new station in Sandusky, Ohio, to operate on 1450 kc., 250 watts, unlimited time, and to deny the mutually exclusive applications filed by the Sandusky Broadcasting Company and the Bay Broadcasting Company for same facilities.

SOUTHWEST

NEW series of talent finding programs is being heard each week over KTRH, Houston, for a half-hour. Series is titled "KTRH Talent Showcase" and presents five hopefuls each week. Winners of the 10 weekly contests get savings bonds and an opportunity to appear in the semi-finals. Grand winner will receive a 13 weeks contract to air on KTRH in a weekly series of programs.

Bud Whaley is being heard as master of ceremonies of the "Birthdays Party" heard for a half-hour Mondays through Saturdays over KMAC, San Antonio. Airings are sponsored by the Aztec Jewelry Co.

The Variety Broadcasting Co., has been formed at Dallas and has filed application with the FCC for a new standard broadcast station to operate daytime only with 1,000 watts on 1040 kilocycles.

Starlight Star, a series of radio concerts presented in co-operation with the State Fair of Texas Fair Park Casino Operettas, will be heard each Friday over WFAA, Dallas. Lucille Manners will be first guest artist. Giuseppe Bambosheck, musical director of the operettas, will be accompanist while John Rosenfield, amusement editor of the Dallas News will be announcer.

Bob Holleron's nightly sportscast over WTSA, San Antonio, featured Holleron not as the sportscaster but as the winner of the first round in the San Antonio Golf Tournament. He was interviewed by a fellow announcer last Tuesday.

Paige Gets MBS Post For Capital Special Events

Mutual Broadcasting System through A. A. Schechter, vice-president in charge of news, publicity and special events, has appointed Jack Paige, head of the network's Washington special events and publicity activity. Appointment is said to be in line with Mutual's general expansion in the Capital to place the city on a par with that of New York, Chicago and Hollywood as a network originating center. Paige will be charged with building a complete press information bureau as well as concentrating on a new series of shows to originate from Washington in the fall. Myra Wilkins continues as Paige's assistant.

With Paige's assignment set, Mutual's Washington coverage is now complete, with Albert Warner heading the news activity. Both Paige and Warner continue their same duties with the WOL-Cowles outlet in the Capital, an MBS affiliate. Added space will shortly allow for Charles Heslep, MBS Washington manager to move into quarters at WOL about July 15. About eight regular shows now originate for Mutual in Washington, including "American Forum of the Air," Fulton Lewis, Jr., and others, apart from schedules of Navy and Marine bands as to music, plus some 18 to 20 special originations weekly.

Many AM Applicants Received By The FCC

(Continued from Page 1)

ited; Johnston Broadcasting Co., a partnership composed of George Johnston and George Johnston, Jr., Birmingham, Ala., to be operated on 850 kc., 1 kw., 5 kw-ls., unlimited; Byrne Ross, doing business as Oklahoma City Broadcasting Co., Oklahoma City, Okla., to be operated on 1140 kc., 1 kw., daytime; Miami Broadcasting Co., Miami, Okla., to be operated on 910 kc., 1 kw., unlimited.

Also Del Rio Broadcasting Co., a partnership consisting of James A. Clements, Richard J. Higgins, Thomas O. Mathews and Joe H. Torbett, Del Rio, Texas, to be operated on 1230 kc., 250 watts, unlimited; Blue Bonnet Broadcasting Corp., Fort Worth, Texas, to be operated on 760 kc., 1 kw., daytime; Weldon Lawson, Seguin, Texas to be operated on 1400 kc., 250 watts, unlimited; Lincoln Broadcasting Corp., Lincoln, Nebr., to be operated on 1480 kc., 1 kw., unlimited; Louis F. Leurigand, F. F. McNaughton, doing business as the Las Cruces Broadcasting Co., Las Cruces, N. M., to be operated on 1450 kc., 250 watts, unlimited; Wolverine State Broadcasting Service, Inc., Detroit, Mich., to be operated on 680 kc., 250 watts, daytime; the Boston Broadcasting Corp., Brookline, Mass.

Power increases were requested by Inter-City Advertising Co., Columbia, S. C. (WKIX), from 250 watts to 1 kw., also to change frequency from 1490 to 1320 kc., Radiophone Broadcasting Station, WOPI, Bristol, Tenn., from 250 watts to 500 watts, 1 kw-ls., also to change frequency from 1490 to 590 kc; Georgia Phillips, doing business as Boise Broadcast Station (KIDO), Boise, Idaho, from 1 kw., 2 kw-ls., to 5 kw.)

Gould Leaves Agency To Operate KSDJ, San Diego

(Continued from Page 1)

of the new radio station KSDJ in San Diego. In radio for the past 14 years, the last 10 with WFBR, Baltimore, Gould was recently honorably discharged from the Army with the rank of major. At that time he was chief of the Broadcast Service Station of the Armed Forces Radio Service in Los Angeles. Prior to that assignment, he established and operated 17 AFRS stations in the Pacific. KSDJ, which was licensed in March to the Finley-McKinnon Broadcasting Company, will operate with 5,000 watts on 1170 kilocycles.

Elmer Wolf Rejoining Macy

Elmer C. Wolf, controller of the Bamberger Broadcasting Service for the past three years, will, on August 1, 1946, relinquish his duties to rejoin the corporate controller's office of R. H. Macy & Co., Inc., in an executive capacity. He will be succeeded by Curt A. Heuser, formerly of Price, Waterhouse & Co., who joined WOR on June 3.

COAST-TO-COAST

—DISTRICT OF COLUMBIA—

WASHINGTON — WWDC's booster station received the FCC nod for an increase in power from 100 to 250 watts. New booster will be located between Silver Spring and Maryland. Construction has already begun. Upon completion, various tests will be conducted by the outlet, which intends to improve service to residents in the Northwest area of Washington and Maryland. . . . Z. V. Gwynn, known in radio and trade circles as "Easy" Gwynn, coming directly to WOL from WIBC, will be heard Monday through Saturday from 6 to 8 ayem and 4 until 5 afternoon time.

—VIRGINIA—

NORFOLK—WGH has organized its own chorus of 50 voices for on-the-air and personnel work. George F. Roach, Master of Music graduate from University of Michigan and formerly a captain in the AAF, has been appointed director. . . . Joel Carlson has been named director of news and special events for WGH, Norfolk and Newport News. . . . He is being replaced by Harrol A. Brauer, formerly with WMBG. . . Doris Evelyn Ross, veteran in the WMBG continuity dept., has been appointed director of women's programs, while A. Drake has assumed the position of women's commentator. . . . Boyd A. Harrier has been named director of music.

—CANADA—

VANCOUVER—In a developing revision of programming, CKWX has added two new hour-long shows to its daytime schedule. There is a change also of its news policy and broadcast news on the hour during the day. . . Laurie Irving takes over the 9:30 to 10:30 a.m. slot with pop music and chatter directed to housewives. . . . Reo Thompson is producing and announcing "Off the Record," daily teenage stint between 4:05 and 5:00. . . . The Hudson's Bay Company is sponsoring a 10-minute Monday through Saturday sports round-up over CKWX entitled "The Bay's Sports Reel" featuring Duke McLeod, sports reporter-columnist, and Laurie Irving.

—MASSACHUSETTS—

BOSTON—C. Howell Cullinan, after 15 years of newscasting at WEEL, has resigned to follow a life-long ambition. . . that of a gentleman farmer. . . Active in radio and newspaper work in New England for the past 25 years, "Cully" served with the rank of commander in charge of the Special Welfare Branch, Washington, D. C., at the close of World War Two. . . LAWRENCE—Ethel I. Parker, blind commentator, with 275 airings of her program, "News For The Blind" since 1940, recently celebrated her sixth anniversary on the WLAW airplanes.

—UTAH—

SALT LAKE CITY—Music fans who figure they can tell a hit when they hear it are having quite a time with KDYL's new p.m. "You Choose the Hit" program. Formatted with the playing of seven unrated new tunes, listener is to choose the tune "most likely to succeed" as rated a month later by Billboard. . . . Originated by Dan Rainger, writer and producer of the quiz, winner each week receives

cash awards and to the runner-up transcriptions of his selections. . . . "Sing Time" pre-war favorite, has returned to the KDYL air lanes and is being heard each Sunday night from Liberty Park.

—CONNECTICUT—

HARTFORD—Frank F. Atwood, who for past eight years has served as assistant editor of the Connecticut Extension Service, has joined the WTIC staff as farm director, in charge of the morning "Farmer's Digest" show aired Monday through Saturday A. M. He will also supervise other programs on agriculture and allied subjects. . . . NEW HAVEN—Jimmy Durante nosed in on the WELI airwaves last week when Ben Hoberman, assistant general manager of the outlet, interviewed the "Schnozzle" at a reunion of the Yale Sheffield Scientific School Class of 1913. . . . BRIDGEPORT—WICC aired the first helicopter flight of mail from the roof of the post office last Friday, during "Air Mail Week" July 1 to 5.

—WISCONSIN—

MILWAUKEE — More than 12,000 youngsters were guests of the WTMJ Grenadiers, band-variety fun show presented daily at noon, at a monster free picnic at State Fair Park. Picnic schedule started with the origination of the regular Saturday broadcast from the picnic with prizes and goodies awarded for various races and events through the day. . . . Nancy Grey, WTMJ women's department director, and prominent delegates to the national Junior chamber of Commerce convention here, recently appeared in a panel discussion on the weekly WISN forum "What Do You Think?".

—PENNSYLVANIA—

PITTSBURGH—Pie Traynor, famed third baseman with the Pitt. Pirates, now KQV sports director, has been named recreation director for Allegheny County. Appointment was a result of Traynor's extensive sports show carried out last summer in KQV's "Baseball School for Boys". . . . PHILADELPHIA—"Coming or Going?". . . . H. James Fagan, of the WFIL announcing staff has returned for extended active duty with the Commanding General, Army Ground Forces, Washington, D. C. Having served as captain during the war, he will retain his rank and will be assigned to the special information service. . . . Philadelphia radio actors are getting the opportunity to display their wares in "Adventure Incorporated," a new half hour dramatic series which made its debut over KYW on Sunday, July 7th, at 4:00 P.M. The broadcast will be heard regularly over the Philadelphia Westinghouse Station and is expected to be one of the major live dramatic efforts aired locally. The series is being written and produced by Roy La Plante of the KYW program department and features original scripts based on the adventures and experiences of Gordon Hammersley, world traveler and investigator. Bob Benson of the KYW staff will handle announcing chores throughout the series.

Joins KODY Staff

Bill Newey, student of Speech and Dramatics at Northwestern University, recently joined the announcing staff, at KODY, North Platte, Nebraska.

Brooks Elected V-P At NBC Board Meeting

(Continued from Page 1)

home town (Sedalia, Missouri) paper. He attended Missouri University, worked on several other midwestern papers, including the Kansas City Star, and then started upon a long and outstanding service with the Associated Press.

He joined the AP in Kansas City in 1926 and a year later was transferred to Washington as feature editor. He covered the political conventions in 1928, later moving to New York as executive editor of the AP Feature Service, and in that capacity visited every state in the union and also traveled extensively in South America and Europe.

Brooks then became executive assistant to the general manager executive news editor in charge of the AP morning paper report, and in 1933 was sent to London as managing director of the AP for Great Britain, LI supervising photographic coverage and news distribution in Europe, Australia and the Far East. He returned to the United States in 1940 and engaged in radio and magazine work until he joined NBC.

New Coast Sponsor

San Francisco—The American Broadcasting Company has sold its daily 15-minute western adventure program titled "Tennessee Jed" to the Safeway Stores, Inc. The program premiered its sponsored show July 1st, Monday through Friday, 5:15 to 5:30 p. m., over the ABC Pacific Coast network. The J. Walter Thompson agency of San Francisco was the agency.

May Gets KGO Post

San Francisco—Foster May has been appointed special events director for KGO with headquarters in San Francisco. He is transferring here from ABC's Western Division office in Hollywood, and his daily 11:45 a.m. human interest program will now originate from here.

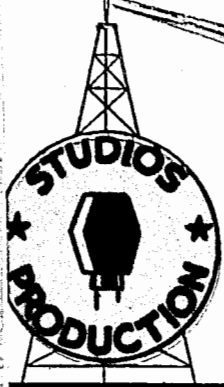
Controllers Inst. Elects Foster

George W. Foster, assistant controller of the International Telegraph and Telegraph Corporation, New York City, has been elected to membership in the Controllers Institute of America. The Institute is a technical and professional organization of controllers devoted to the improvement of controllership procedure.

Send Birthday Greetings To

July 8

John Brewster Sydel Forbes
Percy A. Grainger Lou Fulton
Bill Thompson Gertrude Niesen
Ann Thomas



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 6

NEW YORK, N. Y., TUESDAY, JULY 9, 1946

TEN CENTS

Oppose "Channel" Group

British Probe Of BBC Put Off For 5 Years

British Bureau, RADIO DAILY
London—Far-reaching inquiry into the operation of the BBC has been postponed for a five-year period by the action of the Government which has proposed to rule out the expected inquiry as the 10-year BBC charter draws to a close. It had been anticipated that a special board of inquiry would be set up to spend the time from now through December studying the advisability of altering the BBC setup. There had been discussion of

(Continued on Page 3)

Texas Musicians Delay Strike Action Two Weeks

San Antonio—Musicians employed by KTSA and WOAI here remained on their jobs today when George Southall, secretary of the Musicians Society of San Antonio, extended the deadline date for negotiations two weeks. Unless a new contract were signed by midnight on Monday 14 musicians at WOAI and four at KTSA were scheduled to walk off the jobs unless the contract for a closed shop were signed.

Airborne Facsimile To Be Demonstrated

First consideration of airborne facsimile from a commercial airliner flying over New York is scheduled for tomorrow when Finch Telecommunications, Inc., will conduct tests in conjunction with Capital Airlines PCA four engine passenger plane. In-flight bulletins will be transmitted

(Continued on Page 2)

Communications

Adoption of VHF radio as its primary channel of plane-to-ground communications over the 7,000-mile system, United Air Lines announced yesterday that \$500,000 will be spent in equipping its planes and establishing 60 radio ground stations. The majority of the ground stations have been set up with 50-watt equipment to permit two-way VHF radio voice communication, using a frequency of 122.3 megacycles.

Gen. Dyke Joins NBC In New Executive Post

Brig. Gen. Ken R. Dyke, former NBC official who served with distinction as chief of civil information and education on General MacArthur's headquarters staff in Japan, returns to the network on September 2 in a new post of vice-president and director of broadcast standards and practices, Niles Trammell, president of NBC, announced yesterday.

It was explained that in his new

(Continued on Page 3)

"Spotlight Bands" To Army For 8-Week Summer Run

Originally scheduled for an eight-week vacation starting July 12, "Spotlight Bands," will continue on Mutual during the summer, in the same format and rotation of bands, but under sponsorship of the U. S. Army as part

(Continued on Page 2)

Sen. O'Mahoney, Gov. Hunt Of Wyoming Charge State Is "Blind Spot" In U. S. Radio Coverage

FCC And ABC Execs. Talk Stock Sale Today

Top executives of American Broadcasting Co., will appear before the FCC in Washington today as the Commission begins its hearing on the network's proposed million-share stock sale to the public and the contemplated purchase of King-Trendle Broadcasting Corp.

Edward J. Noble, chairman of the

(Continued on Page 8)

Wise Co. Buys Wm. Lang In Thursday ABC Program

Thursday morning commentary of William Lang, has been bought over ABC by William H. Wise & Co., book publishers, the program being heard on the Mountain and Pacific networks as well as the basic. Program is on at 11:45-12 noon, EDT. Huber Hoge & Sons is the agency.

Philco Retains Whiteman As Entertainment Consultant

Paul Whiteman, dean of modern American Music, has been retained by Philco Corporation as its consultant on all matters relating to the entertainment field, it was announced yesterday

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington — Senator Joseph C. O'Mahoney (D., Wyo.), yesterday told the FCC that the bulk of the persons in his state were denied proper radio service because "the few who entered radio at an early date have frozen clear channel facilities."

Senator O'Mahoney joined with Governor Lester C. Hunt of Wyoming in asking the FCC to break down present clear channel allocations to

(Continued on Page 3)

FM Hearings Begin In N. Y. Court House

Hearings for New York's five remaining-assignable FM channels got under way yesterday in United States Court House with FCC Attorney J. Alfred Guest presiding and Commission Attorney Charles Hubert assisting. Guest is regional attorney for FCC in the New York area.

Testimony of only one applicant, that of the Metropolitan Broadcasting

(Continued on Page 8)

Lawyers In WOW Case Given \$156,345 In Fees

Omaha, Neb.—Attorneys who represented Dr. Homer H. Johnson of Lincoln in a three-year court battle with WOW, Inc., were awarded \$156,345.33 in fees and expenses here by District

(Continued on Page 2)

Publisher Arrives In Manila; To Survey Radio-Film Fields

Manila (By Cable)—Jack Alicoate, publisher of RADIO DAILY and THE FILM DAILY, has arrived here to make a survey of the film and radio industries in the new Philippine Republic.

The first American trade publisher in either field to visit the Philippines since the United States entered World War II in 1941, Alicoate came on from the Marshall Islands where he had represented his publications at the Bikini atom bomb test July 1. Now,

with Philippine Islands transformed from commonwealth to republic, there is lively trade interest in both the radio and film potentialities, and Alicoate during his stay here, will confer with leaders in both fields.

Philippine radio executives will tender a luncheon to Alicoate tomorrow, while on Thursday, he will be guest of honor at a second luncheon hosted by the local motion picture industry.

Versatile

Myron J. Bennett, known as "M. J. B." to morning audiences of KRNT, Des Moines, has been appointed a justice of the peace for Clay Township, Polk County, according to Louis O. Linstrum, county auditor. The appointment is a temporary one, covering the period July 1-31. Bennett will move his KRNT 6-8 a.m. broadcast to the new origination point shortly.

Brotherly

Cincinnati—The friendliness that exists between Cincinnati stations was further emphasized here this week when Hulbert Taft, publisher of the Times-Star which controls WKRC, appeared on WLW at the opening of the 25th anniversary season of the Cincinnati Summer Opera. In December, James D. Shouse, vice-president of Crosley Corp., spoke on WKRC.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Mon., July 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	198 7/8	198 5/8	198 3/4	5/8
CBS A	38 7/8	38 3/4	38	1/8
CBS B	38 1/4	38 1/8	38 1/8	3/8
Farnsworth T. & R.	14	13 1/2	13 3/8	3/8
Gen. Electric	47	46 1/2	46 3/4	3/4
Philco	34 1/2	34	34	3/4
RCA Common	14 7/8	14 1/2	14 1/2	3/8
RCA First Pfd.	94 1/2	93 1/2	94 1/2	1/4
Stewart-Warner	24	23 3/4	24	1/4
Westinghouse	34	33 3/4	33 3/8	1/8

NEW YORK CURB EXCHANGE

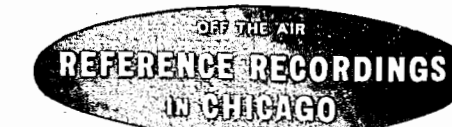
Hazeltine Corp.	22	22	22	+ 1/2
Nat. Union Radio	11 1/2	11 1/2	11 1/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	9	10
Finch Telecomm.	11 1/2	13
Stromberg-Carlson	19	21
WCAO (Baltimore)	38	38
WJR (Detroit)	35	38 1/2

FCC Grants License To South Carolina Station

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced its final decision granting the application of the Observer Radio Company for a new station at Orangeburg, S. C., to operate on 1450 kilocycles, 250 watts, unlimited time. The grant FCC said is contingent upon the filing within 30 days of an application specifying a transmitter site and antenna system which will comply with the Commission's standards of good engineering practice. At the same time the Commission denied the application of Orangeburg Broadcasting Corporation and the Edisto Broadcasting Company seeking the same facilities.



L. S. TOOGOOD RECORDING CO.
721 N. LA SALLE ST., CHICAGO 1, CENTRAL 5276

Coming and Going

BRIG. GEN. KEN R. DYKE, who on September 2 will assume the new post of vice-president and director of broadcast standards and practices at NBC, is vacationing in Bermuda.

G. F. ALBRIGHT, general manager of WKBY, Richmond, Ind., is in New York on station and music business. He'll leave for the Hoosier State Thursday.

WILLIAM A. SCHUDT, JR., eastern division manager in the station relations department of CBS, is vacationing at Lake Ronkonkoma.

E. B. LYFORD, assistant manager of the station relations department at NBC, has left town for his annual vacation in the Massachusetts resort country.

JOHN MAYO, the gypsy baron of the Lang-Worth Library is at New York headquarters following completion of a coast-to-coast trip, but is expected momentarily to head again for the open road.

RICHARD WYCKOFF, statistician of the Broadcast Measurement Bureau, who spent last week in Chicago on business, is now back in town.

FRANCES FARMER WILDER, Columbia network consultant on daytime programs, is in Chicago, where she will submit several reports at the Northwestern University-NBC summer radio institute.

EDITH DICK, station manager of WWRL, has returned from a vacation spent at Mastic, N. Y.

PAUL WHITEMAN, conductor, and JOHNNY THOMPSON, soloist, are en route to the West Coast for the concert which will be held Saturday in the Hollywood Bowl.

DUKE HAMPTON and the members of his orchestra have left for Chicago, where they will entertain servicemen at several Army hospitals.

RAYMOND KATZ, program director at WHN, leaves the end of this week for Hollywood, where he'll remain until August 4.

TED SCHNEIDER, chief announcer and daytime operations manager for WHN, is vacationing in Rockview, N. J. BILL EDMONDS, announcer, has returned from a three-week holiday in St. Louis.

JACKIE KELK has left the "Aldrich Family" and "Superman" programs temporarily, and is spending two weeks in Bermuda.

Lawyers In WOW Case Given \$156,345 In Fees

(Continued from Page 1)
Judge James English. Dr. Johnson brought the action on behalf of members of the Woodmen of the World Life Insurance Society. In a series of actions which went as high as the U. S. Supreme Court, cash funds of close to a million dollars were recovered and a new lease obtained at a sizeable saving to the society.

The attorneys' applications showed that WOW, Inc., hired 14 attorneys and paid them approximately \$100,000 in its losing battle to retain its old lease with the society. Documents in the case also showed that James Lawrence Fly, former FCC chairman, and Peter Shuebruk, both of New York, had been employed by the station while the case was before the Supreme Court.

Airborne Facsimile To Be Demonstrated

(Continued from Page 1)
mitted to the airliner from the Finch-FM station WGHF located in midtown New York. Plans call for relaying latest press association news stories over a Finch facsimile radio receiving unit, the size of a typewriter, that "prints" a four column newspaper at the rate of 500 words a minute.

Among officials who will participate in the demonstrations are W. G. H. Finch, president of the Finch company, and Richard E. Fell, vice-president, Eastern region of Capital Airlines. Capt. Trow Sebree, New York district general manager of the airline, will pilot the airliner.

Gets Westinghouse Promotion

W. H. McKnew, veteran of more than 16 years in the home radio and sound movie fields, has been appointed to the post of service manager of the Westinghouse Home Radio Division.

"Spotlight Bands" To Army For 8-Week Summer Run

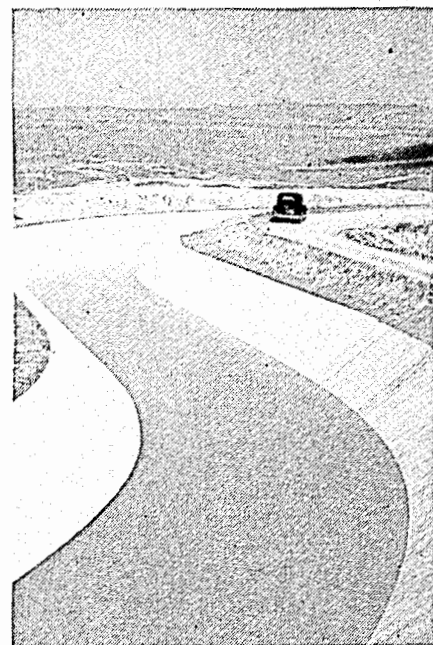
(Continued from Page 1)
of its recruiting campaign. Coca-Cola Co., is set to resume sponsorship beginning Sept. 9. Three bands to be used are Guy Lombardo, Xavier Cugat and Harry James, alternating on Monday, Wednesday and Friday nights at 9:30-10 p.m., EDT.

According to the N. W. Ayer & Son Agency which handles the U. S. Army recruiting account, agency have Tom Longas, supervising producer, on the show, and up to yesterday, believed that the same writers, producers and announcer may be kept on.

D'Arcy Advertising Agency handles the account for Coca-Cola Co.

Will Honor Eisenhower

Gen. Dwight D. Eisenhower, U. S. Army chief of staff, will receive the American Alumni Council's annual award of merit "for distinguished service," in a special broadcast Thursday, July 11, over NBC from 1:30 to 1:45 p.m. The broadcast will originate from Amherst College where the Council will be holding its 31st annual meeting.



Short cut

That's part of the CVP Canal out in California that S-curves its way through the Madera foothills. Ultimately the canal will be 37 miles long and will carry water from the Friant Dam to the lands of the Madera Irrigation District.

That will be a fertile, blooming valley soon . . . and it had to be done the hard way.

Sales of a product have to be nurtured along too, and down here in Baltimore, W-I-T-H, the successful independent, has a production way of getting sales up . . . but by a short cut.

Here are the facts: W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

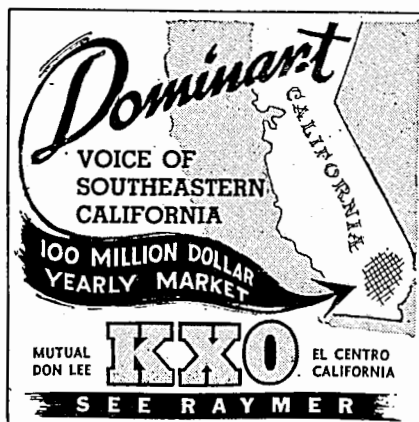
If you want sales to grow . . . where none bloomed before . . . down here W-I-T-H is the answer.



W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



Wyoming Legislators Hit "Channel" Group

(Continued from Page 1)

provide Wyoming with at least one high-powered broadcasting station.

Terming Wyoming a "blind spot" in radio coverage, Senator O'Mahoney said he has been compelled to broadcast from three other states in order to come close to covering Wyoming. He said he is forced to use facilities of high-powered stations in Utah, Colorado and Montana.

"The west is growing; Wyoming is growing," he said, "in a very real sense the opportunities for future advancement lie west of the Mississippi. With this in mind, it seems fantastic that the people of Wyoming are not getting proper radio coverage. The opportunity is now presented by this clear-channel hearing to revise the clear-channel allocations and provide some of the country's blind spots with better service."

Governor Hunt said radio is a "service that should be equitably distributed among the people of the country."

"I believe," he said, "that a small number of persons living in isolated areas are just as entitled to good listening service as those living in the big city block."

Also testifying was William C. Grove, general manager of KFBC, Cheyenne, Wyo. Grove gave figures to show that Wyoming could support KFBC if it were given an increase in power from 250 watts to 50 kw.

Philadelphia's WPEN Sets Appliance Dealer Tieup

Philadelphia—With an eye to the future, WPEN has entered into an agreement with the newly formed Philadelphia Appliance Dealers Association which guarantees placement of WPEN on newly sold push button sets and includes exclusive rights to television broadcasts and demonstrations from the dealer stores.

New Cecil Brown Series

Cecil Brown will inaugurate a new series of five-minute commentaries to be heard each Sunday on Mutual starting Sunday, July 14, at 8:25 p.m. The brown series will be sponsored by Purine Company.

JOB WANTED

... the job of **SELLING KANSAS** for YOU - at low cost • Just hire:

Ben Ludy, GEN'L. MGR.

WIBW

The Voice of Kansas
TOPEKA

Gen. Dyke Elected NBC V.-P. Heading Standards, Practices

(Continued from Page 1)

position, Gen. Dyke will devote himself to a study of the effectiveness of radio as an entertainment, news, educational and advertising medium and methods by which its public acceptance can be furthered. He will administer NBC policies as they relate to advertising and program presentations on the air and will maintain liaison with the program, sales, station relations, research and news department in effecting improvements in broadcast techniques.



BRIG. GEN. KEN DYKE

Gen. Dyke left the post of director of sales promotion and research at NBC in March, 1942, to enter government service. He first served in the Office of Facts and Figures, later becoming Chief of the Bureau of Campaigns, OWI. He was commissioned a major in the Army in January, 1943, serving first in the Information and Education Section, War Department, then over-

sees in September, 1943, to become Chief of the Information and Education for General MacArthur. On October 17, 1945, he was commissioned a brigadier general.

"During the war I had an unusual opportunity to watch the effectiveness of radio under new and unprecedented conditions," said Gen. Dyke. "In Japan, particularly, I saw at first hand the results and dangers of complete government control of this effective medium. Under the American system, radio broadcasting is able to bring its most comprehensive and constructive contributions to the public. Our task is to improve constantly its value as an entertainment, information, education and advertising service."

Gen. Dyke joined the NBC as eastern sales manager in March, 1939, and became director of sales promotion and research May 16, 1939. Prior to that he was assistant promotion manager of the United States Rubber Company; vice-president and sales promotion director of the Johnson-Manville Corporation and advertising director of the Colgate-Palmolive-Peet Company. He is a native of New York.

Philco Retains Whiteman As Entertainment Consultant

(Continued from Page 1)

terday by James H. Carmine, vice-president in charge of merchandising. "With the growth of our activities in radio broadcasting and television, Mr. Whiteman's wide experience and eminent position in the entertainment field will be invaluable," Mr. Carmine said. "The nature of our business bring us constantly into contact with show people and show business, and we are confident that Mr. Whiteman will help us fulfill many of our plans for the future."

KRNT Gets Citations

Radio station KRNT in Des Moines has been voted two citations by the State Conference of Iowa Industrial Editors, held June 24-25 at Iowa City to study and evaluate house and dealer publications. The citations were for excellence in features and excellence in photography appearing in the KRNT dealer organ, "Dial Tones," a monthly publication of the KRNT promotion department. Conference citations were made by vote of the faculty of the University of Iowa School of Journalism.

Vacation Theme

Using "Summer Vacation in New York" as a theme, Phil Spitalny's all-girl orchestra will paint a musical picture of Manhattan as a vacation spot during the "Hour of Charm" broadcast on NBC on Sunday, July 14, at 10 p.m., EDT.

Rainey Protest On TQN To Be Heard In Dallas

Dallas, Tex.—The hearings on Dr. Homer P. Rainey's protest against the Texas Quality Network has been set for Friday, July 12, in the United States District Courtroom here. Col. James B. Cunningham, FCC examiner, will conduct the hearing and John E. Moody will appear as the Commission attorney.

Rainey on Friday, July 5 aired a paid political talk over the TQN web, the first since he filed the probe of the stations with the FCC.

According to Martin Campbell, general manager of WFAA, here, one of the stations charged by Rainey, "station WFAA will welcome a hearing on Dr. Rainey's complaint that we have 'illegally restricted' political broadcasts.

"What we have done, is in our opinion in accordance with the statute and regulations. We welcome this investigation as we welcome all investigations. If there is nothing wrong, we have nothing to fear. If there is anything wrong, it is the duty of the FCC to investigate us."

New Mystery Series On Mutual Starts Sunday

Mutual starts a new mystery series next Sunday (July 14), titled "The Mysterious Traveler" to replace "Murder Is My Hobby" on the 4-4:30 p.m. time slot.

Latter program moves on that date to the 10-10:30 p.m. segment on Sunday throughout the summer.

British Probe Of BBC Put Off For 5 Years

(Continued from Page 1)

permitting either straight commercial broadcasting or a semi-commercial setup similar to that now existing in Canada.

The Government's White Paper of last week makes it plain that the Labor Government feels that the present broadcast setup is best for Britain at this time in view of the small number of frequencies available for domestic broadcast. In addition, the Government claims that the major part of BBC's operation through the past 10 years has been under such unusual circumstances that it would not be possible for an inquiry to form a fair estimate of this operation under normal conditions and that the full effect of wartime technical development is not clear.

London Times Comments

The Government accepts the BBC principle that "any attempt to use sponsored programs would be resented by a large body of public opinion."

Editorially the London Times comments that BBC will continue "on existing lines, as it would have done in any event."

"The general desire now crystallized by experience is to retain broadcasting as a public service ultimately supervised by Parliament and, on the other hand, to free the executive operation of the corporation as much as possible from political interference."

Under the new charter the old financing system—license fees paid by listeners—will be reimposed.

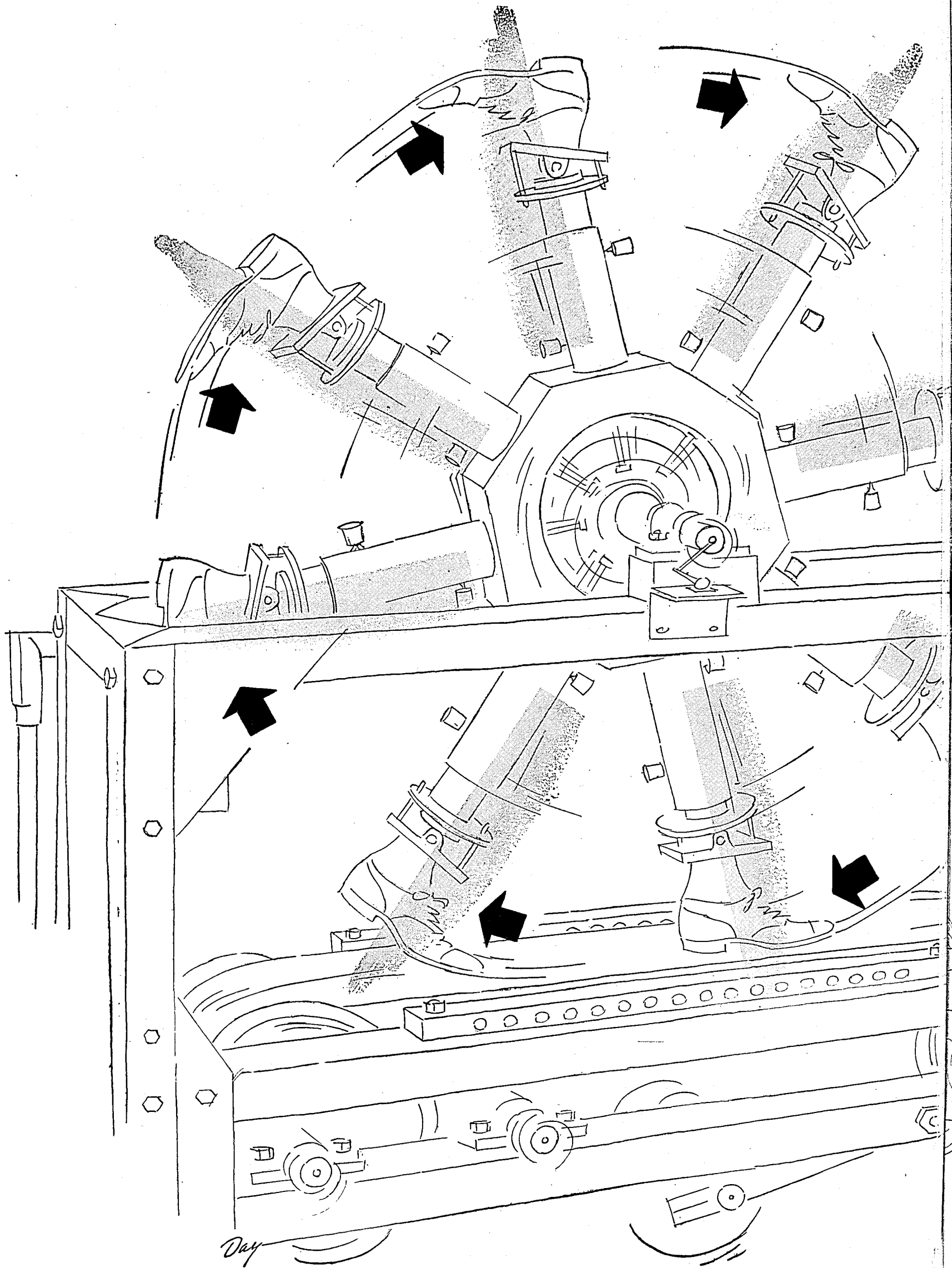
Australian Singer Here

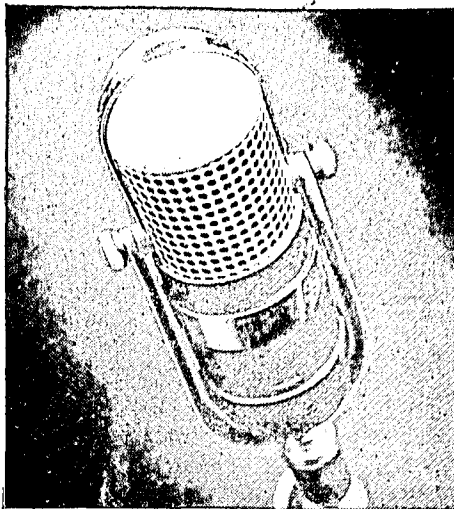
San Francisco—Lawrence Cowan, baritone soloist of 3KZ, Melbourne, Australia, is in San Francisco after winning the national Professional and Amateurs Contest conducted annually by Australian radio stations. Prize was a tour of the United States which Cowan is opening with an eight weeks engagement on KPO-NBC, singing Thursdays with Carl Kalash and his orchestra on an NBC network program.

WTAG Leads 52 To 2

The current nighttime overall Hooper score in the Worcester area is 52 to 2 in favor of WTAG. Ratings for the other three stations heard in the area are: Station B, 0; Station C, 2 and Station D, 2.

WTAG WORCESTER



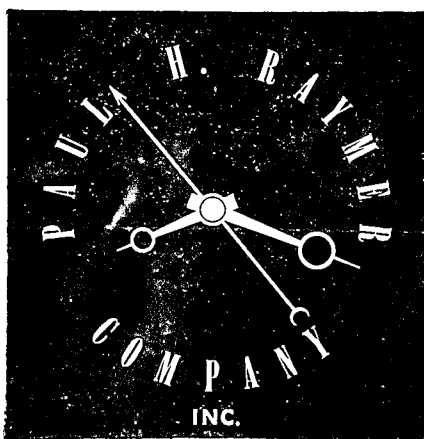


The Best Way To Get Footwork

This fancy machine runs at a terrific rate. It piles up the miles in minutes, testing shoe leather. It provides much footwork.

As "one good man is worth a dozen bird dogs"—so one good head is worth a dozen feet. It is easy to get footwork but quite another thing to combine it with intelligent direction.

We are proud of the ground we "cover" from our seven offices. But more important is the way we cover it for the stations we represent.



PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING
NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

LOS ANGELES

By RALPH WILK

LUTHER NEWBY, KLAC staff announcer and producer, is now handling CBS broadcasts from the Hollywood Palladium with Frankie Carle's orchestra, while Bill Ewing vacations.

Dick Joy won the announcing spot on Bill Spier's "Sam Spade," sponsored by Wildroot, and slated for the Woody Herman spot on ABC beginning July 12.

Accompanied by her mother, Norma Jean Nilsson, 8-year-old comedienne on the "Jack Carson Show," will leave this week-end for a 10-day visit to Big Pines Mountains, near Wrightwood, Calif. The Nilsson family has a cabin there.

Jay Stewart began his duties as emcee for "What's Doin', Ladies" on July 1st. He replaced Perry Ward, according to an announcement made by J. Donald Wilson, western division program manager for ABC.

Marvin Miller, announcer for the Louella Parsons Show (Sundays-ABC), is right in there punching during the summer season—in more ways than one. In addition to his radio work, Miller's movie career has received another boost with his signing for the "heavy" role in Columbia's new picture, "Dead Reckoning."

Fritz Blocki, former Chicago radio producer and writer, whose original story, "Harbor Patrol" has been purchased by Pine-Thomas for forthcoming production as a Paramount release, has also been signed to develop the treatment.

Don McNamara, KFI program director, has resigned effective August 1st. McNamara was employed by this station as a sportscaster and as production manager prior to the time that he assumed the program directorship. He has not announced any future plans. Charles B. Brown, former advertising manager for RCA and NBC in New York, replaces him.

George Martin, Jr., KHJ morning supervisor of announcers for two years before entering the Navy 39 months ago, returned to the station in an announcer - producer - newscaster capacity.

Charles Teas, KMPC sports announcer and newscaster, has recently completed the narration of two film shorts for Courneya Productions. One film is the Los Angeles Open Golf Tournament, and the other "Kings of the Court," which features the highlights of the championship Professional Tennis Tournament at the Los Angeles Tennis Club.

William Spier, producer of "Suspense," has signed to handle Orson Welles' Mercury Theater program which replaced Danny Kaye on CBS.

AVAILABLE

Top-flight publicist, newswriter; experienced educational and public service promotion and programming. Two years major network. Also New York City newspapers: Write RADIO DAILY, Box 196, 1501 Broadway, New York 18, N. Y.



Broadway Bulletin Board. . . !

● ● ● CBS is dicking with Phil Spitalny to spot the "Hour of Charm" troupe across the board in the ayem a la Fred Waring. . . MGM sinking three million to start off their new recording outfit. So far the only big name they've signed is Kate Smith, altho' they're angling for Frankie boy right now. . . Hot rumor along Radio Row is that Crosby and Hildegard will both air for the same sponsor in the fall. . . Bob Hope's tour (in which he hit 34 towns in 30 days) wound up July 4th grossing a half million bucks. . . Howcum the agency nixed "Mr. D. A.'s" scheduled July 3rd script dealing with racial tolerance and the Ku Kluxers? So far, we've heard three different versions. 1. Denial that the tolerance script was written. 2. That the script was unsatisfactory. 3. That the subject was not of nat'l importance. . . You'll have to send Lester Gottlieb congrats again. The ex-press chief has just been made head talent head at Y & R, with Sandy Stronach becoming program manager. . . Al Jolson slated to do a remake of "Burlesque," the old Hal Skelly show for Columbia. . . The Schick show talking about doing a repeat for the West Coast—on a different nite, at that. . . Olsen & Johnson will bring a new "Hellzapoppin'" type of show into Madison Sq. Garden this winter. . . A swank Vth Ave. men's shop has ordered its ad agency to prepare a 15-minuter slanted with the idea of making men more style conscious. The first audition record will be cut with Carl Brisson.

★ ★ ★

● ● ● The Morning Mail: "Regarding your recent item about Ted Collins and Dan Topping, it might interest you to know that both of them are doing their conditioning at the Reilly Health Service," writes Harold J. Reilly, majordomo of the gym. "If you want reports on their physical condition for the coming bout as suggested in Main Street, I will be glad to furnish further details."

★ ★ ★

● ● ● Small Talk: Ted Green Associates have come up with a honey of a show idea in "Tales of Scotland Yard," being authentic cases right out of the confidential files. Scripting is by Roy L. Deets, whose "Meredith Family" was the first radio program to be given a Citation of Merit by the Office of Civilian Defense. . . Vince Curran, on WNEW only a week, has come up with a shampoo sponsor already. . . Frank Luther's Sunday ayem children's show on the same station, is the perfect answer to the FCC report. . . Two nat'l sponsors bidding for a Jean Sablon airer this fall. . . Jackie Kerk being paged for the role of the comic in Metro's version of "The Hucksters." . . Jack Rubin a busy lad these days, directing "By Popular Demand," "Break The Bank," "Try'n Find Me" plus writing and directing "The O'Neills." . . Happy Felton into Loew's State again this week for a quick return date with his "Guess Who?" quizzer. . . Louie Quinn, the gag-writer, leaving for the Coast Wed. for the summer. . . Dave Elman, who returns to "Hobby Lobby" this week after a 3-year absence, acquired a new personal hobby in the interim. He now collects neckties. Bob Dixon, whom he replaces, goes on a new WEAJ show called "Claims Agent." . . Our H'wood spy reports Maurice Hart, recently of WNEW's platter paraders, is a big click on KFWB. Another New York lad going good out there is Gene Norman. Stan Kenton's initial Capitol album will be released in Oct. . . Gene Hamilton narrating an Apollo Record album for the kiddies titled "The Love of Two Cabbages."

★ ★ ★

● ● ● Once Over Lightly: Jackie Miles says that San Francisco judge whispered to Sally Rand: "Is this strip necessary?" . . . Buddy Lester entering St. Louis golf tourney. From tee hees to tees. . . If those daytimers are called soap operas, Louie Prima wants to know if you'd call the commercials 'soft soap.' . . Sammy Kaye, puzzled as to why Bob Hope was omitted from the all-star baseball teams, guesses that Hope isn't needed when you have a feller like Feller.

CHICAGO

By BILL IRVIN

AD QUIZ, a new radio quiz series devoted to advertising, commercial arts and photography sponsored by Kling Studios, 601 Franklin Court, Chicago, with offices in Detroit and New York, made its bow at 9:30 p.m. Monday, July 1st on WIND. The program will be heard each Monday at the same time thereafter. Contestants on the new show will be selected from among advertising directors, copy chiefs and other executives of advertising agencies and companies having advertising departments in the greater Chicago area. Panel of experts for premiere broadcast consisted of Dan Lockwood, vice-president and art director, Foote, Cone and Belding; Sidney Wells, vice-president and creative director, McCann-Erickson, Inc.; Ed Thornton, account executive, I. Burnett, Inc., and Bowman Kreppel, copy writer, J. Walter Thompson Company. Questions, to be submitted by listeners, will deal with all phases of commercial art, photography, design, layout, make-up and all types of advertising.

"This is Mrs. Stella Thomas' 11th anniversary, and it's a happy one. But if it hadn't been for radio's fame, Mr. Anthony, she'd be a divorcee today." Thus read the first paragraph in the Chicago Daily News story about the couple reconciled by Joe J. Anthony, Mutual marital counselor, during a recent visit to Chicago when he was the guest of Judge John S. Sbarbaro, Chicago divorce jurist. "Frank has hardly gone out at all since Mr. Anthony made such an impression on," Mrs. Thomas was quoted as saying, "and he brings his pay home."

Out-Of-Court Settlements Offered In Anti-Trust Suit

Defendants in the Government anti-trust suit involving Scopophony Corporation of America, Paramount Pictures, Inc., and others, have offered to make settlements out-of-court, to U. S. attorneys handling the case, it was reported yesterday. Assistant Attorney General Joseph Marker was said to be considering such proposals by attorneys for companies involved.

It was also disclosed that answers by other defendants to the criminal complaint of Scopophony and Art Levey, president, were extended one week according to a stipulation made recently by Federal Court authorities.

LEN STERLING

LA 4-1200

SOUTHWEST

Texaco Star Reporter is being heard over stations of the Lone Chain originating in the studios (GKO, Fort Worth. Programs are Pat Halverson and Norvell. Questions are answered by person on general matters sent in listeners.

Red Hawks heard from the studios of WBAP, Fort Worth and the stations of the Texas Qual network playing western, hill-billy old folk tunes and spirituals start their 12th year on the air week. They are heard for a one-hour Monday through Friday. Cagle has been elected president of the Alamo Broadcasting Co., owners and operators of KABC, San Antonio. Cagle replaces Early Will. Cagle is also head of the Texas Network and KFJZ, Fort Worth. Peterson, manager of the radio office of the Taylor-Howe-John Radio Sales, attending the meeting at San Antonio of station managers and program directors of the Stations. Olin Bragg of the Dallas office was also in attendance.

Harris County Broadcasting Co., has applied to the FCC for license to add an FM station in Dallas.

Hopkins has rejoined the news and announcing staff at KFJZ, Fort Worth, following his release from the army. Hopkins rose from a buck sergeant to the rank of major.

Harris County Broadcasting Co. owners and operators of KXYZ, San Antonio, have applied to the FCC for construction permit for an FM station frequency to be determined by the FCC.

George T. Case, program director of KABC, will write and produce a series of half-hour mystery programs each week over KABC, San Antonio. Local talent will be utilized in the series to be known as the "Crime of Crime."

Will Address Vets

Arthur R. (Red) Motley, publisher of "Parade," will be the principal speaker at the first general meeting of the association of Veterans in Advertiser, Wednesday, July 10, at 8 p.m. at the Central Commercial Hotel on East 42nd Street. Over 1,000 veterans in the advertising, radio, newspaper and periodical fields are expected to attend.

Baseball Broadcast

Major leagues' all-star baseball game to be played today at Fenway in Boston will be broadcast exclusively over Mutual starting at 1:15 p.m. EDT. Gillette will sponsor the broadcast.

Joins NBC Writing Staff

George Leffertz, former assistant director for New York for the American Red Cross Fund Raising Commission, has joined the writing staff of the National Broadcasting Company. It has been announced.

NETWORK SONG FAVORITES

The top 30 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc.

Survey Week of June 28-July 4, 1946

TITLE	PUBLISHER
All Through The Day	Williamson
As If I Didn't Have Enough On My Mind	Melrose
Cement Mixer	Mills
Come Rain Come Shine	Crawford
Cynthia's In Love	ABC
Do You Love Me?	Bregman-Vocco-Conn
Doin' What Comes Natur'ly	Berlin
Don't Be A Baby, Baby	Triangle
Full Moon And Empty Arms	Barton
Gypsy (The)	Leeds
I Don't Know Enough About You	Campbell-Porgie
I Don't Know Why	Feist
I Got The Sun In The Morning	Berlin
I'd Be Lost Without You	Advanced
I'll Be With You In Apple Blossom Time	Broadway
In Love In Vain	T. B. Harms
Laughing On The Outside	Broadcast Music
Love On A Greyhound Bus	Robbins
More Than You Know	Miller
Night And Day	Harms
One More Tomorrow	Remick
Prisoner Of Love	Mayfair
Sioux City Sue	E. H. Morris
Strange Love	Famous
Surrender	Santly-Joy
There's No One But You	Shapiro-Bernstein
They Say It's Wonderful	Berlin
We'll Gather Lilacs	Chappell
You Are Too Beautiful	Harms
You May Not Love Me	Burke-Van Heusen

FCC Issues Radio Rules For Non Broadcast Field

Washington—The FCC recently issued the first in a series of orders designed to permit a more extensive use of radio in the non-broadcast services. By its order the Commission dispensed with the need of a licensed operator at all portable and mobile stations in the experimental, miscellaneous and railroad services, subject to three conditions:

The conditions are: (1) The order does not apply to the very limited number of such stations in these services using radiotelegraphy and employing manual operations; or (2) To the very limited number of stations operating on frequencies below 25 megacycles which are not under the control of a licensed operator at a land station; or (3) The limited number of portable and mobile stations in the experimental service looking to common carrier operation on a regular basis other than those intended to operate in the general mobile radio service.

Commission Justifies Order

The FCC said the order was warranted because "the relatively low power and improved stability characteristics of present radio equipment of these stations, in conjunction with the limited range of stations operating on frequencies above 25 megacycles."

In addition, the FCC said, reduction in the commission's operator work load due to sharp increase in applications, will, as a result, permit "speedier handling of other administrative duties."

Five New Affiliates Added To Mutual Web

Five new affiliates which recently joined the Mutual network, brings the web's total to 323 stations, with one of the outlets adding Bermuda coverage to the network's rate card. Bermuda affiliate is ZBM, first commercial venture on the island and is located in Hamilton. It has 250 watts and operates at 1240 kc. Cole E. Wylie is manager.

Other newcomers, according to Carl Haverlin, vice-president in charge of station relations for MBS, are: KSAM, Huntsville, Texas, 250 watts on 1490 kc.; WDSG, Dyersburg, Tenn., also 250 watts and 1450 kc.; WENC, Whiteville, N. C., 250 watts and 1200 kc., and WMVG, Milledgeville, Ga., 250 watts on 1450 kc.

"Answer Man" Author

A new book titled "Here's The Answer" and authored by Albert Mitchell, the Mutual web's answer man, is being distributed by Dodd, Mead and Company. The volume contains answers to over 2,000 questions in 25 categories from animals to famous people.

Helbros Names Sales Head

Maj. John Barton Morris, recently of the Army Air Forces, has been appointed sales manager of the Helbros Watch Company, it has been announced by William Helbein, president of that company. Before entering the Army Air Forces, Major Morris was in charge of the national sales force of the Eagle Pencil Company of New York.

AGENCIES

ROY COWAN, Dallas advertising man, has been appointed to the post of manager of the Taylor-Howe-Snowden, New York office, according to an announcement made by O. L. "Ted" Taylor, executive partner of the firm. Appointment is effective July 15. Cowan replaces Jack Keasler, who will rejoin WOAI, San Antonio, as sales manager.

ASSOCIATED ADVERTISING AGENCY, INC., a new general advertising agency, has been established with offices at 208 Dixie Terminal Building, Cincinnati, Ohio. Officers of the new organization are Sam Malcolm Levy, president; E. L. Mehmert, vice-president; I. C. Levy, secretary and treasurer.

TED SELLER, formerly with McCann-Erickson, has joined William von Zehle and Company as a principal and account executive.

JOSEPH HERSHEY MCGILLVRA, INC., station representatives, has been appointed exclusive national representative of WJOY, Burlington, Vermont, when the station goes on the air officially August 15. WJOY will be the Burlington outlet of the ABC network.

ADVERTISING ON "Cream of Rice," "B in B Mushrooms," and "Kitchen Bouquet," packaged by Grocery Store Products Sales Company, Inc., has been assigned to Ted Bates, Inc., effective immediately.

WALLACE & ASSOCIATES, INC., of Butler, Ky., manufacturers of "I Do" cosmetics, have engaged William von Zehle and Company to place their advertising. Ted Seller is account executive.

Joins ABC Sales Force

Gil Berry, sales manager of the American Broadcasting Company's central division, has announced the appointment of Gerald A. Vernon as an ABC account executive. Vernon entered radio as an NBC page boy in July, 1937, coming to Chicago as a member of the promotion department in October, 1940. He was appointed research manager of the Blue Network's division when the net's separation from NBC took place in 1942. In February, 1942, Vernon joined the sales department as national spot and local salesman.

Theis Returns To CBS

Grant Theis, recently of the Navy, where he had the rank of lieutenant (j.g.) has returned to CBS as a member of the radio sales promotion department. J. L. Van Volkenburg, general sales manager of the Spot Broadcasting Division, has announced. Theis replaces Peyton Axford, who has been transferred to the promotion service for Columbia-owned stations.

FCC And ABC Execs. Talk Stock Sale Today

(Continued from Page 1)

ABC board, and Mark Woods, president of the web, will appear, as well as C. Nicholas Priaulx, vice-president in charge of finance.

Expected to be revealed for the first time is ABC's so-called "option list," giving the names of officers of the net and its affiliates who have been given options to purchase part of the 1,000,000 shares. This list has not yet been filed with the SEC in Philadelphia.

In calling for the probe, the FCC said it was "not satisfied" that ABC had disclosed "full information" on the deals.

Although the issues were listed separately, the hearing will consolidate the stock issue and the proposed purchase of King-Trendle. Most of the hearing will be devoted to "Q. and A.," with a principal issue "to determine the effects of the company's plan of recapitalization on its future plans for FM, television and other projected betterments of facilities." Some Commission members felt that the net's proposal to spend nearly \$4,000,000 for the purchase of King-Trendle would be at the expense of FM and tele plans.

The network told the FCC that its expected return of about \$14,000,000 from the stock sale would be used as follows:

- (1) Prepayment of the company's 2 per cent notes due October 14, 1947.
- (2) Acquisition for \$3,650,000 of all outstanding capital stock of King-Trendle, owners of WOOD and WXYZ.
- (3) Remainder to be made available for tele and FM development and working capital.

It was expected that about 10,000 shares would be offered management of ABC affiliates, although this was not mentioned in the net's application to the Commission.

KLAC-KYA Promotion Plan

Los Angeles—Don Feddersen, general manager, and Dave Lundy, general sales manager for radio station KLAC in Los Angeles and KYA in San Francisco, yesterday revealed their sales and promotional plans for the two-station operation with the promotion of Bob Klein and Les Smith to sales executive positions.

Klein has been on the sales staff of KYA ever since he returned from a four-year period in the Navy. He has already moved to Los Angeles where, beginning immediately, he will function as assistant sales manager, working closely with Lundy.

Les Smith, who saw his military service in some three years of the Army, has been on KYA's sales staff since last year, and is thoroughly familiar with the San Francisco market where, beginning immediately, Les will operate as KYA's assistant sales manager, occupying the same relationship with Lundy as does Klein in Los Angeles.

COAST-TO-COAST

—INDIANA—

KOKOMO—Kenesaw Mountain Landis, columnist for the Chicago Sun and other mid-west papers, is now airing his "Commentary on the News" over WKMO each Sunday ayem. . . . Frank Gregory, formerly with Paramount Studios and recent AAF pilot, has been added to the WKMO staff as promotion director. . . . Fred Campbell comes directly from WHIO to take the announcing post. . . . Barbara Short has been added to the news dept. as city reporter with Elizabeth Evans new in the traffic dept. . . . **FORT WAYNE**—Two new engineers have been added to the staff of Westinghouse: Robert L. Artman, having served nine years with WOWO, Westinghouse, at the Transformer Works at Sharon, and William E. Blaine, recently released from the Army Signal Corps after service in the ETO and Pacific theaters.

—PENNSYLVANIA—

PHILADELPHIA—Radio actors are getting the opportunity to display their wares in "Adventure Incorporated," new KYW half-hour dramatic series written and produced by Roy La Plante of the outlet's program dept. Show features original scripts based on the adventures and experiences of Gordon Hammersley, world traveler and investigator. . . . Bob Benson of the KYW staff will handle announcing chores throughout the series. . . . A 52-week contract calling for three early evening programs weekly over KYW was placed by the Vick Chemical Company. . . . Teaming up again with the U. S. Weather Bureau, KYW has added its third daily report direct from the local offices of the bureau.

—CANADA—

VANCOUVER—Doug Gourlay, announcer on the Bob Burns show, is here visiting his home town and will wax a spot for J. J. Gibbons, Ltd. . . . Sid Chatton, one of the Radio Rogues in "Hellzapoppin'," also a native of Vancouver, recently recorded a series of spots, doing a cartoon voice he is perfecting. . . . Palm Dairies, largest ice cream firm in the area, has a new series of singing commercials in production. Mahlon Merrick, musical arranger for Jack Benny, has been named by C. P. MacGregor to produce the series, using the "Gadabouts," quintet featured on the Baby Snooks show last spring.

—CALIFORNIA—

LOS ANGELES—Don McNamara, KFI program director formerly employed by the outlet as a sportscaster and as production manager, announced his resignation to be effective August 1. Charles B. Brown, former New York advertising manager, will replace McNamara in his current capacity. McNamara has not announced any future plans. . . . **SAN FRANCISCO**—KPO recently started a new service to farming communities in its listening area through a show entitled "The Saturday Farm Review," designed by Henry Schact, KPO director of agriculture and public service and announced by Eddie King.

—NORTH CAROLINA—

CHARLOTTE—WBT has selected an amateur gospel quartet from the Carolinas to compete in the national Gospel Quartet Contest held annually in Renfro Valley. The winning quartet from each locality is awarded an all-expense trip to Renfro Valley where they have an opportunity to compete for each cash award. The "Drums Quartet" of Lincolnton, who recently won first place on WBT's amateur talent show "Start 'Em to Stardom" has been selected by WBT as the winning Carolina entrant. . . . Edward Petry will confer with executives at WBT, July 12, on the findings of his recent survey in regard to the effectiveness of spot announcements. Petry is currently traveling through the South reviewing his survey of spot radio for the enlightenment of stations and advertisers.

—OHIO—

TOLEDO—Paul Hartman, of the Farnsworth Television and Radio Corp., has been elected a national director of the National Assn. of Cost Accountants. . . . Norma Hayes Richards, WSPD director of women's activities and national treasurer of the Assn. of Women Directors of the NAB, has been named president of the Toledo Women's Advertising Club, being the first woman in radio to hold such a post. . . . Bill Meyers, recently released from the Army, is now announcing over the WSPD airplanes. . . . **CINCINNATI**—Rosemary Bader, veteran woman's voice and writer in radio, succeeds Betty Holland Tiemyer as mistress of ceremonies for WCKY's "Today We Honor" program aired Monday, Wednesday and Friday

—NEW YORK STATE—

SCHENECTADY—Earle Pudney, assistant to the WGY program manager, recently addressed the alumni organization of the Lion High School. . . . **WHITE PLAINS**—For the fourth consecutive season, Empire City Racing Association is using a substantial spot announcement campaign for its summer meeting at the Jamaica track. Encouraged by the utilization of WFAS in the early stages of the war, the Association continued to use the outlet because of transportation restrictions. This year the meet is still at Jamaica with WFAS reminding listeners the events Empire offers. . . . Don Jones and his orchestra, with Betty Mooney, are appearing in programs of dinner dance music Tuesday, Thursday and Saturday evenings over WFAS, from the Washington Inn.

—MISSOURI—

KANSAS CITY—With the initial broadcast slated for today, KCMO will feature a 13-week transcribed series entitled "Alcoholics Anonymous." Series which is furnished and produced by WWJ, Detroit, has received nation-wide acclaim beside winning two national awards. . . . **ST. LOUIS**—Hanley and Kinsella Coffee Company, in behalf of H and H Coffee, has begun a three-a-week transcribed series entitled "Reminisce" with Singin' Sam" on KXOK. Series features Singin' Sam assisted by Charlie Magante and his orchestra with the smooth vocalizing of the Mullen Sisters.

FM Hearings Begin In N. Y. Court House

(Continued from Page 1)

Co., Inc., was completed yesterday. Testimony of witnesses for WBT, which began yesterday afternoon, will be continued this morning.

In the original schedule of applications to be considered for the remaining five channels, WBNX headed the list, but agreement was made at outset to hear witnesses for Metropolitan first because of additional legal proceedings scheduled elsewhere.

As hearings opened yesterday applicants remained in the running for the nine remaining channels, only five of these will be assigned the FCC's recent proposed order withhold every fifth channel station. This is expected to be decided at special hearing on Friday, July 11, in Washington.

Witnesses heard at yesterday's sessions were, for Metropolitan: Brewster Morgan, station director; Jerrold K. Ohrbach, president; Nathan Ohrbach, principal stockholder; Maurice Schapira, secretary. Counsel for the corporation is L. M. Segal.

In this particular testimony it was brought out that Mayor William O'Dwyer of New York City is a stockholder in the Metropolitan Corporation with holdings amounting to \$10,000. O'Dwyer and Jerome K. Ohrbach came interested in radio, it was pointed out, during the war when they were officers in the U. S. Army overseas. Ohrbach with his father, Nathan, is also an official of the New York department store which bears the family name.

Witnesses heard for WBNX were: A. L. Haskell, president; William Moore, vice-president and general manager, and Frank Johnson, program director. In his testimony, Moore asserted that one of the primary aims of his station, if granted an license, would be to promote the use of FM receivers, as well as build audiences with good quality programs.

The Daily News Syndicate, Inc., is scheduled for hearing in today's proceedings.

Walker Returns To WQXR

Russel Walker, Jr. has returned to the WQXR sales staff after three years in the Army. He was a Warrant Officer in charge of air radar station at Panama and the Galapagos Islands.

Send Birthdays
Greetings To

July 9

Martha Boswell Bryan Filley
H. V. Kaltenborn Ted Llewellyn
Ted Steele Ralph W.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 36, No. 7

NEW YORK, N. Y., WEDNESDAY, JULY 10, 1946

TEN CENTS

FCC Stock Hearing Open

Federal Anti-Trust Suits Aim at Condenser Mfrs.

Paterson, N. J.—A Federal grand jury in Trenton yesterday returned a three-count criminal indictment charging four corporations and six individuals with conspiring to fix prices and monopolize the production and distribution of variable condensers, a principal device used for tuning in stations on radios, in violation of the Sherman Anti-Trust Act. Defendant corporations are: General Instrument Corp., New York; Radio Condenser Co., New York; Condenser Development Corp., New Jersey, and Variable Condenser Co., New York.

The individuals indicted are: Abraham Blumenkrantz and Samuel Cohen Elizabeth, N. J.; Russell E. Cramer
(Continued on Page 16)

WBKB, Chi. Tele Station Becomes Fifth ABC Outlet

The American Broadcasting Company has extended its television program coverage to five stations with the announcement yesterday of the addition of the Balaban and Katz station, WBKB, Chicago, to its list of stations carrying ABC shows. Dealings with ABC as the only radio broadcaster.
(Continued on Page 3)

Musical Series Renewed By Book-of-Month

The Book-of-the-Month Club has renewed sponsorship for an additional week of "Let's Go To The Opera," a musical series which presents highlights from the operas translated into English, it was announced yesterday.
(Continued on Page 2)

Telecast Tennis

Using the new image orthicon cameras, NBC's television station, WNBT, is covering the National Professional Tennis Championships from the West Side Tennis Club at Forest Hills, N. Y. Five telecasts, ending Sunday, have been arranged at 1:30 p.m. each day. Bob Stanton is the announcer. The series is being sponsored by Standard Brands, Inc.

Nice Visitor!

Dave Elman's "Hobby Lobby" broadcast over the Columbia network at 9:30 p.m. tomorrow will welcome Joseph Lewis, who will introduce and describe the fruits of his hobby, a collection of the most gruesome of medieval torture instruments. Dave has not stated whether or not there will be actual demonstrations, and if so, who will volunteer.

Barber Joins CBS Web; Succeeds Ted Husing

Walter L. "Red" Barber has been named CBS director of sports, effective immediately, Davidson Taylor, vice-president and director of programs for the network, announced yesterday. Barber succeeds Ted Husing, CBS sports broadcaster since 1927, who leaves the web at the expiration of his contract on August 8 to go into free lance work. Jimmy
(Continued on Page 3)

Gen. Sarnoff To Europe On Liner Queen Mary

Brig. Gen. David Sarnoff, president of the Radio Corporation of America, began a combination business-pleasure trip to Europe yesterday when he left for London on the Cunard liner "Queen Mary."

Sarnoff's trip includes no definite itinerary or time-length, it was said at RCA offices, but it will "probably take him to Paris and other large cities on the continent."

"Symphony" Leads Song Hits In Survey Of 1945-46 Tunes

Annual Peatman Survey of the 35 song hits with the greatest radio audiences, shows the tune "Symphony" in the lead for the period between July 1, 1945 and July 1, 1946. This song not in either a Broadway or Hollywood production piled up a total of 38,422 Audience Coverage Index points giving it more than 750 million listening-home impressions. About half of the 35 hit tunes in the survey were

Noble, Woods And Priaulx, Of ABC Web Give Reasons For Securities Sale And Buying Of King-Trendle

Bell System Seeking Mobile Unit Expansion

The American Telephone and Telegraph Company announced yesterday that applications have been made to the FCC for authority to construct mobile radio-telephone stations along three more inter-city highways totaling over 800 miles. Highways that will be covered are between Washington and New York; Buffalo and
(Continued on Page 14)

Gives Optimistic Picture Of Outlook For Television

Declaring that approximately 10,000 television receivers are in operation now throughout the country and that by the end of 1947 manufacturers promise that 100,000 receivers will be on the market, Jack R. Poppele, president of the Television Broadcasters Association, yesterday addressed a
(Continued on Page 16)

Cross To Visit Stations In Interest Of UN Radio

Christopher Cross, radio liaison officer of the United Nations organization, leaves New York today on a three weeks trip for the purpose of
(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington — Edward J. Noble, chairman of the board, and Mark Woods, president, of ABC, late yesterday told the FCC that Commission approval of its stock sale and purchase of King-Trendle Broadcasting Corp., would put ABC on a more equitable basis to compete with other networks. Earlier in the day, C. Nicholas Priaulx, vice-president and treasurer of the network, had taken the stand to testify. He estimated that of the total purchase price of \$3,630,000 for
(Continued on Page 13)

Radio's Role At UN To Be Discussed Today

The importance of radio as a means of promoting international understanding and co-operation between world powers, and its role in amplifying the objectives subscribed to by the charter of the United Nations, will be discussed at a meeting today between 43 NBC executives presided
(Continued on Page 16)

Pearson's 6-Wk. Hiatus Will Feature Six Guests

Six prominent figures in American life will substitute for Drew Pearson when the ABC commentator takes a six-week layoff this summer, it was announced yesterday. When Pearson vacations, at a date
(Continued on Page 2)

Honored

Des Moines — Gene Emerald, KRNT radio entertainer, was advised this week that he is one of 18 civilians awarded the Asiatic-Pacific Campaign Service Ribbon in recognition of overseas service with USO-Camp Shows, Inc. Notification came from Lawrence Phillips, executive vice-president of USO-Camp Shows, who informed Emerald of the citation.



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JOHN W. ALICOATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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

FINANCIAL

(Tues., July 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	199	198 ³ / ₄	199	+ ¹ / ₄
CBS A	38 ¹ / ₄	38	38	—
CBS B	38	37 ³ / ₄	37 ³ / ₄	— ³ / ₈
Farnsworth T. & R.	13 ³ / ₄	13 ¹ / ₂	13 ³ / ₄	+ ¹ / ₈
Gen. Electric	47 ¹ / ₈	46 ³ / ₈	46 ³ / ₈	+ ¹ / ₈
Philco	34 ⁷ / ₈	34 ¹ / ₂	34 ¹ / ₂	+ ¹ / ₂
RCA Common	14 ³ / ₄	14 ¹ / ₂	14 ³ / ₄	+ ¹ / ₄
RCA First Pfd.	94 ¹ / ₈	94 ¹ / ₈	94 ¹ / ₈	— ³ / ₈
Stewart-Warner	23 ³ / ₄	23 ¹ / ₂	23 ³ / ₄	+ ¹ / ₄
Westinghouse	34 ¹ / ₈	33 ³ / ₈	34	+ ¹ / ₈
Zenith Radio	34 ¹ / ₂	34 ¹ / ₄	34 ¹ / ₄	— ³ / ₄

NEW YORK CURB EXCHANGE

Hazeltine Corp.	21 ³ / ₄	21 ¹ / ₂	21 ³ / ₄	— ¹ / ₄
Nat. Union Radio	11 ³ / ₈	11	11	— ¹ / ₄

OVER THE COUNTER

	Bid	Asked
Finch Telecomm.	11 ¹ / ₂	13
Stromberg-Carlson	18 ¹ / ₂	20 ¹ / ₂
WCAO (Baltimore)	38	—
WJR (Detroit)	35	37

Dr. Louis D. H. Weld

Dr. Louis D. H. Weld, director of research of McCann-Erickson, Inc., New York advertising agency, died Sunday at Gloucester, Mass. He was 64 years of age. He is survived by his widow, Mary Smith Weld, and two children. Funeral services were held at 2:00 p.m. Tuesday, at the Waterman Chapel, Boston, Mass.

Lawyers Rename Ashby

A. L. Ashby, vice-president and general counsel of NBC, has been re-appointed chairman of the communications committee of the New York County Lawyers Association for 1946-47. He is also a member of the Association's Meetings and Public Relations Committees.

Coming and Going

BRIG. GEN. DAVID SARNOFF, president of Radio Corporation of America, is aboard the "Queen Mary" en route to Southampton and London.

OWEN F. URIDGE, assistant general manager and sales promotion director of WJR, has arrived from Detroit for conferences at the headquarters of CBS, with which the station is affiliated.

EDDIE GRIEF, of Banner & Grief, publicists, has returned from a five-week trip to Michigan and the Southwest.

ROBERT B. HUDSON, education director at CBS, is in Atlanta, Ga., where today he will address the Workshop for Teachers at Emory University. Tomorrow he'll be in Williamsburg, Va., to deliver a talk before the Virginia Teachers Conference.

ALMA KITCHELL, commentator on WJZ, is leaving for Cleveland, where tomorrow she will speak at the convention of the National Federation of Business and Professional Women's Clubs.

FRITZ OPPER and LARRY TIGHE, American network correspondents who covered the atom-bomb tests at Bikini, are back in the States, the former in New York, the latter in San Francisco. They will vacation before being re-assigned.

NANCY CRAIG, CLIFF EDWARDS, GALEN DRAKE and ALLEN PRESCOTT go down to Philadelphia today to represent WJZ at the Quaker City celebration in connection with the world premiere of the 20th Century-Fox feature film, "Centennial Summer."

DON W. HAYNES, manager of the Glenn Miller Band, is back in town following a short trip to Chicago.

RAYMOND F. GUY, radio facilities engineer at NBC, is back in Gotham after visiting network offices in Washington, D. C., Chicago and on the West Coast.

PHIL DAVIS is in town from the West Coast. He had been in Hollywood with the "Truth or Consequences" program which is now vacationing for the summer.

Musical Series Renewed On WOR By Book-of-Month

(Continued from Page 1)

terday. Program is heard Sundays from 7 to 7:30 p.m., EDT.

Lawrence Tibbett, Charles Kullman, Eleanor Steber, Norman Cordon, Richard Tucker and Mona Paulee are scheduled to make return guest appearances during the new series. Appearing for the first time on the program will be: Emery Darcy, Rise Stevens, Todd Duncan, Frances Greer, Winifred Heidt, Ray Middleton and Ernest McChesney.

Departing from the usual format of presenting arias from several operas, the July 28 program will be devoted to La Boheme, and on October 13 to Rosenkavalier. In a salute to France's national holiday, Bastille Day (July 14), program will present scenes from French operas performed by several of the stars mentioned above.

UNRRA Food Shipments Subject Of ABC Series

Special series of eight broadcasts will tell the story of UNRRA shipments of food by Bella Spewack, over the American web. First show was aired last night at 9:45 p.m., EDT, with a description of food being loaded on the "Queen Mary." Subsequent programs will trace the shipments of food to their ultimate destination.

Miss Spewack is sailing on the "Queen Mary" and will also attend the Paris UNRRA conference in August which she will report exclusively for ABC.

Returns To ABC Newsroom

Lars Skatterbol has returned to the staff of the ABC newsroom following two years service as a lieutenant in the Merchant Marine. While in service Skatterbol spent 27 days at sea in an open life-boat following a torpedoing. He published an account of his adventures in a book titled: "The Last Voyage of The Quien Sabe."

Pearson's 6-Wk. Hiatus Will Feature Six Guests

(Continued from Page 1)

to be announced next Sunday on his program, he will be replaced by Harold Ickes, Frank Sinatra, Jimmy Cannon, Franklin D. Roosevelt, Jr., Orson Welles and Bill Mauldin. They will be heard on the Sunday, 7-7:15 p.m., EDT, slot over the ABC network.

Pearson's programs are sponsored by Lee Hats through the William Weintraub Agency.

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.



Ready!

We've been trying to keep away from war pictures . . . but that's such an on-the-nose idea, we hate to toss it aside.

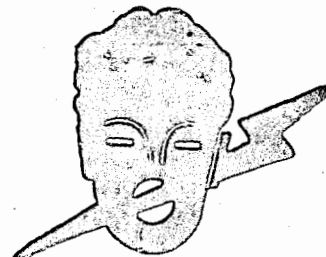
Those boys are ready for a crash landing. They're wearing the latest fire fighting asbestos suits. And here's the point. They don't wait until after the crash to get ready . . . they anticipate trouble.

Our W-I-T-H point is pretty obvious.

If you want to get ready for the battle of brands that lies ahead . . . the "ready" station in Baltimore is W-I-T-H.

It's the successful independent in this big 5-station town . . . and it's W-I-T-H, the independent, that delivers more listeners-per-dollar-spent than any other station in town.

Facts to get you ready are available. Glad to show them to you!



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

TOM TINSLEY, President
REPRESENTED BY HEADLEY-RE



PROMOTION

'Radio, The Fifth Estate'

A 500-page text on the broadcasting industry titled "Radio, the Fifth Estate," written by Judith Waller, public service director of the NBC central division, has been published by Houghton Mifflin Co. The book is the second of the publisher's radio series to emanate from the NBC-Northwestern University Summer Radio Institute.

Intended primarily as a text of instruction in colleges and universities, the book covers world systems of broadcasting, structures of webs and radio outlets, programming, public service, sales, audiences, engineering and educational broadcasting.

Chapters dealing with special and technical subjects were contributed by C. L. Menser, NBC vice-president in charge of programs; Frank Chizzini, manager, Chicago Radio-Recording; Over Morton, manager, central division National Spot Sales Dept.; Jack Bran, central division press chief; Eumons Carlson, manager, central division sales promotion department; Walter Lanterman, maintenance supervisor, and William Weddell, former assistant web sales manager.

Cross To Visit Stations In Interest Of UN Radio

(Continued from Page 1)

Interesting broadcasters in the current general assembly of UN. Cross will visit Seattle, San Francisco, Los Angeles, Salt Lake City, Denver, Dallas and Fort Worth.

★ AGENCY NEWSCAST ★

WYNN WRIGHT, who resigned recently as NBC production manager, has formed a new radio producing company under the name Wynn Wright Associates, with offices at 4 East 53rd Street, New York City. Associated with Wright, as manager of business and sales, is Charles Granzow, who was assistant program and production manager of WWJ under Wright, switched to advertising illustration for four years and most recently performed in the public relations department of the Navy, writing and directing broadcasts.

BOZELL & JACOBS, Omaha, announces the opening of a new office in Los Angeles. Joe Jacobs, formerly with the Outdoor Advertising Company in Omaha, will be in charge.

JOHN C. W. DALY has joined the executive staff of The Lasky Company, San Francisco and Oakland advertising agency, and will headquarter at the San Francisco office. Daly formerly was account executive with the Garfield & Guild Agency, coming to San Francisco in 1945 from The Philadelphia Record, where he headed the advertising promotion.

ARNOLD ROSTON, art director of the Mutual Broadcasting System, has opened his own office at 307 East 37th Street, New York City, on or about July 15 specializing in art direction and design. He continues as consulting art director for Mutual.

MAX GREEN, formerly of United Advertising, is now vice-president of A. W. Lewin & Co.

Barber Joins CBS Web; Succeeds Ted Husing

(Continued from Page 1)

Dolan, Husing's aid for the past 10 years, will remain with Barber under the new setup as assistant director of sports.

Barber brings to his new post some 16 years of announcing experience. He was born in Columbus, Miss., on February 17, 1908. After 2 years at the University of Florida, he took a general announcing job with WRUF, the University radio station in 1930, subsequently becoming chief announcer.

In 1934, he joined WLW, Cincinnati, as a sports announcer, covering the Cincinnati Reds baseball games. He remained there for five years.

Came To New York In 1939

Barber came to New York in 1939, as sports announcer for the Mutual network, assigned to the Giants and Dodgers ball games on alternate Sundays. He subsequently became broadcaster for the Dodgers exclusively and still covers the Brooklyn ball games for station WHN, New York. His new assignment at CBS does not affect his broadcasts for the Dodgers.

Barber has made an enviable sports broadcasting record throughout the years. He has covered nine World's Series, four All-Star baseball games, and five Army-Navy classics. He did the first television broadcast of professional baseball and football games in 1939 and 1941, respectively.

N. Y. Defense Unit Dissolved

Paul Rittenhouse, manager of NBC's guest relations dept. and Harriet Woodman, tour promotion assistant, yesterday represented the web at a ceremony dissolving the New York City Defense Recreation Committee. The committee was set up five years ago by the city of New York as a central agency to provide recreational facilities for servicemen and women. During that time, NBC furnished the committee with 182,000 free broadcast tickets and 86,000 free NBC tour tickets, in addition to nearly a million tickets distributed through regular NBC channels.

WBKB, Chi. Tele Station Becomes Fifth ABC Outlet

(Continued from Page 1)

caster with a regular television schedule in Chicago.

Beginning today (July 10), and each Wednesday thereafter from 8 to 10 p.m., EDT, WBKB will televise the boxing and wrestling matches from Chicago's Rainbow Arena, according to Paul Mowrey, ABC video chief.

In addition to the Chicago station, ABC airs regular shows over WABD, New York; WRGB, Schenectady; WPTZ, Philadelphia, and by coaxial cable from WTTG, Washington, D. C.

French And U. S. Children On NBC Program July 15

"Children Across the Atlantic" will be heard Saturday, July 15, over NBC from 9:45-10 a.m. Featured on the show will be four American children speaking from New York and four French youngsters talking from Paris. Ben Grauer, NBC announcer, will take charge from this end, while Henry Cassidy will act as monitor for the children in Paris.

O'Neil's 2nd Show Starts Sat.

"Danny O'Neil and His Guests," starts Saturday on CBS at 8:30 p.m. The new series, which is the second program featuring the young tenor on the network, will also have Archie Bleyer and his orchestra and "The Song Spinners" quartette.

Two 52-Wk. Renewals On WEAF

The simultaneous 52-week renewals by Young's Hats, and by the Manhattan Soap Company for Blu-White, were announced yesterday by William O. Tilenius, sales manager of WEAF, for the 7:30 a.m. "News with Charles F. McCarthy" program. The Manhattan Soap Company takes the program on Mondays, Wednesdays and Fridays. Young's Hats contract calls for Tuesdays, Thursdays and Saturdays. Hirshon Garfield is the agency handling the account.



"Oregon's tourist business will bring an estimated \$100 million into the state during 1946. The average tourist spends \$12 a day during his stay; each dollar brings 5.35 cents profit to the community.

"KGW adds to the million people in its primary area the hundreds of thousands of tourists and vacationists who enjoy Oregon's playground. Reach both these economically important groups with the complete blanketing of KGW's 5000 watts!"



THE City of Philadelphia was located and planned on July 10, 1682. For the best sales results in Philadelphia, plan on using

WIP

WIP-FM

PHILADELPHIA

5,000 WATTS • 610 K.C.

IT'S MUTUAL

REPRESENTED NATIONALLY BY
GEO. P. HOLLINGBERRY CO.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

LOS ANGELES

By RALPH WILK

MARCIA DRAKE, story consultant for the Edgar Bergen-Patrick Michael Cuning television interests, has completed a book on television entitled "Great Days."

Billy Mauch is the recently appointed producer of the "Starshots" producer heard on KMPC each Saturday afternoon. Mauch, formerly associated with Warner Bros. has recently been released from the Army Air Forces.

Joe Asbury and Jean Boutyette joined the CBS-KNX Press Information Department, it was announced by Lloyd Brownfield, press director. Replacing Charles Levin, who resigned June 15, Asbury comes to CBS from the Pasadena Star-News, where he served as assistant sports editor. Boutyette was with the U. S. Merchant Marine for four years prior to his coming to Columbia.

Herbert H. Wixson, sales manager of KMPC, is now on a three weeks vacation trip through the Pacific Northwest.

Don McAllister, audience program director for the Don Lee network, has resigned his position to join the Buyrl Bevins Insurance Agency for Occidental Life, where he will enter training for the brokerage business.

Bank Commissions Still To Build Tele Equipment

William B. Still, owner of the Jamaica Radio and Television Company, and one of the pioneers of video in recent years, has been commissioned to design and construct special television equipment to be used in the new quarters of the Franklin Square National Bank, Franklin Square, L. I., it was made known this week.

Still's work with the bank will involve construction and installation of television and voice transmitters which are to be installed in the location now under construction to provide better and faster service for customers and to make certain that signatures and amounts tally with records of the bookkeeping dept.

AVAILABLE!

TOP-NOTCH WRITER and PRODUCTION MAN

I have an excellent knowledge of all phases of radio, and have been Continuity Chief for a top 5,000 watt station, network affiliate, in a large Eastern city for the past 7 years. Both the station and I agree the opportunity in a comparable or larger station as writer and production man would be greater than they can offer at this time. Therefore, I can deliver highest references.

I'm 43, married, and have 3 children. I'd like to relocate in a community I can call home, with a job that's permanent.

Box 197 — RADIO DAILY
1501 Broadway, New York 18, N. Y.



Notes From An Aisle Seat . . . !

• • • Reported that Paul Kesten's retirement from CBS will be announced shortly. . . Standard Brands invading television in the same manner they sewed up radio in the early days with their Vallee and Cantor shows. Not only have an hour spot every Thurs., plus 15 minutes on Sunday, but they also took over the pro tennis matches at Forest Hills this week. . . Don't be surprised if all film studios include contractual restrictions against their stars piloting planes as a result of the Howard Hughes crackup. . . Lucille Ball will do a radio version of "My Sister Eileen" in the fall, to emanate from N. Y. . . Louie Prima's title for story of Bikini bombing: Kicking Lagoon Around. . . In Calif. later this month, Hildegard will screen-test for the Metro film on the life of Anna Held. . . Rudy Vallee packaging a new type show for the fall. . . When and if the Theater Guild returns in the fall, you can bet your bottom buck it'll be a whole lot cheaper. Otherwise, somebody will throw up that Mystery Hour right in somebody's face. Same also goes for a lot of other cases where mystery shows were used as fillers. For some reason or other, most of the mysteries wound up with hefty ratings.



• • • One Man's Point Of View: Cy Howard can take personal satisfaction in the vastly improved Berle stanza. Opening nite weaknesses (mainly not enuf Berle) were ironed out, with Berle handed more gag spots between contestants to give the show the lift it needed. Only fault we find is that some of the contestants' grievances weren't so petty and actually smacked of bad blood. . . Things are really humming around WEAJ since Jim Gaines took over. To top off the recent hike in the WEAJ ayem rating with his "Hi, Jinx" ainer, Gaines is making his bid for the noon-hour trade with his "Metropolitan News Roundup" which preems soon.



• • • Just as we figured, several interested sponsors are beginning to crowd Phil Spitalny, and his biggest headache right now is making the right decision. . . Carl Brisson's "A Voice in the Night" air show moves back to N. Y. shortly. He was a big click in Chi. . . Alec Templeton show just as it is now a good bet for fall sponsorship. . . Time mag tilting its newsstand price from fifteen to twenty cents. . . Geo. Ettinger, Columbia Pictures radio director, sold three fairy tale operettas to Victor Records for plattering next season. . . "Cinderella, Inc.," CBS afternoon tea gathering at Iceland Restaurant, has a good chance of going commercial in Aug. . . Anna Sosenko to produce a psychological drama, whatever that is, on B'way. . . Joe Louis asking 20 G's a week for personal appearances. . . Marie Greene cutting her new Signature platters next week. Here's a gal the radio producers can't afford to overlook. . . Paula Stone may return to the stage in her next production, "I Love That Girl." . . Bad flying weather grounded Toots Shor, Quent Reynolds, Eddie Duchin and Harry Wismer and prevented them from seeing the All-Star ball game up in Boston as Tom Yawkey's guests. And Wismer came in specially from Washington to catch the game.



• • • Our Hat's Off Dep't: Stan Kenton's rhythms via MBS from Culver City's Meadowbrook Gardens. . . Eileen Farrell for picking a conductor from radio (Charles Lichter) for her first Columbia record album. . . Jack Manning's emoting on "Light of the World." . . Geo. Carson Putnam for a re-invasion of radio worthy of the Marine Corps. A month after returning to the air, he's on ten weekly newscasts via Mutual. . . Ella Fitzgerald's platter of "Stone Cold Dead In De Market"—her hottest since "Tisket-a-Tasket." . . Hal Davis' outstanding press job on Bill Gernannt's "County Fair." . . Kaye Ballard's smart routine with the Spike Jones' troupe at the Strand. . . Larry Douglas' warbling on the Wayne King show.

SOUTHWEST

SHERIFF NEAL POLK, running for re-election in Harris County, airing a quarter-hour drama series on KTHH, Houston, titled "Science and Crime." Programs dramatize the solutions of crimes by Polk and his deputies.

The Lone Star Broadcasting Co., partnership composed of David H. Rankin and J. Lee Rankin, have applied to the FCC for a license to operate an FM station at Fort Worth.

Howard W. Davis, owner and operator of KMAC, San Antonio, and president of KPAB, Laredo, will be in charge of the San Antonio office of Headquarters for Grover Sellers, candidate for governor of Texas.

Tee Casper is being heard in "Sports Fax" over KGKO, Fort Worth each Tuesday, Thursday and Saturday. Casper airs stories on sports and interviews celebrities in the sport world.

The Six Goldwyn Girls traveling in behalf of "The Kid from Brooklyn" the new Danny Kaye film were presented over KRLD, WFAA and WRIF on their visit here to Dallas last Monday.

Bob Holleron, special events chief of KTSA, Antonio, recorded a special broadcast of the V-2 Bomb from White Sands, New Mexico, which was aired over KTSA. Bob Hopper, assisted as engineer in the broadcast.

Tony Bessan, program manager of KMAC, San Antonio, is busy these days auditioning local girls who are trying out for a place as vocalist with the Tommy Dorsey band. Eight local girls will be selected and will be heard in a special broadcast on July 11. A recording and picture of the winner will be sent Dorsey.

KGKL has been given approval by the FCC to shift from 1400 kilocycles to 250 watts to 960 kilocycles with 1,000 watts, night and 5,000 watts, daytime. H. C. Ragsdale is president of the San Angelo station while Lewis Selbert is general and station manager.

L. Jerry Spengler has been named audience promotion and merchandising manager for KABC, San Antonio, replacing W. Poundstone Jackson. Spengler was recently discharged from the Army and has been associated with local advertising agencies prior to his Army service.

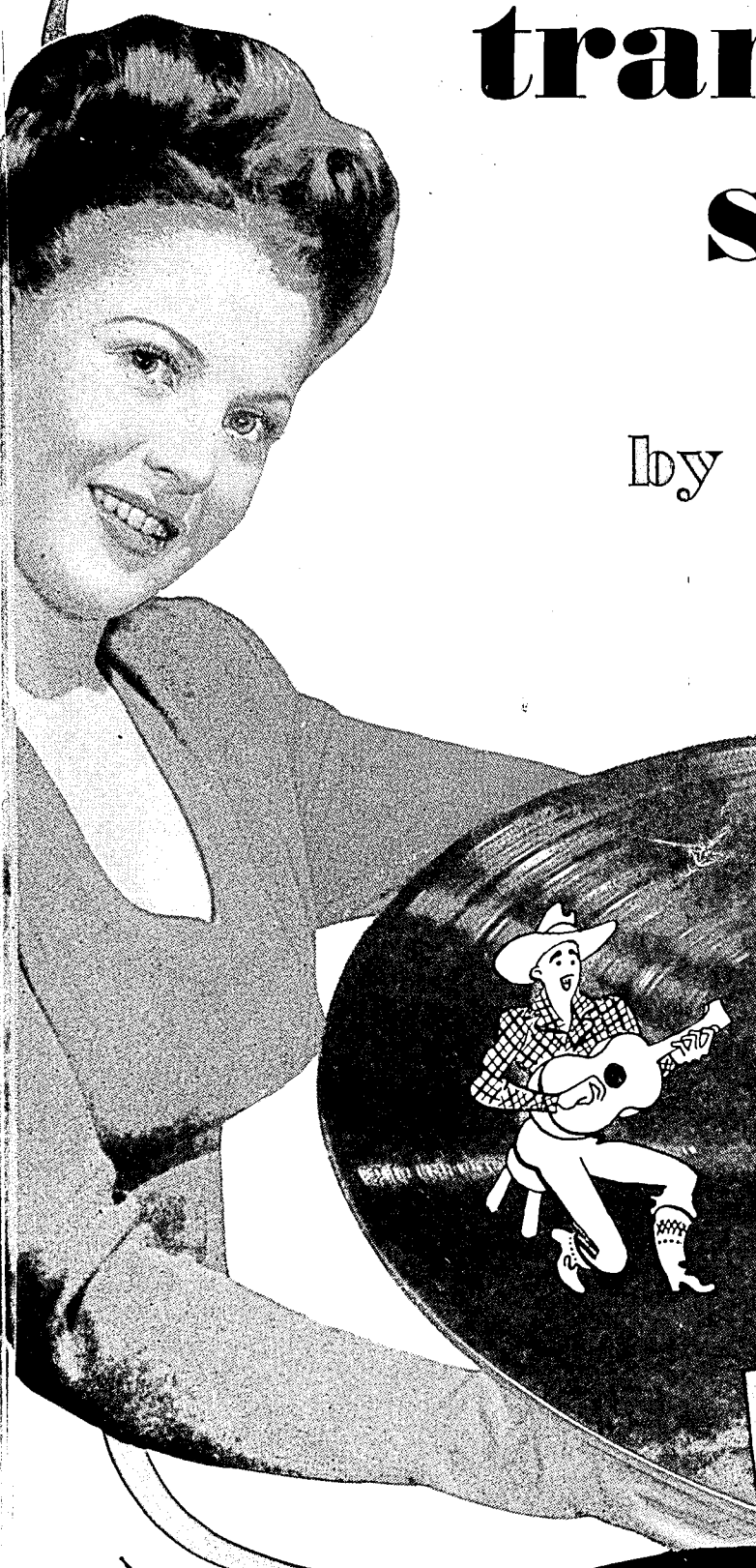
1906 *Henri* 1946
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.

PRESENTING A SPARKLING NEW

transcription service

by

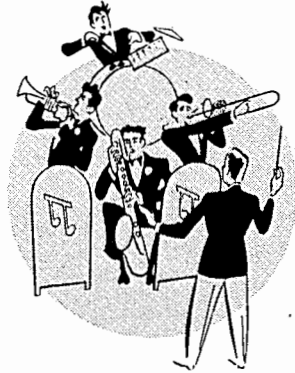
Capitol



Take a million dollars' worth of music and talent. Etch them into Vinylite with brilliant clarity and depth. Add the smartest job of programming yet seen. Result: the new Capitol Transcription Service! Ready Now for radio station directors who know the sponsor-appeal of big name artists and top-hit tunes.

big names

like these



BIG NAME BANDS

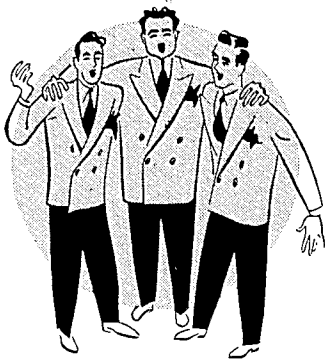
DUKE ELLINGTON
JAN GARBER
SKITCH HENDERSON
STAN KENTON
EDDIE LEMAR
GENE KRUPA
ENRIC MADRIGUERA
ALVINO REY

BIG NAME SINGERS

JUNE CHRISTY
HAL DERWIN
DINNING SISTERS
CAROLYN GREY
KING SISTERS
PEGGY LEE

*This is only the starting lineup!
Count on Capitol to keep its
talent lists fresh and lively
with new stars, new tunes,
new entertainment ideas.*

... raise your list



BIG NAME VARIETY

- BUDDY COLE'S 4 OF A KIND
- KING COLE TRIO
- FRANK DEVOL
- DANNY KUAANA
- REPORTER AND HIS SWEET POTATO TOOTERS
- JUAN ROLANDO
- DICK SHANNON'S ALEUTIAN FIVE
- PAUL WESTON



BIG NAME WESTERN & HILL-BILLY

- SHUG FISHER
- WALLY FOWLER
- JACK GUTHRIE
- KARL AND HARTY
- OAK RIDGE QUARTET
- TEX RITTER
- MERLE TRAVIS
- WESLEY TUTTLE
- UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

NAMES EVERYBODY KNOWS—Every Capitol name is an audience-builder. And every listener can find programs to enjoy. Singers . . . top bands . . . western stars . . . variety groups. Even the smaller stations can headline the biggest stars.

MORE THAN 2,000 SELECTIONS—The basic library of the Capitol Transcription Service contains more than 2,000 selections; standard favorites and the latest hit tunes in sparkling recordings by America's finest performers who are under exclusive contract to Capitol.

AT LEAST 50 MORE EACH MONTH—Capitol guarantees you a minimum of 50 additional numbers every month. (As an extra bonus, production schedules indicate not 50 but 70 new monthly releases . . . and at no extra increase.) The same top tunes and talent!

PROGRAMS—NOT JUST TRANSCRIPTIONS—Capitol goes all-out to make programming glitter—with original themes, informal vocal patter by the stars themselves, and a brand new program format service. Thirty hours of entertainment for every week in the year is programmed by Capitol specialists . . . and flexibility designed to give unlimited rein to the talent of your own program staff.



shows that

sp

THEME — OPENING "SUNSET AND VINE"
 YOU CAN DEPEND ON ME . . . Buddy Cole's Four Of A Kind
 BUTTON UP YOUR OVERCOAT . . . Dinning Sisters
 AFTER I SAY I'M SORRY . . . King Cole Trio
 ISLE OF CAPRI . . . King Sisters
 TO RITCHEE DRIVE . . . Gene Krupa Jazz Trio
 THEME — CLOSING "SUNSET AND VINE"

THEME — OPENING "FST"
 AFTER I SAY I'M SORRY . . . King Cole Trio (VC-Nat King Cole)
 HONEYSUCKLE ROSE . . . King Cole Trio
 HOW DOES IT FEEL . . . King Cole Trio (VC-Nat King Cole)
 SWINGIN' THE BLUES . . . King Cole Trio
 YOU NAME IT . . . King Cole Trio
 THEME — CLOSING "FST"

For every listener, for every sponsor . . . you can build a program that please from Capitol Transcriptions. Capitol caters to everyone's tastes including many artists in a variety of entertainment categories. A total of hours of programmed entertainment every week . . . featuring the top bands and talent of the nation . . . it's

22 DIFFERENT PROGRAMS

Quarter-Hour

- "My Serenade"
Songs of Hal Derwin
- "Gene Krupa"
Drums and rhythm
- "Sunset and Vine"
Variety
- "Enric Madriguera"
Latin rhythm
- "Lullaby in Rhythm"
Buddy Cole at the piano, novachord, and celeste
- "Jan Garber"
The idol of the airlines
- "Hawaiian Echoes"
Danny Kuaana's Islanders
- "Organ Moods"
Pipe organ

Typical

"Music from Hollywood"
The best from America's Entertainment Capitol

"Juke Box Review"
The finest bands and singers
"Hayloft Jamboree"

Sors

tract new audiences!
 low a few of the typical programs
 here put the biggest names on
 ar in smart, well-paced shows. See
 each period offers its own special
 ng and closing themes, smooth
 ial interludes to background the
 is, and even spoken remarks by
 sars themselves.

ORMATS EVERY WEEK

Like These

- o. Cole Trio"
- lique styling in songs and rhythm
- ing Sisters"
- Geat harmony
- l'orter"
- Nvelty
- s by Peggy Lee"
- America's new song sweetheart
- uo Rey"
- A new style in dance music
- e Ritter's Music Corral"
- Western songs
- ghm Ranch"
- Sarring Wesley Tuttle
- ukwagon Jamboree"
- Jack Guthrie and Shug Fisher

Shows

- ay Salon"
- George Kast ensemble
- ay Hymnal"
- rgan quartet and soloist

rs

- m Clock Club"
- orning variety
- hillbilly variety

★

THEME — OPENING "OUT OF THE WEST"

JOOB-A-LAI	Frank DeVol's Orch.
I'M ALWAYS CHASING RAINBOWS	Hal Derwin
THE CARIOCA	Frank DeVol's Orch.
OLD MAN RIVER	The King Sisters
I'M GETTING SENTIMENTAL OVER YOU	Hal Derwin
THE GLORY OF LOVE	Peggy Lee
I MAY BE WRONG	The King Sisters
SHOULD I TELL YOU I LOVE YOU	Hal Derwin
YOU'RE THE CAUSE OF IT ALL	Hal Derwin
YANKEE DOODLE	Frank DeVol's Orch.

THEME — CLOSING "OUT OF THE WEST"

★

THEME — OPENING "RIDIN' DOWN TO RHYTHM RANCH"

BE HONEST WITH ME	Wesley Tuttle's Texas Stars (VC-Wesley Tuttle)
NO LETTER TODAY	Wesley Tuttle and Merle Travis (Duo)
SILVER BELLS	Wesley Tuttle's Texas Stars (VC-Wesley Tuttle)
JUST A BABY'S PRAYER AT TWILIGHT	Wesley Tuttle and Trio
WHAT A SHAME	Wesley Tuttle and Trio

THEME — CLOSING "RIDIN' DOWN TO RHYTHM RANCH"

★

THEME — OPENING "BLUE REY" (Original)

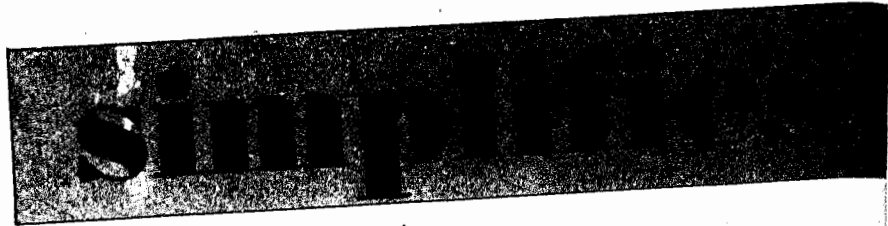
ALL THE THINGS YOU ARE	Alvino Rey's Orchestra (VC-Eddie Roberts)
I DON'T KNOW WHY	Alvino Rey's Orchestra (VC-Jo Anne Ryan)
TWO GUITARS	Alvino Rey's Orchestra
I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME	Alvino Rey's Orchestra (VC-Eddie Roberts)

THEME — CLOSING "BLUE REY"

★



capitol



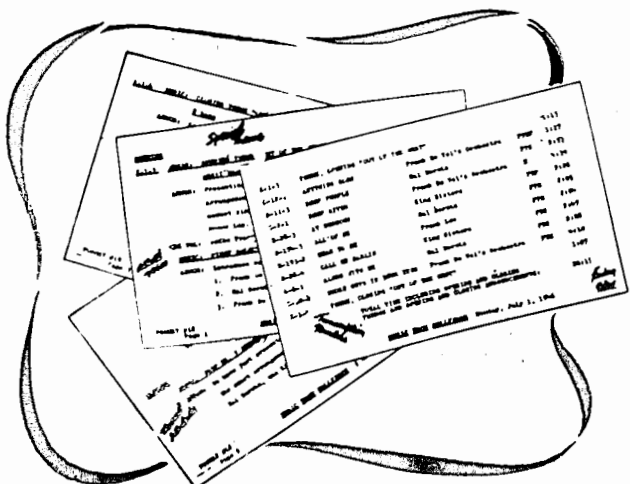
like this . . .



Not just a collection of transcriptions . . . but *complete* programming aids. That's what makes the Capitol Transcription Service an all-purpose tool for any station program staff. Capitol put program-wise, station-wise experts on the job of preparing this service for you. They knew what was needed, what was wanted, what would sell . . . because they were on the inside of the business themselves. Moreover, they sensibly kept the service flexible enough to favor the zip and zest that come only from the personality of your own station staff.



From sign-on to sign-off, production brighteners refresh every Capitol program format. You open and close each show with a brilliantly arranged vocal or musical theme (many of which are original compositions!). You perk up your audience with a few spoken introductory remarks by the featured artist or band leader. And you background your own commercials and patter with skillfully blended interludes by harp, piano, celeste, or organ.



Step-by-step program guides for your M.C.'s are provided in Capitol's conveniently-bound format service. A new dated series for each of 22 different planned programs comes to you each month. Each format suggests how to include the transcribed musical themes and interludes and actually selects each transcription by title and serial number.

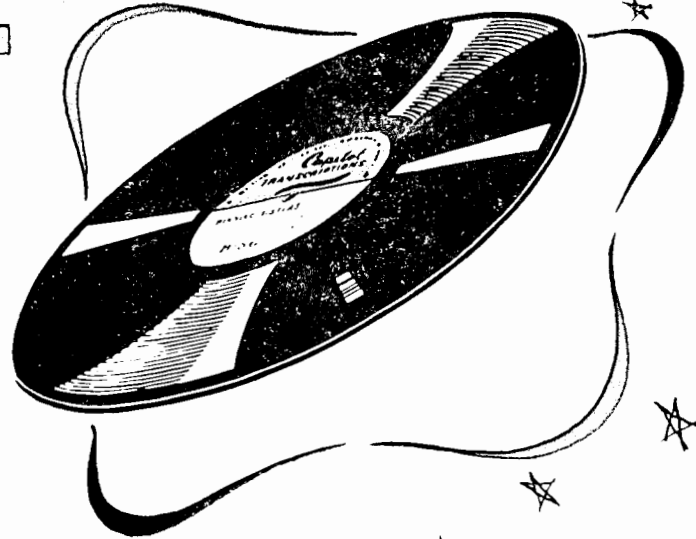
your programming



Finding the right transcription is no problem. Your basic library comes to you in this handsome gunmetal-gray sliding-drawer cabinet, specially constructed for easy selection. Your program formats tell you what transcription number to look for. This is where you find it. No time loss, no chance for confusion. And still, there's plenty of room for the new selections Capitol sends you each month.



One . . . two . . . three. Three silent revolutions precede the music every time on every cut. This standardization makes cueing accurate and simple. Then, too, you'll find the transcription labels clearly numbered and easy to identify.



Every month Capitol supplies your chatter experts with new information on talent and tunes. Itineraries of big name bands . . . backgrounds on current hits . . . biographies of our stars . . . all in easy-to-file form.





CAPITOL helps you sell

With Capitol Transcription Service, you'll have a really effective approach to prospective sponsors. Show your prospects how these features can snag new business:

- *Names and Tunes Everybody Knows . . . and right from Hollywood.*
- *All the musical "gingerbread" of high-cost productions.*
- *A program for every taste.*
- *Perfect high-fidelity reproduction.*



A RECORDED DEMONSTRATION SAMPLE — FOR YOU

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PROGRAM SERVICE FROM HOLLYWOOD

SUNSET AND VINE

Noble, Woods And Priaulx, Of ABC, Testify At FCC's Stock-Sale Probe

(Continued from Page 1)

King-Trendle, \$2,953,423 was labeled "good will." Noble, assuring the Commission that he did not purchase the Blue Network as a "speculative venture," said "it is my desire and ambition to develop the still unrealized potentialities of radio as one of the nation's richest assets."

"I bought the Blue Network," Noble said, "to acquire an opportunity to build a great network. The proposed financing arrangement of ABC is solely for the benefit of the company. I am not selling and have no intention of selling any of my shares this year or any future year as far as one can know. It is my desire and ambition to help develop the still unrealized potentialities of radio as one of the nation's richest assets, bringing entertainment, enlightenment and education to all people."

In disclosing ABC's television plans, Woods told the Commission that the network expected to "break even" in television within three years, in spite of video's high initial cost. He said that television set producers were "way off" in their estimates of the public demand for television sets and radio programs. "Some of their estimates," he said, "are as far off from what we expect as day and night."

Woods estimated operating costs for the first year of ABC's five proposed stations at \$1,400,000. Total construction costs for ABC's proposed AM and FM stations were estimated at \$3,255,383.

Woods said the stock sale would enable ABC to expand on a wide basis and put ABC on a better competitive basis with the other nets. "Given additional coverage," he declared, "we believe that we have the ingenuity to reach the other networks."

Under questioning by Commissioner Merritt, Woods admitted FM is a "superior" radio service, but said it would be many years before FM was financially independent. He said that in the Detroit area, it would take

15 years to replace AM with FM "set for set."

Prodded by Durr, Woods agreed that much of the progress of FM depended on "how aggressive" the radio manufacturers are in producing FM sets. He said that ABC planned on pushing FM and would duplicate AM programs on FM because it was economically sound for many years. He said it was ABC's goal to have each of its affiliates apply for FM licenses. He also revealed that even if the FCC did not approve ABC's stock sale, a New York bank stood ready to lend the net \$10,000,000 to expand.

Priaulx, vice-president and treasurer, in testifying that \$2,953,423 of the \$3,630,000 purchase price for King-Trendle was labeled "good will," was questioned closely by members of the Commission regarding ABC's "formula" for arriving at the good will figure.

Explains Financing Plan

Priaulx said 950,000 shares of common stock would be offered for sale, with an expected net return of approximately \$13,200,000. He pointed out that of the return, about \$3,200,000, would be used for capital expenditures in FM and television, about \$4,000,000 would be spent in pre-payment of the company's 2 per cent notes due on October 14, 1947, and about \$2,800,000 would be paid for King-Trendle (after sale of WOOD).

The remainder, Priaulx told the Commission, would be used for AM equipment, studios and "such buildings as necessary after the leases with NBC expire."

Priaulx also revealed that although the holdings of Edward J. Noble, chairman of the ABC board, would be reduced from 71.39 per cent to 36.52 per cent as the result of the stock sale, the value of his stock under the new issue would increase from approximately \$4,799,951 to \$7,276,085.

Questioned By Durr

Under questioning by the Commission, Priaulx said Noble originally invested \$3,825,000 in ABC and estimated that Noble's holdings right now, before the new stock issue, are worth approximately \$10,650,000.

Priaulx said the increase in value was "due to the progress of ABC since Noble acquired it."

The contemplated purchase of WOOD by Liberty Broadcasting, Inc., Grand Rapids, Mich., also came under Commission scrutiny. The price, including good will was given as \$850,000. There was some question as to the mechanics of who was selling the station, since although ABC was purchasing King-Trendle, the network, under Commission rules cannot acquire "control" of WOOD.

Priaulx introduced another formula for this purchase. He said that WXYZ represented about 77 per cent of the total price and WOOD represented about 23 per cent. Using these percentages, ABC would acquire 77 per cent of King-Trendle and sim-

ultaneously, Liberty would acquire about 23 per cent of King-Trendle stock, which would then be turned in to ABC for the money once the deal was approved.

Counsel for ABC said the sale of WOOD could be advertised now under the AVCO rule. Acting Chairman Charles Denny suggested the sale be advertised starting now and the copy sent to the Commission for approval.

Lists Stock-Buy Affiliates

Priaulx released for the first time the list of more than 200 affiliates who would be offered a total of 100,000 shares in the network. The amount of shares earmarked for any one affiliate is based on station compensation during the first three periods of 1946, with a minimum of 100 shares to anyone licensee. Top amount of stock under the plan would go to WLS, Chicago, with 3,060 shares. Affiliates would pay only about \$14 a share, instead of the approximately \$15 a share which the public would pay.

List of affiliates and the shares of stock which would be offered follow:

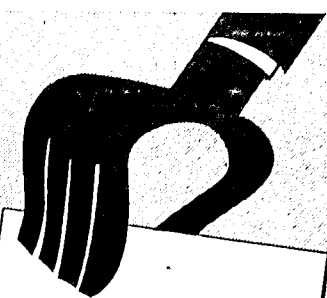
KADA, 220; KRBC, 240; WAKR, 960; KATE, 180; KALB, 170; KFDA, 390; WHBU, 100; WHMA, 100; KVSO, 220; WNCA, 100; WAGA, 1,140; WFGP, 250; WGAC, 250; KNOW, 420; KPMC, 250; WFBR, 1,970; WJBO, 440; WELL, 170; WBCM, 350; KFDM, 670; KBST, 100; WSGN, 870; WJBC, 120; WCOB, 1,480; KROP, 100; WNAB, 410; KVAL, 170; WKBW, 1,490; KBUR, 100; WGAA, 100; WAYS, 510; WCHV, 170; WDEF, 510; KFBC, 100; WCFL, 190; WLS, 3,060; WSAI, 1,280; WJW, 1,980; KGGF, 380; WTAW, 100; KFRU, 100; WCOS, 350; WDAK, 320; WCOL, 730; KWBU, 400; WKEY, 100; WBTM, 370; WOC, 920; WING, 740; WMFJ, 270; KVOD, 1,140.

Also KRNT, 1,220; WKBB, 240; WDUK, 100; KFLD, 100; KCRC, 330; WLEU, 520; WFDF, 690; WJOI, 100; WOLS, 100; WOWO, 1,100; KGKO, 1,140; WFVA, 100; WGNB, 120; WMMJ, 140; WLAV, 520; WGBG, 110; WMRC, 270; WGCM, 100; ZBM, 100; WHGB, 370; WTHT, 660; WHKY, 260; WMFR, 190; KTHS, 510; KXYZ, 1,170; WSAZ, 510; WOCB, 100; WISH, 1,020; WIBM, 170; WSLI, 440; WTJS, 240; WPDQ, 740; WJTN, 340; WJHL, 310; KCMO, 1,100; WFTC, 100; KFLW, 100; WBIR, 550; WJIM, 330; KENO, 100.

And WREN, 650; WLAW, 880; WLAP, 320; KFOR, 380; KGHI, 360; KFOR, 200; WINN, 660; KFYO, 210; WLVA, 370; WBML, 270; WMUR, 490; WMAN, 210; WMRN, 100; WMSA, 100; KTMC, 100; WMPA, 740; WGBS, 860; WEMP, 620; WTCN, 1,440; WMOB, 460; KMLB, 160; CFCF, 110; KBIX, 220; WSIX, 720; WNBH, 400; WELI, 730; WDSU, 870; WGH, 530; WHDL, 170; KOIL, 950; KTOK, 560; WLOF, 260; WOSH, 190; WWPG, 260; KPLT, 160; WFCI, 900; WFIL, 2,260; KPFO, 450; WCAE, 2,620.

Also WMFF, 170; WPOR, 100; KEX, 1,030; WKIP, 180; KGHF, 210; WRJN, 190; WEEU, 230; WRNL, 650; KPRO.

(Continued on Page 16)



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BALTIMORE'S Listening Habit WABC MUTUAL BROADCASTING SYSTEM

'Symphony' Is Leader In Song-Hits Survey

(Continued from Page 1)

points in 12 weeks; "Laughing On the Outside" (BMI's first big hit since 1941), and "All Through the Day."

Favorite standards of the year finds Berlin's "Blue Skies," topping all the oldtimers still currently doing well on the networks, with Cole Porter's "Begin the Beguine" in second place. List of song hits will be found in adjoining columns, reprinted by special permission of John G. Peatman, director of Office of Research, Inc.

Cowles Company Buys Des Moines Bldg. For FM

Des Moines—The Cowles Broadcasting Co., owners of KRNT, has purchased the Shrine Temple here to be used as a new location for their new FM outlet.

The building, whose main auditorium seats 4,400 persons, has for many years been the scene of road shows, forums and conventions, and will be expanded under the new ownership as a radio and community center. Both the interior and exterior will be redecorated and acoustics will be improved when materials become available. When conditions permit, the entire east portion of the structure, including all rooms except the auditorium will be remodeled to house KRNT, whose offices are now on the 12th and 13th floors of The Register and Tribune Building.

Special large studios for use in the production of audience-participation programs will be a feature of the remodeling. The building will also be re-named, although no announcement has been made as yet. Both KRNT and the new FM station will use the same studios.

All-Negro Cast To Air Grand Opera On WNEW

WNEW's American Negro Theater, which has presented a series of weekly plays on the air in recent months, will debut in grand opera in a new series scheduled to begin next Sunday, July 14, from 5 to 5:30 p.m., EDT, it was announced yesterday by Ted Cott, program director.

The ANT's singing units are capable of presenting opera in French, German and Italian and will range their offerings from "Pagliacci" to "The Mikado."

The new series will be produced by Cott in association with Abram Hill, director of the American Negro Theater. Jack Grogan, WNEW production manager, will direct the programs with Ira Knaster adapting the librettos.

Withdraws Application

Omaha—WOW has withdrawn its application for a commercial television broadcast permit. President John J. Gillin said that the station, however, will continue to "do experimental work."

SONG HITS OF THE YEAR

July 1, 1945 to July 1, 1946

The 35 Hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year.

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Symphony (Chappell)	38,422	27
If I Loved You (1) (Williamson)	35,313	37
I Can't Begin To Tell You (Bregman-Vocco-Conn)	34,385	28
It Might As Well Be Spring (Williamson)	33,073	26
It's Been A Long, Long Time (E. H. Morris)	30,985	22
That's For Me (Williamson)	30,249	28
Oh, What It Seemed To Be (Santly-Joy)	28,819	24
Till The End Of Time (Santly-Joy)	28,610	28
I'm Always Chasing Rainbows (Miller)	27,885	31
Let It Snow, Let It Snow, Let It Snow (E. H. Morris)	27,551	19
Day By Day (Barton)	27,439	23
Aren't You Glad You're You (Burke & Van Heusen)	26,654	21
Gotta Be This Or That (2) (Harms)	23,448	26
I'm Gonna Love That Guy (3) (Bourne)	23,106	27
I'll Buy That Dream (Burke & Van Heusen)	22,122	22
On The Atchison, Topeka And Santa Fe (Feist)	22,028	23
It's Only A Paper Moon (Harms)	21,401	32
All Through The Day (Williamson)	20,244	16*
Some Sunday Morning (Harms)	20,049	28
Come To Baby, Do (Leeds)	18,992	22
I Wish I Knew (4) (Triangle)	18,746	29
Personality (Burke & Van Heusen)	18,158	19
Shoo Fly Pie And Apple Pan Dowdy (Capitol)	17,927	20
How Deep Is The Ocean? (5) (Berlin)	17,838	25
Waitin' For The Train To Come In (Martin Block)	17,718	22
Chickery Chick (Santly-Joy)	17,463	21
You Won't Be Satisfied (Mutual)	17,278	21
Along The Navajo Trail (6) (Leeds)	16,998	27
They Say It's Wonderful (Berlin)	16,709	12*
Doctor, Lawyer, Indian Chief (Melrose)	16,546	20
Just A Little Fond Affection (Shapiro-Bernstein)	16,495	22
You Came Along (7) (Famous)	16,336	26
Laughing On The Outside (Broadcast Music)	15,761	18*
Love Letters (Famous)	15,516	25
That Feeling In The Moonlight (Paull-Pioneer)	15,218	23

(*) Indicates songs which are still active. The numbers in parenthesis of seven song titles refer to songs which were active prior to July 1, 1945, as follows: (1) Total ACI includes Survey points for 7 weeks prior to July 1, 1945; (2) for 4 weeks; (3) for 3 weeks; (4) for 11 weeks; (5) for 1 week; (6) for 1 week; (7) for 4 weeks.

FAVORITE STANDARDS OF 1945-46

Nineteen standards with the largest radio audiences are listed below in order of the ACI points received in ACI surveys during the year July 1, 1945 to July 1, 1946.

SONG TITLE AND PUBLISHER	TOTAL ACI POINTS	NUMBER OF WEEKS IN ACI SURVEY
Blue Skies (Berlin)	13,418	41
Begin The Beguine (Harms)	11,717	34
All The Things You Are (Chappell)	10,589	32
Star Dust (Mills)	8,499	31
Embraceable You (Harms)	8,434	30
Somebody Love Me (Harms)	7,279	27
On The Sunny Side Of The Street (Shapiro-Bernstein)	6,545	23
Night And Day (Harms)	6,123	24
Tea For Two (Harms)	6,069	23
Smoke Gets In Your Eyes (T. B. Harms)	5,268	19
Man I Love (Harms)	5,241	17
I Had To Be You (Remick)	5,066	21
Great Day (Miller)	4,898	15
Summertime (Chappell)	4,778	16
Where Or When (T. B. Harms)	4,019	16
Anchors Aweigh (Robbins)	4,018	10
Temptation (Robbins)	3,994	14
Make Believe (T. B. Harms)	3,768	15
Hallelujah (Harms)	3,449	10

Bell System Seeking Mobile Unit Expansion

(Continued from Page 1)

New York, via Albany, and Los Angeles and San Diego.

Permits to build transmitters and receivers for highway mobile radio telephone service between New York and Boston and between Chicago and St. Louis already have been granted and construction of those stations now under way.

On the New York-Washington highway, it is planned to build transmitting and receiving stations near New Brunswick, Philadelphia, Wilmington, Baltimore and Washington. Those facilities will constitute an extension of the Boston to New York System. When completed and licensed, the two highway systems will provide radio-telephone service to properly equipped cars, trucks, buses, boats and trains operating anywhere along or near the entire route between Boston and Washington.

Third Highway Planned

The New York-Albany-Buffalo route is the third major highway in the thickly populated eastern part of the country on which radio-telephone service is planned by the Bell System. In addition to the station in New York, transmitter-receivers are to be located near White Plains, Poughkeepsie, Albany, Fonda, Utica, Syracuse, Rochester and Buffalo. Application for authority to construct the transmitter and receiver at Fonda will be made by the Upstate Telephone Company, which operates in that area. To serve vehicles on the heavily traveled highway between Los Angeles and San Diego, transmitter-receivers will be erected on Mt. Wilson and Mt. Woodson, near the respective cities. From those two locations it will be possible to cover the entire 125 miles between the two communities.

The three new routes supplement the two previously announced intercity thoroughfares to be covered by radio-telephone service and represent important progress in the Bell System's program to extend mobile telephone service to major cities and highways throughout the nation. The five routes total nearly 1,400 miles. In addition, authority has been granted for Bell System highway radio telephone stations in Cincinnati and Green Bay, Wis. In the latter city construction of the equipment has been completed and an application for a license is pending before the FCC. The Bell System plans call for eventual extension of the service to major cities and highways of U. S.

Joins WFPG Staff

Atlantic City—Appointment of Irving F. Teetsell as assistant general manager of WFPG was announced. John Laux, president of the station, member of the "Friendly Group," was stations also in Steubenville, Ohio, Kingston, N. Y., and Washington, D. C. Expanded operations of WFPG mean the appointment necessary. Edwin Kohn is general manager of the station.

Federal Anti-Trust Suit Cites Condenser Mfrs.

(Continued from Page 1)

and Stanley S. Cramer of Camden, N. J., and Charles Hyman and Nathan Hyman of Brooklyn, N. Y.

The indictment charges that the defendant companies together produce and sell in excess of 75 per cent of the total production of variable condensers in the United States.

According to Wendell Berge, Assistant Attorney General in charge of the Anti-Trust Division, the indictment charges that the effect of the conspiracy has been to give the defendants almost complete control and domination over the variable condenser industry in the United States. He stated:

"By carrying out the conspiracy, the defendants have restricted the industrial capacity in the United States for the manufacture of variable condensers, both at present and during wartime, when variable condensers were an important military item in critical supply. The defendants, by their acts, have impeded reconversion by the manufacturers of radio sets from wartime to peacetime production, and have contributed substantially to an existing serious shortage of radio receiving sets for home use."

In charge of the case for the Department of Justice were Worth Rowley and Brooke Armat, both special attorneys in the Washington office of the Anti-Trust Division.

The case is under the supervision of Edward P. Hodges and Victor H. Kramer, chief and assistant chief, respectively, of the Complaints and Small Business Section of the Anti-Trust Division.

Noble, Woods And Priculx Testify Before The FCC

(Continued from Page 13)

290; WSLs, 370; WROK, 390; WEED, 110; KFBK, 930; KXOK, 1,840; WSUN, 640; KUTA, 910; KGKL, 200; KABC, 770; KFMB, 810; KTMS, 460; WNBZ, 100; WSOC, 100; WARM, 400; KJR, 1,140; KGFF, 220; WHBL, 170; KMA, 520; KRMD, 380; KFEQ, 410; WHOT, 320; WORD, 270; KGA, 930; KWTO, 470; WCBS, 310; WSPR, 910; WIZE, 190; WSTC, 200; WTON, 100; KWG, 230; WLPM, 100.

And WDSM, 400; WAGE, 1,240; KTEM, 100; KCMC, 200; WTOL, 600; CJBC, 140; KSFT, 100; WTRY, 1,100; KOME, 580; WQBC, 100; KTKC, 470; WACO, 329; WMAL, 1,440; WRRF, 100; WATR, 500; KXEL, 1,430; WTVL, 100; KHUB, 100; KPQ, 230; WRLD, 120; WWVA, 2,210; KFBI, 850; KWLM, 180; WMFD, 160; WINC, 100; KWNO, 180; WAIR, 350; WORC, 900; WNAX, 1,430; WSBA, 160; WFMJ, 460.

SIDNEY PAUL

Actor - Announcer

LE. 2-1100

Gives Optimistic Picture Of Outlook For Television

(Continued from Page 1)

luncheon meeting of the Exchange Club at the Hotel Astor in New York.

In accounting for the 10,000 sets in use throughout the country, Poppele placed 5,000 in the New York area, 2,000 in Chicago, 1,500 in Philadelphia, and 500 each in Los Angeles and Schenectady.

Turning to the prospect of new television stations the speaker quoted the FCC prediction that 100 television stations would be in operation by the end of 1947. He declared that television had prospects of becoming a billion dollar industry with 5,000,000 sets in operation by the end of 1949.

Syracuse Univ. Institute To Be Broadcast By WNYC

The Second Annual Institute of Community Leadership, held under the joint auspices of Syracuse University and several New York State educational departments, will be broadcast from the University by WNYC twice daily beginning today, it was announced yesterday by Seymour Siegel, program director.

The Institute will feature roundtable discussions and conferences on "One World," jobs, education, community planning and various other subjects dealing with community leadership.

Discussions and forums will be aired from 11-11:30 a.m. and from 2-2:30 p.m. on July 10, 11, 12, 15, 16, 18, 19, 22 and 23.

Former FCC Attorney Gets Ft. Worth Station

Fort Worth—Pete Seward, former attorney for the FCC, and associates, has been granted a license by the FCC to operate a day time regional channel station here on 970 kilocycles. Seward is listed as president and owner of the proposed station.

Joseph S. Davies is vice-president while Benjamin S. Smith is secretary. Others holding interest in the station include Wendell Phillips, W. L. Gleason, Barry T. Benson, Marvin H. Miller and Victor Acres.

Sports Sponsor On WFBR

Baltimore — On Sept. 30, Earl Marshall Amber Tip Cigars will begin sponsorship of Nick Campofreda in a 15-minute sports program on WFBR, of this city. The program will be heard Mondays through Saturdays from 6:15-6:30 p.m.

Send Birthday Greetings To

July 10

Don Herbert Joan Marsh
Arthur M. Holland Lee Wood
Randall Jessie Helen Pickens

Propagation Laboratory Shifts Its Functions

Washington Bureau, RADIO DAILY

Washington—The Wartime Inter-service Radio Propagation Laboratory was terminated last week with completion of the absorption of its duties and functions by the recently created Central Radio Propagation Laboratory, the National Bureau of Standards, Department of Commerce, announced.

This agency, whose advance predictions of radio transmission conditions were credited with saving the lives of many American and allied airmen during the war, has been operated by the Bureau of Standards for the Army and Navy, other government agencies, and private industry.

Its successor, the Central Radio Propagation Laboratory was created May 1 by order of Dr. E. U. Condon, director of the bureau, to centralize and co-ordinate basic research and prediction service in the field of radio wave propagation. Much of the wartime work in this field has important peacetime applications and is being continued by the new bureau laboratory. For example, complete information for calculating the best sky-wave operating frequencies over any path at any time of the day for average conditions is carried in "basic radio propagation predictions," heretofore issued monthly as the IRPL-D series. It predicts radio transmission conditions three months in advance, is widely used and beginning this month will appear as CRPL-D series.

Radio's Role At UN To Be Discussed Today

(Continued from Page 1)

over by Sterling Fisher, director of the network's UN Project.

The meeting, will be attended by representatives from 18 separate departments of the web, in addition to delegates from the American Association for UN, the National Education Association and RCA.

Today's meeting will consider, among other things, budget appropriations for the various departments concerned with the UN Project, and it's understood that a considerable amount of money will be necessary for promotion, publicity, expansion, etc. The NBC script department, for instance, will have to be considerably expanded if the "world script pool" goes into effect,—as it is expected to.

Another important activity of the project as now proposed is the erection of a huge platform in Rockefeller Plaza for observance of "United Nations Week," next September 3 through 9.

Each department representative will offer suggestions and ideas for the undertaking at the confab as well as report on any progress made on the UN angle thus far. It is believed that one of the phases of the program, that of NBC Recording's and station relations' plan for providing stations with kits and promotion material has been accomplished already.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 36, NO. 8

NEW YORK, N. Y., THURSDAY, JULY 11, 1946

TEN CENTS

CAB-CBC Dispute Looms

NBC Formulates Plan For Vast UN Project

Extensive plans for NBC's United Nations Project were discussed and formulated yesterday at a meeting of executives from all departments of the network under the supervision of Irving Fisher, director of the project. Also present at the discussion were representatives from the major cooperating organizations participating in the project. Plans discussed at the meeting in NBC headquarters indicated that the United Nations Project will be supported by a detailed promotion and publicity campaign as well as by active participation of network (Continued on Page 3)

Three Electronic Plants To Be Sold by Government

Washington Bureau, RADIO DAILY
Washington—Three electronic device plants, designed for the production of radio transmission tubes and ceramic capacitors, have been cleared surplus and are offered for sale or lease by the War Assets Administration. Located in Utah, West Virginia and Wisconsin, the plants have a total reported cost to the (Continued on Page 2)

WBKB Adds Film Programs To Regular Video Sked.

Chicago—The Balaban & Katz television station here, WBKB, will use motion picture films to implement its programming activities with the announcement this week that motion pictures will be aired several times (Continued on Page 3)

Ringside

Listeners who were disappointed with the broadcast of the atom-bomb explosion at Bikini had their day last evening when ABC on its "Headline Edition" aired an ET of the burst as recorded in the lagoon itself on the deck of the USS Pennsylvania. Lasting about 35 seconds, the explosion took the form of a heavy growl, rising to a climax and ending in tremulous diminution.

Spot Coverage

Holyoke—WHYN scored a beat late Tuesday night when it interrupted remote broadcasts to give listeners a vivid eyewitness account of the crash of an Army transport less than one mile from studio. Staff Announcer Bob Sachtleben saw the plane crash in flames on mountain-side, and described the tragic accident, in which 24 Army fliers died.

Movie Company Set To Produce Tele Films

Indicating that the RKO Television Corporation contemplates the production of special motion picture film for television use at the new RKO Pathe Studio located on upper Park Avenue in New York, Ralph Austrian, president of the corporation, in reporting to the RKO Radio Pictures sales meeting, outlined the progress made by video the past year. Austrian forecasts that 70 per cent to 80 per cent of "manufactured en- (Continued on Page 8)

New Viewtone Tele Set Being Retailed In New York

In keeping with their war-time prediction of popular priced television, Viewtone Corporation through the Hearns Department Store, New York, on Monday, introduced their first table tele set to the buying public. Priced at \$169.95, the table model is an AC set with a 7-inch tube using (Continued on Page 2)

Spot Business Pickup Noted By San Francisco Stations

San Francisco—A survey of the spot sales business in San Francisco indicates that an upward trend is in progress following the slump during the last six months of 1945. Byron Nelson, KGO-ABC Spot Sales manager, reports that business is holding up at an even level at the present time. There have been some cancellations, but these have been offset by new business. The expected boom has been postponed due to reconversion difficulties in industry. However, there are indications that these problems will straighten out by the fall months, and this should have an immediate effect on the spot sales business. Reports from KFRC-Mutual show that spot sales have fallen off approximately 20 per cent from last (Continued on Page 5)

Broadcasters Of Canada Taking Stand Against Government Regulation Of Independent Stations

Press Wireless Applies For Shortwave License

Formal application for a commercial license for its proposed shortwave program delivery service was filed with the Federal Communications Commission this week by Press Wireless, Inc., it was announced yesterday. Formal presentation of data follows experiments undertaken by the company recently under an agreement (Continued on Page 5)

Webs Again Will Pool Atom Bomb Broadcasts

Four network pool broadcasts of the fifth atomic bomb test scheduled for Wednesday, July 24 (July 25, Bikini time), have been arranged through the Navy Department with several webs planning special pro- (Continued on Page 3)

Nebraska Broadcasters Participating In Institute

Omaha—Broadcasters and educators will be brought together here July 12 and 13 for Creighton University's Radio Institute. Use of radio in educational fields will be discussed. Robert B. White, director of public (Continued on Page 2)

Ottawa—Battle lines are drawn between the Canadian Association of Broadcasters, representing 81 stations, and the Canadian Broadcasting Corporation on the issue of CBC's appropriation for its own use of private stations wave lengths. It was announced yesterday (Continued on Page 3)

Set Manufacturers See No Sharp Price Rise

Radio set prices are not expected to increase immediately or sharply in the manner of various necessary hard goods items in other fields as a result of the demise of OPA, a survey of manufacturers in the Eastern area revealed this week. While the situation is still "a very new one, and quite unlike any other we've experienced since before the (Continued on Page 8)

Kramer Elevated At WJR; Other Staff Promotions

Detroit—Worth Kramer has been appointed program director of WJR, the Goodwill Station, Inc., Detroit, according to an announcement made (Continued on Page 7)

Authentic

Mutual's daily mystery thriller, "Adventures of the Sea Hound" (5-5:15 p.m., EDT) will be provided with a new wrinkle in background and atmosphere starting next week. The kid-thriller show will originate from aboard a ship,—named the "Sea Hound"—as it plies the Atlantic coastline between New York and other cities north and south of the metropolis.



Vol. 36, No. 8 Thurs., July 11, 1946 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher
FRANK BURKE : : : : : Editor
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FINANCIAL

(Wed., July 10)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Dance Group To Present Program On WCBW July 21

Arthur Mahoney and Thalia Mara, distinguished American dancers, will present a program completely composed of jazz dances over the CBS television station, WCBW, on Sunday, July 21, at 8:45 p.m., EDT.

Mahoney, who was for some time head of the dance department of the Juilliard School of Music, will make his debut in television with this program. Both he and Miss Mara have performed extensively abroad and have frequently appeared in the Radio City Music Hall in New York. Show is produced by Alfred Stern, and arrangements were handled by Selma Lee of the William Morris Agency.

Coming and Going

C. L. MENSER, vice-president of NBC in charge of programs, has returned from a business trip during which he attended a special program-committee meeting of the NAB in Chicago and spent a few days in Florida.

JOSEPH H. REAM, vice-president and secretary of the Columbia network, is in Washington to attend the FCC meetings on the FM allocations.

DICK ROFFMAN, associate editor and promotion director of the magazine This Month, is back in town from Hurleyville, N. Y., where he enjoyed a five-day holiday, with emphasis on baseball—with a sprained leg to show for it.

B. T. WHITMIRE, general manager of WKIX, Columbia, S. C., paid a call yesterday at the headquarters of CBS, with which the station is affiliated.

JOCKO MAXWELL, sportscaster of WWRL, is back from Boston, where he observed the foot-race which the AL conducted on the NL's base-paths during the All-Star game at Fenway Park Tuesday.

BEN LUDY is in town. The general manager of WIBW, Topeka, Kans., an affiliate of CBS, looked in yesterday at the headquarters of the network.

LEWIS ALLEN WEISS, vice-president and general manager of the Don Lee Network and board member of Mutual, is taking his first vacation in five years. He has headed for Waikiki and other environs of Honolulu.

GEORGE CRANDALL, director of press information at CBS, goes down to Washington today to attend the meeting of the NAB's public relations executive committee.

MIKE FOSTER, press information luminary at CBS, leaves today on a short business trip to Washington, D. C.

FRANK SMITH, general manager of WWSW, Pittsburgh, Pa., is trying his skill—and his luck—in the fishing waters at Hessel, Mich.

BILL GROVE, manager of KFBN, Cheyenne, Wyo., is in town. He plans to attend the clear-channel hearings in Washington, D. C.

A. L. DREW, station director and commercial manager of WCBT, Roanoke, Rapids, N. C., is leaving for the home offices following a few days of conferences with music-library tycoons in Gotham.

HOWARD LANE, general manager of KOIN, Portland, Ore., an outlet of CBS, is in town on station and network business.

Nebraska Broadcasters Participating In Institute

(Continued from Page 1)

service for the central division of the American Broadcasting Co., will talk on "The Networks' Educational Program and Policies." E. W. Ziebarth, educational director of WCCO, Minneapolis, will speak on the selection of radio programs for in-school and out-of-school listening.

Miss Judith Waller, the National Broadcasting Company's central division public service director, will explain the radio networks' responsibilities in education. The reactions of students to various types of programs on the networks will be discussed by James Mahoney, manager of midwest station relations for the Mutual Broadcasting System.

B. C. Corrigan, general manager of KOWH, Omaha, will represent the independent, non-network stations. Frank Shopen, general manager of KOAD, Nebraska's pioneer FM station, will talk on "The Future of Frequency Modulation in Education." Representatives of other local stations appearing on the program include:

Gordon Gray, KOIL; William McDonald, KFAB; Dick McCann, KBON; and Soren Munkhof, WOW.

The Rev. R. C. Williams, S. J., director of radio education at Creighton, is in charge of the program.

'Married For Life' Vacationing

"Married For Life," Mutual network sustainer, has taken a leaf from the book of its sponsored contemporaries, and has declared a summer hiatus until Labor Day. In the interim, the program's half hour, which is heard Mondays through Fridays on the network from 10:30-11:00 a.m., will be filled, during the first 15 minutes, by "Bobby Morris and His Singing Strings," and during the final quarter-hour by "The Jackie Hills Show," featuring the songs of the teen-age baritone.

New Viewtone Tele Set Being Retailed In New York

(Continued from Page 1)

FM sound. An additional charge of \$35 was announced by the company for antenna installation.

Hearns officials reported sales to date have reached a "very satisfactory" mark.

It was learned yesterday that before September, the "Aristocrat," console model housing tele, AM and phonograph with automatic record changer, will be placed on sale. Consoles will be priced at \$355 with also an additional \$35 for erection of the antenna.

Three Electronic Plants To Be Sold by Government

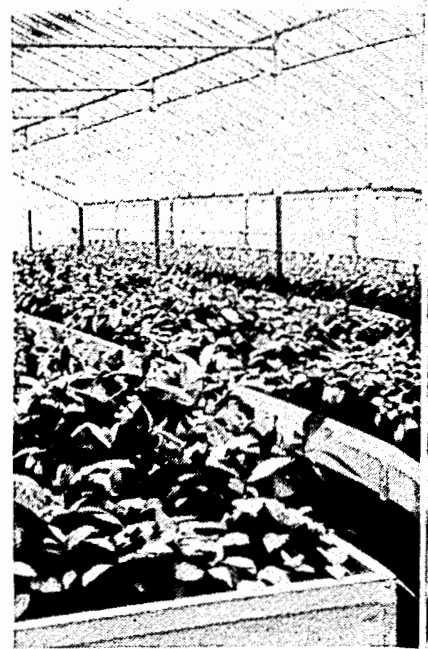
(Continued from Page 1)

Government of \$5,479,781. The plants include:

A Salt Lake City, Utah, plant, leased and operated during the war by Eitel McCullough, Inc., was completed in 1942 at a reported cost of \$735,657.

A Fairmont, W. Va., plant, operated during the war by the Westinghouse Electric & Mfg. Co., was completed in 1943 at a total reported cost to the Government of \$4,043,124.

A Milwaukee, Wis., plant, operated by Globe Union, Inc.



For the future

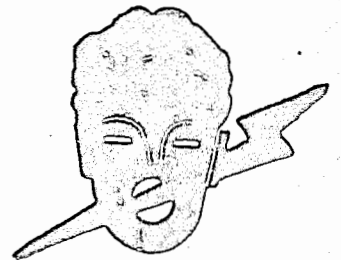
In a greenhouse in Glen Dale, Maryland, they grow cinchona seedlings. Quinine comes from the plant. They grow from 5 to 15 inches. Then they are air expressed to Latin America.

That's something like the sending coals to Newcastle line... but that's certainly playing it safe.

And there's a tip in all this for business. What are you doing about the future of your brands? If you've got distribution in Baltimore and plan to use radio, we'd like to tell you about W-I-T-H, the successful independent.

W-I-T-H delivers more listeners-per-dollar-spent than any other station in town. It's the safe station to trust your future to.

Facts are available to prove it.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEI



L. S. TOOGOOD RECORDING CO. 122 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

VEVV get Cashman in Hollywood

Controversy Looms Between CAB-CBC

(Continued from Page 1)

Representatives of the CAB have been requested by the House Committee on Radio Broadcasting in Canada to appear before them in Ottawa today. Harry Sedgwick, president of the CAB, Toronto, and president of CBC, expected to act as spokesman for the broadcasters.

The broadcasters, according to reports, will ask that the CBC's regulatory and broadcasting functions be separated by the establishment of an independent commission. This move, they argued, will bring to an end the situation where CBC is in an unfair position of both regulating and competing with private stations.

CBC States Policy

CBC's radio control policy is to contain all new privately-owned broadcasting station transmitters to low power, five kilowatts, and at the same time expand its own system of power to 50-kilowatt stations.

His policy of placing limitations on the private stations while building higher-powered public-owned stations was revealed by the CBC chairman, A. D. Dunton, under cross-examination by members of the Parliamentary Radio Committee. Three private transmitters at stations CFRB, Toronto; CFCN, Calgary, and CKY, Winnipeg are above the five-kilowatt level and it is not the intention of the CBC to compel them to reduce their power but with these exceptions there will be no other privately-owned broadcasting units above five kilowatts at the present time. The corporation owns seven 50-kilowatt stations and it is planning to erect three more to use the 1-A frequencies which were allotted to Canada by the Havana radio conference.

The explanation for the policy given to the Parliamentary Committee by Chairman Dunton and General Manager Augustin Frigon, of the CBC is that unless by 1947 the national system is not using the 1-A frequencies at 860, 990 and 1010 kc., other North American countries which are signatory to the Havana Agreement can demand their use and they would be left to Canada.

Gets NBC Sales Post

Ruth Moran has been named sales service assistant to John Dodge, NBC's chief sales representative for New England and New York state. She began with NBC in 1930 as secretary of the New England representative and went with Westinghouse stations WBZ and WBZA, in 1940, as secretary and general manager.

Extensive Plan Formulated For U. N. Project Of NBC

(Continued from Page 1)

affiliates, a great number of which are planning local UN projects in their respective listening areas.

It was also announced that a considerable budget appropriation has been set aside by NBC officials for the project to provide adequate financing in all its phases.

Clark M. Eichelberger, director of the American Association for the United Nations, reported that more than 80 national organizations are cooperating with NBC and his organization. Plans for a closed-circuit talk in which the local representatives of these organizations would gather with their local NBC station managers to hear addresses by Fisher, Eichelberger and others outlining plans for the project were announced at the meeting by Easton Woolley, director of the web's station department.

Eichelberger reported that the AAUN had in production 200,000 lapel pins, 25,000 posters, large quantities of mailing material, extensive literature and brochures and other promotional media to assure the widest possible public attention for the United Nations and NBC's project in its support. Various commercial companies and private organizations are giving their support through mail pieces and other promotional devices, Eichelberger added.

Cecil Carmichael, of NBC's promotion department, announced that a station promotion kit, carrying sug-

gestions for extensive local promotion campaigns, would soon be in the mails.

A report from Belmont Farley, director of press and radio relations for the National Education Association of the United States, which was delivered by Roy Wilson, his assistant, indicated that articles concerning the UN project had been carried in various education journals with circulation in excess of 3,000,000.

Plans also discussed were for a week-long celebration in Rockefeller Plaza during United Nations week in September and the possibility of a concert by the NBC symphony orchestra in Madison Square Garden.

Those attending the meeting from NBC included the following: information department, Horton Heath and Irene Kuhn; international, Fred Bate; music, Samuel Chotzinoff; news and special events, Frank McCall; press, Sydney H. Eiges, Tom Knode, Roy Pascal; production, Robert K. Adams; program, Thomas McCray and Fred Shaw; promotion, Cecil Carmichael and Lucy Towle; public service, Doris Corwith, Margaret Cuthbert, Jane Tiffany Wagner, Gilbert Chase; script, Richard McDonagh and Wade Arnold; stations, Easton Woolley, Sheldon B. Hickox, Jr., and Carl Cannon; sales, Richard A. Close; television, Stockton Hellfrich; WEAF, William Burke Miller. E. L. Bragdon, represented the Radio Corporation of America.

WBKB Adds Film Programs To Regular Video Sked.

(Continued from Page 1)

weekly as part of the regular video schedule.

A 16 mm. projector has been installed by the station and a 15-minute short-subject will be telecast at 7:30 p.m. to launch the new venture.

WBKB had been programming entirely on a live-talent basis during the war years and the supplementary use of film is the first step in the large-scale expansion plans announced recently by William C. Eddy, director of television for WBKB.

Jane Griffith Gets WQXR Post

Jane Griffith, who has been with the news staff of WQXR for over a year, has been appointed assistant to the publicity director, Eleanore Hurley, it was announced yesterday. She was transferred to the publicity department when the New York Times news began operation from the paper's office.

Before coming to WQXR, Miss Griffith was employed at INS and previously was a news editor at Reuter's.

WMGY Now In Operation

WMGY, Montgomery, Ala., began operation July 1st. The station operates with 1,000 watts on 800 kc. and affiliated with MBS.

Adam Hats Sponsoring WHN 'Newsreel Theater'

Adam Hat Stores, Inc., has signed a contract for sponsorship of "Newsreel Theater," WHN's hour of continuous news summaries heard twice daily, seven days a week, it was announced yesterday. Deal was effective July 4, and is on a 52-week basis.

Household Finance Corporation, under whose sponsorship the morning programs have been aired, will continue sponsorship of the one-half of the shows, with the two advertisers alternating on the morning and night broadcasts.

LaRoche and Ellis is the agency handling the Adam Hat account.

'Club Matinee' To Sub For Al Pearce For 2 Weeks

Chicago—"Club Matinee," familiar variety show to many ABC listeners will substitute for "Al Pearce and His Gang" when the latter begin a two-week vacation starting Monday, July 15 at 3 p. m., EDT.

Bill Packham is featured on "Club Matinee" as emcee, with Boyce Smith and Elmira Roessler as vocalists, "The Vagabonds," an outstanding musical group and a comedian.

"Al Pearce and His Gang" will return to their regular time over ABC on Monday, July 29.

Webs Again Will Pool A-Bomb Broadcasts

(Continued from Page 1)

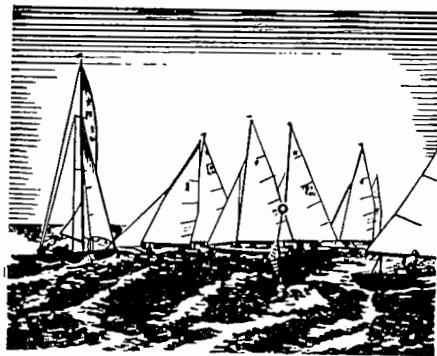
grams in advance and following the actual bomb test.

Mutual yesterday announced that the same staff that covered the first explosion will again describe the preparations and plans for the new underwater atomic bomb test. Don Bell, Robert Stewart, Ernest K. Lindley, reporting for MBS and Newsweek magazine; Frank D. Morris, reporting for the network and Collier's and Wayne Thomis and Jerome Beaty will participate in the coverage.

Other networks will announce their plans for coverage within the next few days. It was reported by NBC, CBS and ABC that staffs assigned to the second test would be smaller than the groups covering the first Bikini bomb drop.

Named KFI Business Manager

George Whitney has been named business manager of KFI, Los Angeles. Whitney, who has been KFI's sales manager for the past two years, will continue in that capacity but in addition will assist William B. Ryan in the management.



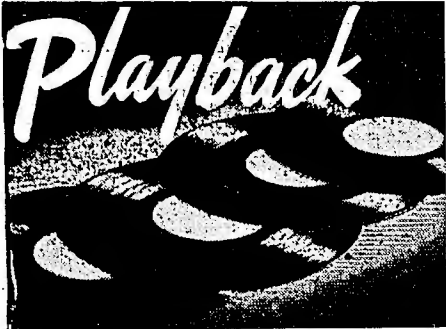
rounding the halfway

mark Our stations tell us happily of the plus signs in their ledgers as they round the halfway mark this year. Put Weed and Company's staff of seventeen men to work and watch the plus signs multiply.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

LEN STERLING
LA 4-1200



The churches of America are becoming increasingly conscious of radio as a medium of education, self-expression and the furthering of religion in the home.

* * * *

As a case in point, we call your attention to two very fine programs that NBC-RRD has recorded for the Joint Radio Committee of the Congregational Christian, Methodist and Presbyterian, U. S. A. Churches, and which are being extensively broadcast throughout the country.

* * * *

The first of these—"All Aboard For Adventure"—is an outstanding religious program for boys and girls 9 to 14 years old, which contains 12 quarter-hour dramatizations of the adventures of missionaries who are working in far flung corners of the world.

* * * *

The second series of programs we have recorded for the same church group is entitled "The Radio Edition of The Bible." It consists of 15 minute programs in which the familiar text of The Bible has been translated with all of its beauty and majesty into stirring dramatic form.

* * * *

To give these two recorded programs network quality, top radio writing, acting, musical and producing talent was used, and the programs recorded NBC Orthacoustic.

* * * *

Production was under the direction of Reverend Everett C. Parker at NBC-RRD studios. Inquiries may be addressed to Rev. Parker, Joint Radio Committee, 287 Fourth Avenue, New York 10, New York.

NBC
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS
 New York • Chicago • Washington • Hollywood • San Francisco
 A SERVICE OF RADIO CORPORATION OF AMERICA



Broadway Table Talk...!

• • • With the Ray Bolger-Philip Morris deal colder than a mother-in-law's kiss, the way it shapes up now is that the Tues. nite spot in the fall will be filled by Ethel Merman and John Conte. Meanwhile, Margaret Whiting starts on her own on the 23rd with a 13-week pact, airing with Jerry Gray's ork. . . . Our H'wood spy reports that Bing Crosby is interested in the Gen'l Motors deal, but is thumbs down on going on ABC. . . . Beginning of the End Dep't: Less than half as many people took the trouble to tune in on Pres. Truman's vital OPA veto message than there were glued to the loudspeaker the nite of the Louis-Conn waltz. . . . Jackie Kelk's description of Russia's foreign policy: Stalin for time. . . . If LaGuardia consents to play himself in the film, "It Happened on Vth Ave.," Roy Del Ruth may come east to film the sequences in which the Little Flower appears. . . . Orson Welles' extravaganza, "Around the World," will be filmed in London by Awesome Orson and Alexander Korda. . . . The U. S. Army will foot the bill for the Guy Lombardo-Harry James-Xavier Cugat program for 8 weeks as part of its recruiting campaign. . . . Paris' favorite film star right now is Charlie Chaplin, whose old films have been revived for French consumption. . . . Freddie Wakeman seeking Ezra Stone to direct the B'way version of "The Hucksters". . . . Sammy Kaye hears that Jane Russell's next film will be titled, "Battle of the Bulges." . . . Anyone wanting to sub-let a bee-yoo-ti-ful apt. for two months, call Mildred Fenton at Pl-3-1030.

★ ★ ★

• • • How To Get A Job Dep't: New switch in advertising for a job was this ad in Advertising Age: "WANTED. BOSS' MARRIAGEABLE DAUGHTER. Ex-Naval Officer, personable, adaptable, having vainly sought agency job through 'regular' channels, desires to make marital arrangements with daughter of AAAA agency president or other adequately influential advertising personage. Unusually fine opportunity to liquidate the daughter problem and simultaneously acquire a capable executive for your organization. Personal resume on request. Absolute satisfaction guaranteed, or your job and daughter cheerfully refunded."

★ ★ ★

• • • We've always looked forward to summer replacements on the air because then radio comes closer to home. This summer, with sponsors retrenching, radio has almost been forced to heed the cry we've been repeating these many years: Look homeward, Radio. The FCC report and then "The Hucksters" have brought out somewhat bitterly what we've been trying to bring out constructively. Radio should belong first to show business—then, perhaps, to advertising. The best bets in radio today are those built by radio. It took years before sponsors would touch our favorite "Breakfast Club," but now they're fighting over it. NBC's plan to build talent on out-of-town outlets—CBS' programming of Gordon MacRae and Larry Carr across the board between 7:00 and 8:00 (the time that built Crosby, Smith and Boswell), both are, we hope, indicative of renewed interest in building new talent instead of buying names from other fields who have little to bring to radio. Crosby, Downey, Kate Smith and even Singin' Sam still are among radio's top salesmen. Let's find more—and let's bring back Irene Beasley, Little Jack Little, Ray Perkins and others with the imagination, talent and showmanship that built radio in the first place.

★ ★ ★

• • • Ticker Tape: Nick Keesely, Mutual's program sales mgr., and Phil Spitalny in a huddle at Toots Shor's. When's that announcement coming, Nick? . . . Television Radio Enterprises offering Henry Morgan in a tele pkg. . . . Aside to Jimmy Appell: Lotta talk in the trade about the pompous and overbearing attitude of Prof. Quiz toward his contestants, James, me boy. . . . Johnny Morgan starts his new NBC airtone tonite at 7:30. . . . Harry Bailey added to Fred Allen's writing staff. . . . Bookshops swamped with requests for Edmund Wilson's "Memoirs of Hecate County," now that the anti-sin organizations are crusading against it.

SOUTHWEST

KGKL, San Angelo has been given a power increase by the FCC and will also change its dial setting. Station will increase from 250 watts to 5,000 watts, day, and 1,000 watts, night, and shift from 1400 kilocycles to 960 kilocycles.

Dana Adams, formerly with WFTL, Fort Lauderdale, Fla., has been named program director for KOCA, Kilgore, Tex.

Lee Hedrick was named sports announcer for KXYZ, Houston. Hedrick comes here from a similar post at WEBR, Buffalo.

Paul Wolf, former chief engineer for KABC, San Antonio will leave the station to enter his own business in Corpus Christi. He plans on opening the Acme Radio Appliance Co. Joe Hague has been named to replace Wolf at KABC.

David W. Ratliff has applied to the FCC for license to operate a standard broadcast station on 1400 kilocycles with a power of 250 watts, full time.

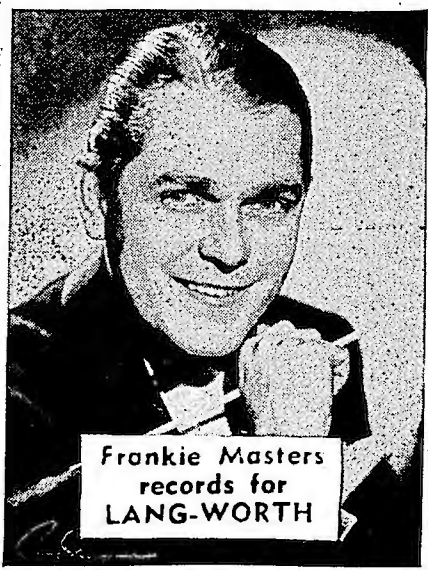
Lt. Maty Jacquenen Fabian, WAC, is stationed now at the Brooks Army Medical Center at Fort Sam Houston, San Antonio. Before joining the Army she was program director for WMCA, New York City.

WFAA, Dallas, observed its 24th birthday recently with a modest airwaves fanfare for an even two dozen years of broadcast service. Martin Campbell, station general manager, was heard in a talk concerning the past, present and future plans of the station.

Larry Carr, newest CBS singing star, received his radio start in Houston, which is his home town. From there he went to Hollywood and then to the Army.

The Sunshine Broadcasting Co., operators of KTSA, San Antonio, have filed application with the FCC for increase in night-time power.

The Chesterfield ABC Roundup is a new series of half-hour recorded programs being heard over the Texas State Network originating from KFJZ, Houston, each night Monday through Saturday. Zack Hurt is program mc.



Frankie Masters records for LANG-WORTH

Heavy Local Volume Recorded In Chicago

Chicago—Heavy placement of spot business on WENR and WMAQ and renewal of several shows indicates an upturn in sales in the Chicago area for the summer months. WENR led off the spot business with the following:

WENR Contracts

Paul F. Beich Company, through Arthur Meyerhoff, has ordered one weekly chainbreak, beginning July 9, for 52 weeks; "Oh-So-Grape," through National Recording & Film Company, has ordered three live chainbreaks weekly, 13 weeks; The Penley Company (LaBoheme), through McCann-Erickson, ordered one live chainbreak weekly, 13 weeks, in addition to a renewal of one chainbreak weekly, 13 weeks; Frington and Washington Park Jockey Clubs, through Phil Gordon Agency, ordered five weekly chainbreaks, 13 weeks; California Packing Company (Del Monte), through McCann-Erickson Agency, San Francisco, ordered two weekly chainbreaks, 13 weeks; Borden Company, through Bug & Rubicam, ordered one weekly chainbreak, nine weeks; Holland's Melvry Company, through Malcolm Howard Advertising, ordered one daily evening chainbreak weekly, 13 weeks; Dad's Root Beer, through Malcolm Howard Advertising, ordered one weekly chainbreak, 52 weeks; Radio, Incorporated, through Malcolm Howard Advertising ordered one chainbreak, one week; Curtis Publications (Saturday Evening Post), through Lewis & Gilman, Inc., Philadelphia, ordered renewal of three one-minute announcements weekly, 52 weeks; Clinton Watch Company, through Malcolm Howard Advertising, ordered one weekly chainbreak, 45 weeks; Commonwealth Edison Company, through J. R. Pershall Company, ordered five weekly chainbreaks, 13 weeks.

WMAQ Busy

The orders for 12 one-minute live announcements and 70 transcribed chainbreaks were included in the business announced by WMAQ. The Sinclair Refining Company, through Hixson-O'Donnell Advertising, Inc., renewed a schedule of transcribed station breaks to be aired one a week for 54 times effective July 27. The California Fruit Growers Exchange, through Foote, Cone and Belling, Inc. (Hollywood), ordered 16 transcribed station breaks to be heard one time each week for four weeks effective July 2. The Pacific Northwest Broadcasters ordered direct 12 one-minute announcements to be heard on the Early Bird program

Spot Business Pickup Noted By San Francisco Stations

(Continued from Page 1)

year. At that time they were almost completely sold out. Today, out of 410 spots available, they have 304 sold. This is a pickup from February which was the low month. These spot sales stick pretty close to a fifty-fifty split between KFRC local and Mutual network. Dink Templeton states that last year's sell-out setup was too tight, and the leeway afforded in the present situation seems healthier, affording more choice and considerable more satisfaction to the client.

The KFRC-Don Lee-Mutual total sales figures present some very encouraging trends. Figures for the month of May, 1946 show that a total of 72.75 hours were sponsored locally with 105.75 hours sponsored by Don Lee and 128.50 hours by Mutual, or a total of 307 commercial hours. These are quite an increase over the May, 1945 figures of 43.75 local, 98.50 Don Lee, and 94 Mutual, making a total of 236.25 hours.

"I've heard all this crying about nothing selling in radio," Templeton said, "so these figures are a bit startling, but they are correct."

Record May Sales

One of the best reports comes from Carl Nielsen, National Spot representative for NBC at KPO. He states that NBC's National Spot Sales office in San Francisco hit a single all-time high record in the month of May.

During the first six months of 1946, National Spot Sales in this office have been 51 per cent higher than during the first six months of 1945, and the month of June, 1946, will be almost 100 per cent higher than January, 1946.

In referring to the trends, Nielsen stated that he believes the slump evident everywhere else, due to strikes, uncertainty about prices, OPA, etc., will very certainly be reflected here during the summer. California food advertisers, particularly manufacturers of frozen foods, such as vegetables and fruits, are active radio buyers. However, shortages such as tin, paper and fats probably will halt some of their advertising during the next few months.

Nielsen looks for a pickup in the fall as materials for products and containers may become more easily available.

No definite figures were made available by the independent stations, but their reports also show an upward trend since the beginning of this year. They feel that there will be a more rapid increase as the reconversion problems are gradually settled and production reaches a normal capacity.

There is quite a competitive scramble for business, but the general feeling is one of optimism. The last four months of the year should be exceptionally good ones.

Finch Telecommunications Names Eaves Sales Mgr.

A. J. Eaves, formerly in charge of general communications sales for the Graybar Electric Co., New York, has been named new director of sales for Finch Telecommunications, Inc., Captain W. G. H. Finch, president of the company announced yesterday. Mr. Eaves for many years was associated with the Bell Telephone Company as a development engineer.

(WMAQ, six-a-week, 5:30 a. m. CDST) for two weeks starting July 22.

Renews Two Shows

Two shows were renewed by the Morris B. Sachs Clothing company. One is the "Amateur Hour" on WENR which enters into its 13th year on the air in September. The "Amateur Hour" was renewed through Wade Advertising agency for a 52 week period effective July 7. Program is heard Sundays. The other Sachs renewal was "But Not Forgotten" featuring Herbie Mintz pianist and heard on WENR on a Monday through Friday schedule. Wade Advertising Company also handled this renewal.

Paul Harvey's news program heard on WENR has been renewed by the Atlas Brewing Company through Olian Advertising agency. Program is heard Monday through Thursday at 10:00 to 10:15 p. m. CDT, and Fridays at 10:30 to 10:45 p. m., CDT. Contract is for 52 weeks and went into effect June 17.

St. Louis U Contracts For FM Station Equipment

St. Louis University, said to be the first institution of higher learning to operate a radio station, will be the first university to go on the air with FM, as the result of a contract for a 10 kw. transmitter and associated equipment with Federal Telephone and Radio Corporation, it was announced yesterday by Nicholas Paggiara, general manager of the University outlet WEW, and N. E. Wunderlich, sales director of Federal.

Included in the contract is a special antenna which will give WEW an effective radio power of 90 kw. An added feature of the antenna is that space will be provided for future installation of color television broadcast antenna.

AVAILABLE

Young woman, College degree, Good Background, seeks position as receptionist or general office work. Can prove valuable to any employer. Box No. 198,

RADIO DAILY
1501 Bway. N. Y. C.

Press Wireless Applies For Shortwave License

(Continued from Page 1)

with FCC to determine the "quality and feasibility" of the shortwave system on a commercial basis.

Application was submitted at the same time Press Wireless officially filed its report on the results of an 11-day demonstration period, in which it proved the "quality and reliability" of using shortwave as a carrier of radio programs.

In general, the system proposes to make programs available for rebroadcast through facilities of any station accepting the service at a considerably lower cost than otherwise available. Part of the demonstrations consisted of airing segments of the United Nations Security Council meeting last month at Hunter College in New York.

The petition to the Commission is contained in a booklet, over 100 pages in volume, in which Press Wireless attempted to establish first the need for the type of service proposed and secondly, the technical feasibility of the plan.

Press Wireless maintains that the proposed program delivery service, by means of which radio stations in every section of the country can obtain locally slanted public service features, at low cost and high quality, is in direct accord with the Communications Act of 1934, which states that the Commission "shall generally encourage the larger and more effective use of radio in the public interest, convenience and necessity." The formal application includes photostatic copies of letters from broadcasting stations, trade press comments and other such documentary information regarding the project.

The 11-day test demonstration of the shortwave system conducted by Press Wireless extended from May 19 through 29.

SIDNEY PAUL

Actor - Announcer

LE. 2-1100

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER

AM • FM
TELEVISION • FACSIMILE
TELECOMMUNICATIONS
ACOUSTICAL STUDIO
DESIGNING

710 14th ST., N. W.
WASHINGTON, D. C.
METROPOLITAN 4477

EQUIPMENT

Heads Raytheon Legal Staff

Paul F. Hannah, who recently returned from the Pacific where he served in General MacArthur's headquarters as Deputy Chief of the Civil Communications Section, has joined Raytheon Manufacturing Co., of Waltham, Mass., in the capacity of general counsel, it was announced by Laurence K. Marshall, president of the company. Immediately prior to entering the service, Mr. Hannah was associate and junior partner of Morris, Kix Miller & Baar, Washington, D. C., engaged in general and governmental practice (primarily anti-trust, Federal Trade and corporation matters) and director and general counsel of Ayerst, McKenna & Harrison (U. S.) Limited.

Joins G. E. Laundry Division

David A. Nisula has been appointed quality control engineer of the General Electric Home Laundry Equipment Division's Trenton Works. Formerly a quality control assistant for the division, Nisula before joining the General Electric Company in Bridgeport, Conn., was with the United Aircraft Service Corp., spent 18 months as a technical representative with the Far East Air Force.

Professor Quiz Show
To Tour East Next Month

ABC's Professor Quiz—Dr. Craig Earl in private life—and his entire troupe will begin a 10-week tour of Southern and Eastern cities early in August.

The question and answer session will be conducted by "Professor Quiz" in each of the following cities: Norfolk, Va., on August 8; Richmond, Va., August 15; Roanoke, Va., August 22; New York, August 29; Atlantic City, September 5; Philadelphia, September 12; Harrisburg, Pa., September 19; Pittsburgh, September 26; Cleveland, October 3; New York, October 10, and Boston on October 17.

Sponsored by the American Oil Co., "Professor Quiz" is heard Thursday evenings from 7:30 to 8 p.m., EDT.

CBS 'Listener's Guide' Issued

Thirteen thousand copies of the summer issue of the CBS "Listener's Guide," which lists the education and cultural programs on the network, went out this week to educators, libraries, clubs, public service institutions, etc., throughout the country.

The Guide, prepared by the CBS education department, covers the period from June through September. The rest of the year it is published monthly. In addition to listing the CBS educational and cultural programs for the summer, the Guide contains a number of articles, on such subjects as television, "School of the Air" fall plans, and highlights of public service broadcasts originated by CBS affiliates.

WORDS AND MUSIC

● ● ● TIN PAN ALLEY-OOPS:—A sleeper, quietly released by Decca, namely a platter of a calypso titled "Stone Cold Dead In The Market," featuring Ella Fitzgerald and Louis Jordan, roused music publishers into a frenzied bid for the song, written by Wilmoth Houdini . . . However, Abe Olman, general manager of the Big Three clinched the race with a lightning-fast deal with Dave Kapp and assigned the ditty to Miller Music. . . .

● Stanley Smith will interview several American composers during the next three weeks on his "A Song Is Born," series via WLIB . . . Songsmiths include Vic Mizzy, writer of "My Dreams Are Getting Better All The Time," J. Rosamond Johnson, who composed the Negro anthem "Lift Every Voice and Sing" and Redd Evans, who wrote "There I've Said It Again." . . .

● Judy Canova suggests the Democratic Campaign song for 1948 be, "Is That The Truman Thing To Do?" . . . ● United Music Corp. makes its bow with "Mabel, Mabel," an adaptation of Anton Dvorak's "Humoresque." Jack Gale is the firm's prexy. . . . ● Songstress Jo Stafford has a namesake in a fleet filly which will soon start burning eastern tracks flying the colors of the Hirsch Jacobs Stable. . . . ● Anita Ellis who CBSings on the "Tommy Riggs & Betty Lou" program, used to sing for Tommy back in 1941 when both were featured on WLW, Cincinnati. . . . ● The Modernaires with Paula Kelly open a four-week stint at Nat Moss' 400 Club September 6.

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● ● ● Chalk up Don Reid's "Land Of Dreams" as one of the best of the current crop of songs, published by Dorsey Brothers Music, Inc. This rhythm ballad can't miss the Hit Parade. . . . ● Harry Hoch at Sam Fox Music Pub. Co. is landing top artists on "Cuban Pete," written by Jose Norman and featured in the current Universal flicker of the same name. . . . ● Andrews Sisters open Aug. 18 at the Steel Pier in Atlantic City. . . . ● Paull-Pioneer has started work on "What Do I Have To Do?" by Al Jacobs, Ira Schuster and Larry Stock. . . . ● The writers of "Hap-Hap Happy Day," Al Neiburg and Wyn Sharples have a likely novelty in "What Has She Got That I Haven't Got," published by Charles Music . . . Betty Rhodes set to Victorecord it. . . . ● The Velvetones Quartet has broken all records at the El Dorado Club in Philadelphia. . . . ● Robbins Music Corp. have started plugging "House Of Blue Lights," written by Don Raye and pianist-maestro Freddie Slack. . . . ● After a year of heart-breaking turn downs, amateur songsmiths Fay Whitman and Helen Miller played their novelty "The Doodle Song," for George Goodwin genial head of Tune-Dex . . . George liked the tune so well he phoned Harry Link who listened to the number and grabbed it for a plug. . . . ● Songstress Eileen Barton will be screen-tested next month by 20th Century-Fox. . . . ● The John Redmond-Mart Fryberg novelty "The Tune of Luna Park" is being 'discovered' by commercial musical directors . . . the timely and tuneful number is published by Novelty Music Co.

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● ● ● ON AND OFF THE RECORD:—Vera Massey has been signed to record for Musicraft . . . she'll do twelve platters a year for three years. . . . ● Rosalie Allen's initial platter for Victor, "I Want To Be A Cowboy's Sweetheart" backed with "Guitar Polka" should boost the clever WOV hill-billy artist into the big time. . . . ● Kitty Kallen's first platter for Musicraft, "Just The Other Day" with Cole Porter's "Should I Tell You I Love You?" on the flip-over, will move off the shelves fast. . . . ● Cosmo records enters the comedy field with a series of special records featuring Comedienne Shirley Booth . . . Special original musical background will be provided by Will Loren, conductor of the "Lanny Ross C.B.Show." . . . ● Benny Goodman's Columbia disc of "Blue Skies" backed with "I Don't Know Enough About You" contains some smart vocalizing on the part of the husky former high school teacher Art Lund. . . . ● Erskine Hawkins' platter of "Tuxedo Junction," though but ten years old, is already a collector's item . . . In a recent auction to raise funds for the Food for Europe campaign, the disc was sold for \$235.00. . . . ● Did you know that Dennis Day, who has just been signed to an exclusive Victor contract, used to sing with the St. Patrick's Choir, while a student at Manhattan College?

PROMOTION

ABC Contest Winners

Awards to ABC station managers and program directors for their creativeness in sponsoring the Hedde Hopper-Tom Breneman Hat Hunt were announced last week by John Materson, manager of the "Breakfast in Hollywood" program. The contest was conducted to stimulate interest in local auctions at which the hats were sold for the benefit of the blind. In many cases the promotional activity was keyed to either the radio program and/or movie. Two first prizes of \$250 wrist watches were given for the outstanding entries of Fred K. Augsburg, program manager, WLAP, Lexington, Ky., and K. Kopp, program manager, KWNO, Winona, Minn. The following were given \$50 watches: Bill Traum, program manager, WROK, Rockford, Ill.; Bob Laws, promotion manager, KGO, San Francisco, Calif.; Jack Gross, manager, KSMB, San Diego, Calif.; R. Sanford Guyer, manager, WBTM, Danville, Va.; Mrs. Zaida Porter, program manager, KGFF, Shawnee, Okla.; V. Hamilton Veir, station manager, WLEU, Erie, Pa.; Edgar Sweet, program manager, WFPG, Atlantic City, N. J.; Elizabeth M. Gahre, KXEL, Waterloo, Iowa, and Edward E. Bishop, general manager, WGH, Newport News, Va.

Farnsworth Radio Center
Is Nearing Completion

Fort Wayne, Ind.—Development of the Farnsworth Radio Center in downtown Fort Wayne is nearing completion, according to E. A. Nicholas, Farnsworth prexy. The Center is designed to provide northeastern Indiana with AM, FM and television broadcasting services.

The company's standard outlet, WGL, has begun operations from the new quarters, and has applied for a power increase. Hearings on Farnsworth applications for an FM license are slated to get under way shortly here. If FCC approval is received, Nicholas said, the station would be in operation by early fall.

Farnsworth tele transmitting and receiving equipment is currently being field tested in this area, under an experimental license granted by the Commission last month. Application for a commercial license will be made at a later date, Nicholas said. He added that the firm is prepared to demonstrate "the definite feasibility of practical and economical television broadcasting in cities of middle metropolitan size."

Lawrence To Guest

Elliott Lawrence, CBS' 21-year-old pianist who is currently appearing with his orchestra at the Hotel Pennsylvania, will appear as guest on Columbia's "Margaret Arlen Show" tomorrow, July 12, at 8:45 a.m., Elliott Lawrence's orchestra is also heard on the CBS "Treasury Bandstand" Saturdays at 2:30 p.m.

AGENCIES

D. WAGONER, who 26 years ago organized General Electric's news bureau and has since been in charge, has relinquished these duties to devote his exclusive time to directing broadcast and television publicity and special events for the company.

ERNEST CAMP, JR., has joined the advertising department of Lennen & Whell, Inc. He formerly was with the Federal Advertising Agency in New York City.

JOHN W. BARNES has been named account executive with the Robert Enders Advertising Agency of Washington, D. C. For the past year Barnes has been publications editor and an assistant to the director of personnel and public relations of Government Services, Inc. of Washington.

THE THEOBALD INDUSTRIES, manufacturers of Atomic Suds, have appointed Franklin Bruck Advertising Corp., effective immediately, to handle their account. Radio and newspapers will be used for the initial campaign.

Kramer Elevated At WJR; Other Staff Promotions

(Continued from Page 1)

Owen F. Uridge, vice-president and general manager of the Detroit CBS affiliate, Kramer, who recently was released from his commission as communications officer in the Navy, will take over program duties July 15. Before entering the Navy, Kramer was general manager of WGKV, Roanoke, Va., and president of the Kanawha Valley Broadcasting Company.

Kramer will take over the program duties formerly handled by Charles Burke, who recently was elevated to the post of director of sales for WJR.

Various other personnel changes have also resulted from General Manager Uridge's new advancement policy. Frank (Bud) Mitchell, has been appointed chief announcer of the 50,000-watt station, and Norman White, has been elevated to the position of production manager according to the large announcement.

News Editor George Cushing announced simultaneously the return of Norman White to the news department of WJR as newscaster. He is the last man expected back from military duty as all others have returned or are accounted for. White was a lieutenant in the Infantry until recently discharged.

W. E. Retiring George Proud

George B. Proud, treasurer of Western Electric Co., since 1941, will retire in accordance with the company's age retirement rule on Oct. 31, following 25 years of service with the company. Hastings Reddall, chief auditor, has been elected assistant treasurer, to succeed Proud.

WINDY CITY WORDAGE

● ● ● Rumor going around here is that Bob Hope is switching from NBC to Mutual and, at sponsor's request, will originate his broadcasts from Chicago this fall, planing to the West Coast to keep his movie commitments.

Also that Ed Kobak is luring Lux Radio Theater from CBS to Mutual, but that the dramatizations will continue from Hollywood because of the movie star angle. . . . Kenny

Chicago "Senator Claghorn" Delmar, heading West with only a South-reading compass, stopped off here this week to get his bearings and sip a mint julep. If and when the "Senator" reaches Hollywood he'll make a movie, a film, that is. . . . Ed Wynn was another stopover visitor en route to the cinema center, but just to bask in the California sun. While here he visited his friend, Frank Bering, managing director of the Hotel Sherman. . . . WBBM folk singer Bob Atcher's new Columbia recording of his theme song, "I Want to Be Wanted," sold more than 21,000 copies within a week. . . . Some sponsor who is looking for something different in quiz shows would do well to take a look at "Fib for Fun," authored by ex-GI's Jack Ostrode and Charlie Range. Jack and Charlie, who sparkplugged the Fifth Army's Mobile Radio Station in the Mediterranean theater, have turned out fast-moving quiz format in which contestants "fib for fun, trap the trick and tell the truth." . . . Local MCA execs take exception to the \$1200-per-week figure quoted here last week as the "Vic and Sade" budget. They say it's "much higher."

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● ● ● Earl Bronson, WGN producer and ex-vaudevillian, was rummaging through one of his old theatrical trunks the other day when he came up with six fawncy white shirts and a pair of snappy brown-and-white sports shoes, long since forgotten. The shirts cost Earl six bucks apiece back in the days before the demise of vaudeville. The same shirts today, Earl figures, would set him back at least 21 simoleons each. Which is the kind of inflation Earl doesn't mind. . . . Joe Parker, former Fibber McGee and Molly producer and veteran of the Mediterranean theater, changed trains here the other day en route to the Coast following his Army discharge. After leaving his train at the Union Station Joe discovered that he had left his Eisenhower jacket in his seat. Rushing back he found the jacket—and also the \$2,000 in cash which was tucked in one of the pockets.

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● ● ● A couple of years ago a singing ex-sailor named Danny O'Neil got his initial radio break on WBBM. Later, Danny went to New York to become a CBS star and to make a name for himself in network radio. Just recently, two lads who got their initial break on the air over a Pittsburgh station, came to Chicago, instead of heading east, for the radio buildup, via WBBM, which they believed they had the best chance of getting in the Mid-West. The boys are Billy Leach and Jack Kirby, and already they each have a nightly 15-minute song series on WBBM and stand an excellent chance of coming from the East to be as great a success in the Mid-West as Danny, a Mid-Westerner, has been in the East.

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● ● ● It happened back in 1933, just when the gates of Chicago's Century of Progress Exposition were opening on the world of tomorrow. The gates of success, however, seemed to be closing on Organist Irma Glen. Her sponsor was dropping her radio program. Then one day, near the closing date of her contract, Miss Glen received a letter from a woman listener from a small town in Oklahoma. The fan turned out to be the wife of an oil magnate. She'd heard the program was leaving the air, in short, she wanted to sponsor it to keep it from folding. Miss Glen referred the letter to the network sales department. They wired the "mystery woman," who reaffirmed her request. Shortly thereafter Irma Glen initiated what was possibly the only sponsored radio show that had not a single commercial. Everything went smoothly until technicalities arose. Network legal officials decreed that the name of the sponsor must be announced on each program. The mystery woman refused on the ground that she would be plagued by every charity in America if her name became known. And so the series ended.

NEW BUSINESS

The following new business, signed by station WJZ during the last half of June, was announced by C. L. Doty, WJZ sales manager:

CAMPBELL SOUP CO., Camden, N. J., for Campbell Soup, through Ward Wheelock Co., Philadelphia, Pa.—Renewal, 7 station breaks, for 52 weeks, started June 17, 1946. (ET).

CURTIS PUBLISHING CO., Philadelphia, Pa., for Holiday Magazine, through BBD&O, New York—3-1 min. participation in "Patt Barnes," between 2:15-2:30 p.m., Tues. and Thurs.—5-1 min. participation in "Allen Prescott" between 6:30-6:45 p.m., Tues., Wed. and Thurs.—3-5 min. participation in "Allen Prescott," Mon. and Fri., started June 19, 1946. (ET).

EASTERN WINE CORP., New York, for Chateau Martin Wine, through Robert Feldman, Inc., New York—3-1 min. announcements, for 52 weeks, started June 17, 1946. (ET with live tags).

JACKSON & CO., New York, for services of an advertising agency, direct, 2-1 min. announcements, for 13 weeks, started June 17, 1946. (ET).

J. I. FANCY FROZEN FOODS, Stockton, Calif., for frozen foods, through Garfield and Guild Advertising, San Francisco, Calif.—participation in "Sunrise Salute," between 6-7:00 a.m., Monday through Saturday, and "Housewives Protective League," 1:30-2:00 p.m., Monday through Friday, for 52 weeks, starting July 15, 1946. (Live).

METROPOLITAN LIFE INSURANCE CO., New York, institutional, through Young and Rubicam, Inc., New York—participation in Nancy Craig's "Woman of Tomorrow," Monday through Friday, 8:30-8:55 a.m., for 9 weeks, started June 17, 1946. (Live).

PROCTER & GAMBLE, Cincinnati, for Spic and Span House Cleaner, through Dancer-Fitzgerald-Sample, Chicago, Ill.—Renewal, 2 station breaks, for 13 weeks, started July 1. (Live & ET).

SEEMAN BROS. INC., New York, for White Rose Tea, through J. D. Tarcher & Co., New York—Renewal, 8 station breaks, for 13 weeks, started July 8, 1946. (ET).

SMALL'S PARADISE OF N. Y., INC., New York City, for Paradise Restaurant, through Robert Feldman, Inc., New York City—participation in "All-Night Show," Sunday between 1-7:00 a.m., Monday through Saturday, 1-5:00 a.m., for 26 weeks, started June 28, 1946. (Live).

TIDY HOUSE PAPER PRODUCTS, INC., Brooklyn, N. Y., for paper bags, through Reiss Advertising, New York City—participation in "The Fitzgeralds," between 8-8:30 a.m., Tuesday and Friday, for 8 weeks, started June 28, 1946. (Live).

NEW YORK TELEPHONE CO., New York City, for help wanted, through BBD&O, New York City—participation in "The Fitzgeralds," Sunday, Monday and Thursday, for 13 weeks, starting July 27, 1946. (Live).

NEW YORK HERALD TRIBUNE, New York, for newspaper promotion, through Donahue & Coe, New York—participation in "Ray Knight," Monday through Saturday, 7:15-7:30 a.m., starting July 29, 1946, for 52 weeks. (Live).

DUFFY MOTT CO., INC., New York, for fruit juices and other products, through Young & Rubicam, New York City, participation in "Nancy Craig," Monday through Friday, 8:30-8:55 a.m., for 52 weeks, started July 8, 1946. (Live).

Heads Radio Sales Coast Office

L. D. Larimer joins Radio Sales, the spot broadcasting division of CBS, and takes charge of Radio Sales' Los Angeles office, effective July 17, it has been announced by J. L. Van Volkenburg, general sales manager of Radio Sales. Larimer was a salesman at KNX, Columbia-owned station in Los Angeles for a year before his present affiliation with Radio Sales.

Movie Company Set To Produce Tele Films

(Continued from Page 1)

tainment" to be acceptable to the public will have to be done on film in the form of 15 to 30 minute shorts. "RKO Television Corporation is ready," he said, "as soon as the advertiser has made up his mind that there is a market large enough to warrant expenditures in film entertainment."

Comments On Theater Tele

Turning to the prospects of theater television Austrian said:

"There has been a great deal of progress made since last year. Three companies are engaged in concerted research on theater television equipment. Two of these companies are developing equipment which is in effect merely a larger, more powerful television receiver which would be located somewhere in the theater other than the booth. It will be capable of projecting large brilliant pictures approximately the size of a motion picture normally shown.

"I still believe that practical theater television is between a year and two years away," he continued. "There are others, most of whom are in the motion picture field, who cannot or will not admit that theater television is a commercial practicability. To these I can only say the Twentieth Anniversary of Sound Pictures is being celebrated next month. Twenty years ago only one man in the entire motion picture industry had any confidence in the permanency of sound pictures. Let me emphasize, however, that it only took the faith of one man or one organization. Theater television is apt to be proven out the same way. Amidst all the doubting Thomases there will be one company which will prove to the public that theater television is a medium of entertainment. The others will follow."

Discloses TBA Plans

Austrian pointed to the forthcoming Television Broadcasters Association convention and exhibit which will be held at the Waldorf-Astoria Hotel, October 10 and 11, "as evidence of the strictly business attitude on the part of television broadcasters and manufacturers." As general chairman of this convention he said the displays would embody the latest in television receivers, transmitters, studio equipment and other accessories. Actual television broadcasts are slated as demonstrations. Other programs will be piped in from television stations in Philadelphia and Washington.

COAST-TO-COAST

— NEW JERSEY —

TRENTON—Arthur J. Scholz, WTTM and WSNJ public relations director, received the U. S. Treasury Department citation for co-operation rendered in behalf of the War Finance program. . . . **NEWARK**—Carl M. Flora, chairman of the American Bankers' Association Committee on Consumer Credit and vice-president of the First National Bank of Milwaukee, recently delivered a talk on "Small Loans" over WAAT. . . . **ATLANTIC CITY**—WFGP is airing an unusual feature entitled "The BLACAC Roundtable." Its purpose in general is to conduct, carry on and take interest in all matters pertaining to wounded war vets. "BLACAC" is the Bilateral Leg Amputee Club of Atlantic City.

— MASSACHUSETTS —

BOSTON—"Club Midnight," formerly aired Mondays over WEEL, has taken over the Saturday midnight slot, giving listeners a chance to visit the emcee, Sherman Feller, and see what goes on during the witching hour at the outlet. . . . Dealing frankly with the sex problems of parents, children and pre-marital youth, WEEL is offering a series of nine lectures under the general title, "Sex Guidance for Today's Youth". . . . Kettel-Carter, radio representatives, have been appointed by the following stations for regional representation WHCU, WPOR, WELL, WTVL, WSYR, WTRY, and WFEA. . . . **SPRINGFIELD**—Prospects of television broadcasts for Western Massachusetts, either here or piped from out-of-state, are extremely remote, according to a survey of radio station officials here. Quincy A. Brackett, WSPR president, agreed with other station officials that "such a project is too expensive at present."

— NEBRASKA —

NORTH PLATTE—KODY aired over 800 announcements during the Fourth of July, warning its listeners to drive carefully. . . . **OMAHA**—The Omaha World-Herald last week placed an order with General Electric for a 50-kw. transmitter for KOAD. Delivery, it is said, will be made in about 12 months. . . . Charles Harding, II, former Nebraska War Finance Committee publicity chief, has joined the Buchanan-Thomas Advertising Co. He was recently released from the Navy as a lieutenant with 14 months overseas service.

— SOUTH CAROLINA —

COLUMBIA—Jean Brabham of the WIS continuity department is attending a summer school in scripting in New York. . . . Frank Harden, WIS sports chief, was recently elected the secretary of Columbia Chamber of Commerce. . . . Lily Henderson is subbing for Christie Zimmerman in the WIS continuity department, while the latter vacations on the West Coast. . . . **SPARTANBURG**—Francis M. Fitzgerald, recently released from the USNR, has been named WORD manager. Prior to entering the service Frank served as sales promotion manager of WSOC and program director of WCSC. He was formerly with WIS and part owner of the Charlotte Nehi and Gastonia Royal Crown Cola plants.

— MISSISSIPPI —

CLARKSVILLE—Stations of the mid-South Network, comprising stations WCBI, WELO, WMOX and WROX, recently combined their efforts in the most complete coverage ever arranged for a Mississippi election. Utilizing the entire news and special events staffs of each station, plus the coverage of the Associated Press and in co-operation with the local newspapers in each city, the outlets kept the election results up-to-the-minute during the entire vote counting. The stations allotted periods of 30 minutes, spaced 30 minutes apart and devoted 10 minutes to each station in the Northeastern section of Mississippi and WROX was kept in contact by long distance and reports exchanged with the Northeastern group.

— MARYLAND —

FREDERICK—Bill Sell, former Air Corps captain, is emceeing a "For Veterans' Only" program thrice weekly over WFMD. In only its third week, the show has already succeeded in getting the "kind of a job the vet wants" for over 50 per cent of vets applying. Program also features entertainment and interviews with former GI's and "leading lights" in local vet organizations. Sell works in co-operation with USES and Veterans' Administration.

— COLORADO —

DENVER—In Denver's first wire-recorded broadcast originating in a B-29 high above the city, KLZ gave its listeners complete coverage of the simulated atom bomb raid on Denver, staged as build-up for CAP-AAF flying show held at Lowry Field. . . . KLZ special events man, Mack Switzer, with engineer Al Raper and production man Clayton Brace, all wearing head-sets and throat mikes, described the event. . . . In full accord with KLZ's Farm Safety Contest, Governor John C. Vivian of Colorado issued a statement calling upon the people of the state to observe the week commencing July 21, as National Farm Safety Week. On July 15 he will appear on the outlet's "Farm Reporter" program to give it his personal endorsement.

— CONNECTICUT —

HARTFORD—As a gimmick on its sidewalk interview show, "Main Street, Hartford," WDRC now tantalizes passersby with a mystery voice. Some prominent official plugging a worthwhile cause asks people to recognize the voice and in doing so receives a prize. . . . Albert Jackson, having served over four years with Uncle Sam in uniform, will resume his duties as supervisor of studios at WTIC, July 22. . . . Betty Pattee is pinch-hitting as WTIC's "Radio Bazaar" director while Margaret Thomas vacations. . . . WTIC engineer, Fred Edwards and wife are the parents of a daughter, Marion Beth, born June 19 at the Hartford Hospital. . . . **NEW HAVEN**—WELI conducted public opinion survey regarding OPA. Result showed a ratio of 13 for continuation of the OPA and only two against continuation of the price control agency. Wire recorder was used to transcribe a 15-minute sample of the survey.

Set Manufacturers See No Sharp Price Rise

(Continued from Page 1)

war," in the opinion of one set production executive, nothing has happened in the past two weeks to indicate that prices in all lines cannot be "reasonably controlled." It was pointed out by several manufacturers that availability of raw steel and other necessary materials will very probably decide price policies within the next half-year or so, but at the moment, the scarcity of materials is status quo.

"If parts manufacturers have to pay higher prices for raw materials," another manufacturer explained, "it will follow that we'll be forced to increase our prices accordingly." This executive pointed out that components makers were granted more recent price increases by OPA than set manufacturers, which situation necessarily applies in the setting of policy for the winter and fall seasons of this year. Last increase granted set makers was authorized by OPA about two months ago and amounted to 8 per cent.

Some Increases Seen

Although manufacturers were in general agreement that their suppliers have so far shown no urgency in the matter of better prices for materials, a few revealed instances in which components makers have already increased prices on certain items from 15 to 20 per cent. "Even with this increase—which we'll eventually have to take," said one executive, "the flow of material is still as slow as it's ever been."

In the opinion of Charles E. Wilson, president of General Electric Co., and former vice-chairman of the War Production Board, price controls of home appliances are no longer necessary. At the annual meeting of stockholders, Wilson predicted that "competition would soon bring the old law of supply and demand into play in this field, and effectively keep prices down."

GE's chances of returning to full production soon are favorable, according to Wilson, despite the recent setbacks suffered by all phases of industry which continue, months after they've happened, to hamper production in many fields. However, Wilson said that it would possibly be a year before the company's scheduled production rate is achieved.

Radio sets, electric irons and other household items are climbing in the rate of output, he added.

The GE president also explained that prices are still a problem of "some magnitude." There were a few applications for price relief lodged with the OPA on June 30, he said, and in those cases upward revision will probably be made.

Plan New FM Station

Holyoke, Mass.—FCC granting of FM permit to WHYN will hasten plans for building a modern station on the summit of Mt. Tom, higher peak in the area, which was acquired two years ago.

Send Birthday Greetings To —

July 11

Merle Jones David Montgomery
Harry Von Zell Jack O'Brien
F. H. Anderson, Jr.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 9

NEW YORK, N. Y., FRIDAY, JULY 12, 1946

TEN CENTS

Equipment Surplus High

Radio Commended For Aid To Treasury

Radio time valued at nearly \$2,500,000 was contributed to the promotion of the United States Savings Bonds program by radio stations, networks and commercial program sponsors between June 6 and July 4, it was announced yesterday by Brent O. Gunts, chief of the Savings Bonds Radio Section, with headquarters in New York. This was the Treasury's first peacetime bond campaign and according to Gunts the efforts of radio's co-operation was highly gratifying.

Although the next U. S. Savings Bonds (Continued on Page 5)

Du Pont Tele Film To Be Demonstrated

A new film, developed by the Du Pont film research laboratories, which, according to reports, will greatly aid in the telecasting of public events, will be demonstrated in New York next Monday at 8 p.m., in collaboration with NBC and the company's television station, WNBT.

The film carries a special emulsion to obtain more detail in both highlights and shadows of outdoor scenes (Continued on Page 3)

Radio's Educational Role Defined By CBS Speaker

Atlanta, Ga.—There are two principal ways in which schools can use radio, as an instructional tool and as a broad influence, Robert B. Hudson, CBS education director, Wednesday told the Southern educators assembled (Continued on Page 3)

Big Week

The small fishing town of Meaford, Ont. (pop., 2,500), will have its own station for the first time in history when it celebrates "Welcome Home Week" to war vets beginning August 3. Staff and equipment from nearby CFOS, Owen Sound, will shift operations for the week to the fishing village for special local talent shows heralding the occasion.

Col. Kent Leaving Chi. Radio Council

Col. Harold W. Kent, director of the Radio Council and station WBEZ of the Chicago public schools leaves for Honolulu on August 1 to assume the presidency of the Kamehameha Schools, it was announced in Chicago yesterday. George Jennings, at present assistant director of the Radio Council is slated to succeed Col. Kent as director.

Col. Kent was a member of the General Staff Corps in Washington, in the office of the Chief of Staff and (Continued on Page 5)

"Hall Of Fame" Not Back On ABC Web This Fall

Philco, according to reports, will not return to the ABC network in the fall with their Sunday night "Hall of Fame" show featuring Paul Whiteman's orchestra and guest stars. The Philco Company, however, is not being (Continued on Page 5)

Cost Value Of One To 2 Billion Dollars Placed On Electronic Stocks Up For Sale By Government

Record June Biz Reported By WOR

Biggest June sales record in the history of WOR was established last month, R. C. Maddux, WOR vice-president, announced yesterday in declaring that sales records topped the best previous June by more than twelve and one-half per cent.

"Business for the last six months of 1946, looks very promising," Maddux (Continued on Page 5)

Traces Radio's Progress In Philadelphia Address

Philadelphia—Tracing the development of commercial radio, Linnea Nelson, J. Walter Thompson Agency's chief time buyer, told an audience here Wednesday that radio had grown from \$4,820,000 of gross billings in (Continued on Page 3)

OICA Names Johnstone To Public Affairs Post

Washington Bureau, RADIO DAILY
Washington—Dr. William C. Johnstone, Jr., former radio and press representative at the San Francisco United Nations Conference, has been (Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—War Assets Administration, in its quarterly progress report to Congress, yesterday estimated future acquisitions of surplus communication equipment and electronics would reach between one and two billion dollars original cost.

Although the record-breaking acquisition represents WAA's second largest group of capital and producer goods in inventory, the Government agency said prospects for commercial (Continued on Page 3)

FM 'Reservation' Plan Before The FCC Today

Washington Bureau, RADIO DAILY
Washington—Oral argument on the FCC's controversial FM "reservation" plan begins today, with an all-out battle expected. Generally opposing the Commission's proposed plan to reserve every fifth FM channel for a year is a lengthy list of industry members. Favoring the plan are several veteran, farm and union groups.

More than a dozen organizations (Continued on Page 5)

New Veterans' Program Debuts On Mutual Sunday

A new series titled "What the Veteran Wants to Know," will debut on the Mutual network Sunday, July 14, designed to provide solutions to vets' (Continued on Page 2)

Reshuffle Looms At FCC; Top Legal Talent To Leave

Washington Bureau, RADIO DAILY
Washington—Three top FCC lawyers soon will leave the Commission, touching off extensive reshuffling moves, it was learned yesterday.

The three attorneys are Norman E. Jorgenson, Jeremiah Courtney and Seymour Kreiger, who is on military leave, but up to now expected back in the Commission. All three, it was learned, will begin private practice with Nathan David, former assistant

general counsel for the FCC, and prominently mentioned at one time for the vacant seat on the Commission.

Earl Minderman, former information director, and now on a "special mission" for the Commission, is expected to be named special assistant to Acting Chairman Charles R. Denny, who is almost certain to be made full chairman.

W. Ervin "Red" James, now serving (Continued on Page 3)

Diaper Discourse

"The Stork Club," a program featuring tips to mothers and expectant mothers on baby care, meaning and origin of their names, is the new program over CJAD, Montreal. Sponsored by Wee Folks Sterilized Baby Diaper Service, airing is produced by the American Broadcasting Company with Mavis Cann, using the pen name Beth Murray, as baby specialist.

Underwater Report

ABC is planning extensive special coverage of the July 24 underwater atomic-bomb test in addition to the regular pooled network broadcast on that day. Clete Roberts and James R. Young will be in the test area, while Lee Van Atta will be at Kwajalein. The network now is preparing several special programs to be aired on the day of the test.

Shows of To-Morrow?—Wed., July 17



Vol. 36, No. 9 Fri., July 12, 1946 Price 10 Cts.

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

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FINANCIAL

(Thurs., July 11)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

New Veterans' Program Debuts On Mutual Sunday

(Continued from Page 1)

problems with the aid of prominent figures in American life. Program, presented in co-operation with the U. S. Veterans Administration, will be heard each Sunday from 2:45 to 3:00 p.m., EDT.

On the opening program of the series, the panel consists of General Omar N. Bradley, Administrator of Veterans Affairs; Wilson K. Wyatt, U. S. Housing Administrator, and William K. Jackson, president of the U. S. Chamber of Commerce. Vets on the program will be heard from Chicago, Boston and New York.

Coming and Going

J. W. MURRAY, vice-president of RCA-Victor in charge of record activities, leaves Monday for Chicago, where he will attend the convention of the National Assn. of Music Merchants, also a meeting of RCA-Victor record distributors.

HELEN SIOUSSAT, Columbia network director of talks, is leaving for Baltimore, where tomorrow she will speak at a meeting of the Roland Park Club.

G. W. "JOHNNY" JOHNSTONE, director of radio public relations for the National Assn. of Manufacturers, accompanied by MRS. JOHNSTONE, DWIGHT COOK of CBS and PHILIP N. SCHUYLER of Baldwin & Merme, public relations counsel, have arrived by automobile in Rensselaer, N. Y., for tomorrow's CBS broadcast, which will be titled "Cross Section—NAM."

TED LLOYD, vice-president of Ted Lloyd, Inc., is in Hollywood to lay the groundwork for an extensive radio campaign on "This Side of Innocence," best-seller being done into a film by Story Productions.

WELLS CHURCH, acting director of news broadcasts for CBS, left yesterday for Washington, D. C., on a short business trip.

HOWARD CASSILL is in town. He's the general manager of WKIP, affiliate of ABC in Poughkeepsie, N. Y.

QUINCY HOWE, commentator on CBS, is in Syracuse, N. Y., today to speak on "Community Leadership" before the New York State Institute of Community Service at Syracuse University.

ADRIAN SAMISH, vice-president of the American network in charge of programs, has left on vacation. He'll be away three weeks.

CHARLES P. BLACKLEY, general manager of WTON, American network affiliate in Staunton, Va., is spending a few days in New York for conferences with officials of the network.

AL PASCHALL, stage manager for the "Truth or Consequences" program, which is off the air for the summer, has arrived in town from the West Coast. He'll tarry for a while in Gotham, then in August will head for Holyoke, Mass., where he is scheduled for some summer stock.

BEN LUDY, general manager of WIBW, Columbia outlet in Topeka, Kans., in Gotham for a few days this week on station and network business.

ROBERT M. SAMPSON, general manager of WSAI, Cincinnati, a visitor yesterday at the offices of ABC, with which the station is affiliated.

JOHN J. CARROLL, sales manager in the network sales department of CBS, leaves today for Martha's Vineyard.

SIDNEY ASCHER off for Washington, where he will sit down with Treasury officials in the planning of a forthcoming bond-selling campaign.

L. O. HOPKINS, national sales manager of Angeles Recording, of Hollywood, has left the West Coast on a trip to the key cities of the nation for the purpose of concluding distribution deals.

Cavanaugh Leaves WRC; Will Be Married August 3

Washington Bureau, RADIO DAILY Washington, D. C.—Mary Cavanaugh, for the past three and one-half years press director of WRC here, NBC affiliate, is leaving the station July 15, to marry Lester Dale Sheets, on August 3. Wedding will take place in Lansing, Mich., where the couple will reside, the home town of Miss Cavanaugh. Sheets, a former Air Corps pilot, is now a paper company executive.

Cocktail party for Miss Cavanaugh was held here yesterday, given by Carleton Smith, WRC manager. Those from out-of-town in attendance included Sydney H. Eiges, manager of

Social Hygiene Series Set By WEEI For Summer

Boston—Taking the subject of sex and social hygiene as the theme for a series of summer programs, WEEI is producing nine programs under the title of "Sex Guidance For Youth." Series is being presented under the sponsorship of the Massachusetts Society for Social Welfare. The second program, scheduled for July 15, is titled, "Giving Your Baby A Good Start."

the NBC press department in New York, and Tom Knode, his assistant. Jay Royen, succeeds Miss Cavanaugh at WRC.



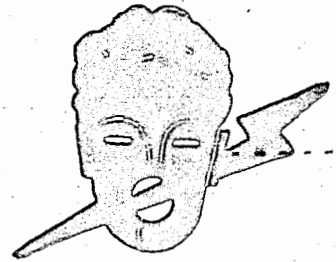
Old faithful

To some, what we're going to say about Old Faithful may sound like pure Kansas, but we mean it.

Since when has it been corny to be dependable?

And that's the comparable claim we're going to make for W-I-T-H, the successful independent radio station in America's 6th largest city. Year after year W-I-T-H delivers more listeners-per-dollar-spent than any other station in town. And don't forget this is a 5-station town.

If that's corn . . . a lot of smart time buyers have put on weight on an exclusive W-I-T-H diet.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REI

CKLW MORE COVERAGE PER WATT MORE WATTS PER DOLLAR! in the DETROIT AREA 5,000 WATTS · DAY and NIGHT 800 kc. · MUTUAL SYSTEM

LEN STERLING 1200

WAA Estimates Value Of Electronic Surplus

(Continued from Page 1)
 of most of the equipment were...
 By far the largest portion of the surplus," WAA said bluntly, "will be commercially unsalable and probably will be scrapped."
 Under fire for many of its surplus property disposals and alleged "inflation," WAA has streamlined many of its methods in order to salvage as much equipment as possible and speed sales to buyers.
 WAA's report, through the month of February, shows that \$300,000,000 worth of communications equipment reported original cost had been required. Disposals, however, mostly by manufacturer agents, amounted to only \$17,000,000.
 Breakdown of the inventory shows a huge amount of equipment on hand with millions of dollars worth of other equipment being routed for disposal. Included in the inventory is 100 broadcast transmitting equipment, \$1,616,000; commercial and specialized radio communications equipment, \$56,299,000; electronics devices, \$2737,000; electronic tubes, \$47,923; electronic equipment components and assemblies, \$112,326,000.

Forces Radio's Progress In Philadelphia Address

(Continued from Page 1)
 1922 to \$411,547,000 in 1945. Miss Nelson was addressing the annual Radio Workshop sponsored by station KYW. "When you think of only 30 stations in the United States as of January 1, 1922, and some 60,000 radio stations—you begin to wonder who the master minds were who had enough confidence and foresight in radio as an advertising medium to make it what it is today," Miss Nelson said.
 "In the years since then our so-called infant has grown from 30 stations to more than 900 and from 60,000 radios with radios to about 34,000,000." On the subject of radio ratings, Miss Nelson said, "We're all looking forward to the day when we can concentrate on radio sales results rather than ratings, which are a definite comparative guide to what the people want to hear."

★ PROMOTION ★

Re Summer Raiment

"Trofmoc," novel idea originated at WREN, Lawrence, has taken hold among listeners to the outlet's ayem musical clock program, "The Old Timekeeper." Idea features membership cards, free upon request to listeners, and the "club" stands for complete freedom in the discard of uncomfortable habilliment during the hot summer months. Membership cards, signed by Old Timekeeper, show two typical "Trofmokers" in action, and on reverse side carry a list of rules which ease lives of members during the Kansas summer months which see temperatures in excess of 100 much of the time.

Miniature Display Highlighted

A startling display containing photographs of WKST's staff and action pictures of all Mutual Broadcasting System shows, is currently being shown throughout the territory surrounding New Castle, Pa. Background colors are red, blue and gold, highlighted by a miniature WKST transmitter built by William Janiel, station engineer, with flashing lights, power line and a model of the building itself. Al Francis, WKST's new publicity man, is responsible for this display which has attracted much attention as it has been shown in the leading stores of Western Penn.

New DuPont Tele Film To Be Demonstrated

(Continued from Page 1)
 where lighting can be controlled, according to Du Pont officials. Use of the film, they say, will provide improved television images.
 Monday night's demonstration will include the use of televised pictures of the final parade and presidential color ceremony of the famous 442nd Infantry Combat team just a few hours after NBC news cameramen complete their coverage of this event in Washington. President Truman is scheduled to receive the regimental colors of this Army unit following a parade in Washington starting at 3 p.m., EDT.

Fly Film To New York

The exposed film will be flown to New York immediately after the ceremony for televising over WNBT. To save processing time and to demonstrate the flexibility of handling news pictures over a television system, the new film will be used in negative form with a minimum of editing.

A positive picture will appear on the television screen. NBC engineers say this use of negative film is a relatively simple and established process. Since the picture is reversed as it passes through each stage of signal amplification in the television system, it is only necessary to have an odd number of amplification stages to end up with a positive picture on the receiving tube.

After Bikini

Just three days after the atom bomb test at Bikini, KLZ mailed a four-page promotional piece to over 2,000 leaders in professional and business circles and advertising agencies throughout the country giving the complete "low down" on the timely, educational program "Behind the Atom." Done up in orange and white with black lettering, piece tells of the importance of scientific research and development in the field of atomic energy as aired each Sunday with one of America's leading scientists, Dr. Walter O. Roberts and other outstanding men of science from the Rocky Mountain region. The orange, black and white motif is well chosen, seeming descriptive of the subject matter, itself.

Idea-Exchange

With the exchange of ideas and presentation of radio advertising among the merchants using radio as an advertising medium as its purpose, interviews with local sponsors are featured in the monthly WTAG station trade organ, "Listen Here." Each issue of the organ contains a profile sketch of the selected sponsor, hand-drawn by Phillip R. Jasen, publicity-promotion manager, together with a biography.

Radio's Educational Role Defined By CBS Speaker

(Continued from Page 1)
 at Emery University's Radio Institute and Workshop, held at Druid Hills School Auditorium here.
 "As an instructional tool, radio can be used with programs received in the classroom and utilized as supplementary teaching aid," Hudson said.
 "As a broad influence, it can be used to expose children and youth to the whole wide world of ideas and behavior patterns."
 Tells "School Of Air" Plans
 In speaking about plans for the 1946-47 programs in the "American School of the Air," Hudson emphasized that CBS and its National Board of Educational Consultants faced these three hard facts:

1. Children listen to what they like—and, sometimes what their family like.
 2. Children don't necessarily listen to children's programs; they listen to what is available.
 3. For the sake of a child's stability, programs that stir his emotions should provide an outlet for those emotions.
- "Clearly the programs, as they add to the student's information," pointed out the CBS official, "must capture his interest by arousing his imagination. They should be broadcast at an out-of-school hour, when he can surely listen. The emotions they stimulate through music and drama should be ones that find further expression in his school activities."

Three FCC Lawyers To Leave Commission

(Continued from Page 1)
 as Denny's assistant, is expected to take the place of Jorgenson, who is special assistant to Benedict P. Cotton, general counsel. Jorgenson returned from military leave in March of this year.

Denny Likely Choice

While Paul Porter's status is still in doubt, it appears almost certain that Denny will be named chairman of the Commission. Appointment of J. Burke Clements to the Commission still depends on the outcome of the primary in Montana. With President Truman giving the nod to Senator Burton K. Wheeler, close friend of Clements, it appears that the President will name Clements to the Commission. Wheeler at first objected to the Commission chairmanship being "held open" for Porter and threatened to force the issue until after two White House visits.

OIICA Names Johnstone To Public Affairs Post

(Continued from Page 1)
 appointed chief public affairs officer for the OIICA, the State Department announced yesterday.
 Dr. Johnstone received his A.B. and M.A. degrees from the University of Denver and his Ph.D., from Stanford University. He has been granted leave of absence from George Washington University, where he has been professor of political science since 1930, to take up the State Department assignment.



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OPEN TIME
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- Highly experienced technical staff

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CINEMART Recording
 Motion Pictures
 S T U D I O S Public Address
 101 PARK AVENUE • NEW YORK 17, N. Y.

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

EQUIPMENT

Electronic Lab. Appointments

An expansion of sales outlets for Electronic Laboratories, Inc., of Indianapolis, was announced by Walter E. Peek, vice-president, with new offices opening in the United States, Canada and the territory of Hawaii. Ronald Bowen, former Army major will service the Rocky Mountain states sales district with offices in Colorado. J. E. Joyner will head the James Millar Associates with a new office in North Carolina. Operating from Chicago will be B. G. Twyman, who will represent the firm in St. Louis and eastern Missouri. A. V. Rodman, under the supervision of Myron and Jack Mitchell, will service the offices in Portland and Seattle, Wash.

The Stromberg-Carlson Company of Canada with offices in Toronto and Ontario, will have charge of the Eastern Canada, while Electronic Laboratories of Canada, with offices in Vancouver, British Columbia will cover Western Canada.

First Electronic Laboratories sales office outside of continental limits of the United States, will be opened in Honolulu, T. H. Headed by Marc Donnelly, ex-Army colonel office will be located in the Aloah Building, Honolulu.

New Klystron Tube

Revolutionary developments in the field of radio communications are expected as a result of a deal concluded last week through which RCA will manufacture the klystron tube by arrangement with Sperry Gyroscope Co.

Radio relay systems employing transmitting and receiving set-ups on towers spaced from 25 to 30 miles apart, are being experimentally constructed to carry telegraph messages, FM and television programs, and the new klystron tube is ready to be used in these systems.

Durr And Reinsch, Speak For Baptist Radio Forum

Atlanta—Commissioner C. J. Durr of the FCC, J. Leonard Reinsch, general manager of the Cox radio stations, will be among the speakers at the week's radio conference sponsored by the Southern Baptist Convention which opens at Ridgecrest, August 22 and continues through the 28th. Commissioner Durr will speak on "FM Stations" and Reinsch will discuss, "Radio In The Life of Tomorrow."

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



Memes Of A Midnighner...!

• • • Eddie Cantor, who just let all of his writers go, coming in town next month to discuss his fall radio plans and to get Abe Burrows to head up a new scripting staff. . . . OPA's Paul Porter expected to take an executive post with one of the radio nets. . . . Rumor in the food industry has the Automat people buying out Lustig's share in Longchamps for 20 mil. . . . Big name band leaders plenty worried over musicians leaving to latch onto radio orks. Latest to be raided is Benny Goodman, whose trumpet tooter, Bernie Previn, just inked a contract with Lloyd Shaffer's Supper Club crew. . . . Paula Stone's youngster due in the fall. . . . Leo Durocher is so confident of copping the pennant (despite Peewee Reese's injury) that he's asked Rob't Merrill to sing the Nat'l Anthem at the World Series opener at Ebbets Field. Merrill once tried out with the Dodgers as a pitcher some five years ago. . . . Aside to Dave Halpern: We've been hearing big things about you over at Owen & Chappell. Congrats and good luck with your new ainer, "Spotlight On America," which preems next Friday over Mutual. . . . Sammy Kaye reports that the H'wood wolves are getting together to publish a volume called "Who's Whose."

★ ★ ★

• • • One Man's Point Of View: Isabel Leighton bowing out of CBS' "Woman's Club" because she could no longer digest the material they handed her. Here is one of radio's top femme voices and personalities and they have her interviewing welfare workers, travel service representatives, etc., all adding up, as you might suspect, to somewhat less than exciting wordage. One stanza we caught had long stretches of dialogue by the guest, with Miss Leighton coming in every other page or so with "Oh, really?" Oh, really, now!

★ ★ ★

• • • Alan Courtney, the guy who started as many trends in radio as anyone we know, and also the guy who couldn't be licked in 18 years of ups and downs in radio, has finally been kayoed by sinus trouble and has been ordered to Arizona by his medico for an indefinite stay. Best of luck out there, Alan, and let's hear from you. . . . Louise Carlyle rounding out her first year on ABC's "Sunday Evening Party" and pacted for another 13 weeks. . . . Ed Wolf's "Break The Bank"—the biggest pay-off stanza on the air—got off to a great start on its new series last week with an Army captain tapping the bank for \$1,070. . . . Gene Schoor's "Sport Club of the Air" on WINS has built up over 40,000 members already. Barney Ross will be his guest tomorrow morning. . . . Joseph Cotten will do the lead in the London edition of "Voice of the Turtle," due to open late in the summer. . . . Hunt Stromberg, Jr., will bring "The Thin Man," which his father produced for the screen, to the B'way stage next winter. . . . Beatrice Kay's new Wed. nite time (8:30) bound to make the young larkomic hear Hoppertunity knocking. . . . Frank Galend will script the new Dennis Day stanza.

★ ★ ★

• • • How To Get A Job Dep't: We wouldn't exactly recommend this as S. O. P., but Bob Shaw, co-author of "Mr. D. A." wins the fleece-lined mustache cup today for the cleverest job-hunting stunt we've heard in many a day. Bob was whiling away his time in a small Minn. station a few years ago when the yen hit him to try for greener fields. Knowing no one in N. Y., and realizing that a mere letter of application had about as much chance as the Athletics winning the pennant, he came up with a lulu of an idea. Tearing a page out of the Press section of Time mag, he had his printer set up an identical page—with his own picture inserted plus a self-penned bio. He then mailed 150 of them off to all the big shots in the industry with this scrawled inscription: "Dear Bill (or whatever the guy's first name was): Have you seen this?" Bob drew 143 replies, several long-distance 'phone calls and 39 actual offers of jobs!

AGENCIES

THOMAS W. RICHEY has joined the executive staff of Ruthrauff & Ryan, Inc. He was associated with Standard Brands for 16 years—starting in the sales department and later becoming associate advertising manager, resigning that post to become an account executive at Young & Rubicam where he had charge of the Borden advertising. Richey will specialize on food accounts at Ruthrauff & Ryan.

ROBERTO BERLINGIERE, S. A. automobile distributor in Buenos Aires, Argentina, has appointed McCann-Erickson's office in that city to handle its advertising.

ENGLAND'S LIST of best selling songs this week was topped by "Bless You (For Being An Angel)," written by Ed Lane, director of advertising, promotion and publicity for Muzak Corp., New York. Lane has been in the creative end of advertising for the past ten years, having held copy and executive posts at Franklin Bruck and Kenyon & Eckhardt, ad agencies, before joining Muzak in 1945.

G. KRUEGER BREWING CO., of Newark, N. J., announces the appointment of Benton & Bowles, Inc., as its advertising agency effective September 1, 1946.

BOB COLWELL, erstwhile vice-president of J. Walter Thompson Co., has joined Sullivan, Stauffer & Bayles. The new organization henceforth will be known as Sullivan, Stauffer, Colwell & Bayles. Colwell will direct the agency's copy and creative work.

Kalaidjian Appointed In CBS Employ. Dept.

Robert E. Kalaidjian replaces Bennett W. Lowry as employment manager of CBS, effective July 15, it was announced yesterday by Howard L. Hausman, director of personnel relations for the network.

Kalaidjian returned to CBS last January following his discharge as lieutenant commander in the U. S. Navy. A graduate of Dartmouth, Kalaidjian joined CBS in 1939.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780
Hollywood, Calif.

Record June Biz Reported By WOR

(Continued from Page 1)

declared. "I believe that one of the major factors responsible for the upswing is that advertisers have postponed expenditures as long as they could. With a brighter labor and production picture in the offing, advertisers are evidently looking forward to maintaining their competitive position by increased expenditures during the second half of this year."

Supporting Maddux's statement, WOR released information on new business and renewals. The accounts follow:

An across-the-board buy of commentator Frank Kingdon by Crawford Clothes, which will sponsor Kingdon Mondays through Fridays from 6 to 6:15 p.m. and on Sundays from 10:15 to 10:30 p.m., beginning September 2. Al Paul Lefton is the agency.

Fusterole, through Erwin Wasey, will participate in the "Dorothy and Dick" program, seven days a week. They're buying "Breakfast with Dorothy and Dick," six mornings a week, Mondays through Saturdays, and "Brunch with Dorothy and Dick," Sundays at 11:30 a.m., starting Sept. 2. Another Erwin Wasey placement involves purchase of Fulton Lewis Daily Mondays, Wednesdays and Fridays at 7 p.m., by Seeck and Kayde to their product, Pertussin. One of WOR's June renewals involved the largest contract ever signed by the station, which was for Longines time signals and the Longines Symphonette, Monday through Fridays from 10:30 to 11 p.m., on a 52-week basis. The agency is Arthur Rosenberg.

Texas Theaterman Enters Radio Broadcasting Field

Hubbock, Tex.—Trend of theaterman in this area is to also own and operate radio stations. Joe Bryant has filed application with the FCC for a 25-watt standard broadcast station here. Bryant is with the Midway Theater.

FM 'Band-Reservation' Plan To Be Argued Today At FCC

(Continued from Page 1)

have indicated their intention of appearing at the hearing, with another score stating they will stand on their previous positions already filed with the Commission.

Short of the Commission's "Blue Book," few actions of the FCC in recent months have received more comment than the FM channel reservation. The Commission's proposed plan came after repeated requests for such action by the Senate Small Business Committee, as well as non-industry groups.

Expected to appear at the session are the representatives of the following organizations: National Association of Broadcasters, Yankee Network, Inc., State Broadcasting Corp., WJW, Inc., Capital Broadcasting Co., Radio Voice of Springfield, Inc., Great Trails Broadcasting Co., Allen B. DuMont, Inc., Television Broadcasters Assn., Inc., Calumet Broadcasting Corp., Zenith Radio Corp., Columbia Broadcasting System, Inc., National Broad-

casting Co., National Council of Farmer Co-operatives, American Veterans Committee (AVC), Farmers Educational and Co-operative Union of America, National Grange, Potomac Broadcasting Co-operative, United Electrical Radio Machine, and Unity Broadcasting (ILGWU).

The following have stated they will not appear for oral argument, but stand on previous declarations:

WCAE, Inc., Moraine Broadcasters, Inc., Massachusetts Broadcasting Corp., North Carolina Broadcasting Corp., Pawtucket Broadcasting Corp., Metropolitan Broadcasting Service, Los Angeles Broadcasting Co., Out West Broadcasting Co., KLZ Broadcasting Co., Allen T. Simmons, WREN Broadcasting Co., Memphis Publishing Co., King-Trendle Broadcasting Co., Central States Broadcasting Co., Radio Projects, Inc., New York Veterans' Group, Eastern Co-operative League, and Debs Radio Memorial Fund.

Col. Kent Leaving Chi. Radio Council

(Continued from Page 1)

was in direct charge of the War Department's plans for Universal Military Training. Prior to his general staff duty he acted as Director of the Editorial Section under Col. Ed. M. Kirby, Chief of the Radio Branch in the Bureau of Public Relations of the War Department. He was awarded the Army Commendation Ribbon and the Legion of Merit.

Founded Radio Council

Previous to entering the military service Col. Kent had founded the Radio Council of the Chicago public schools and laid the ground work for the installation of station WBEZ, which is the Chicago Board of Education owned station. He was also the leading figure in the organization of the School Broadcast Conference, a national meeting for educators interested in the utilization of radio in education. He was one of the founders and president for the first three years of the Association for Education by Radio. He has served as member of the National Board of Consultants of the CBS American School of the Air and of a similar board for the University of the Air, which is a feature of the National Broadcasting Co.

Jennings, slated to succeed Col. Kent, has made a splendid record as acting director of the Chicago Radio Council and moving spirit of the School Broadcast Conference during wartime years. He is widely known among broadcasters and has pioneered in educational FM broadcasting.

Esso Sponsors Films

Films of the atomic bomb test in the Bikini Lagoon, aired over WNBT last night, were sponsored by Esso, it was announced yesterday.

"Hall Of Fame" Not Back On ABC Web This Fall

(Continued from Page 1)

coming indifferent about radio as a media and may return to the air on another network with a new show idea around January 1. In the meantime the company is sponsoring a segment of the Don McNeill "Breakfast Club" on ABC and is reported to be satisfied with sales results obtained for its refrigerator line.

ABC Films Elks Parade For Television Programs

The annual Elks parade down New York Fifth Ave., yesterday, climaxing a six-day Grand Lodge Convention held in this city for the first time in 60 years, was filmed by ABC for television presentation next week.

Filmed in co-operation with the Benevolent Protective Order of Elks, highlights of the show, including shots of decorated floats and horses, were filmed for airing on WABD, New York; WPTZ, Philadelphia, and by coaxial cable to Washington on Tuesday, July 16. Films will be shown on WRGB on Wednesday, July 17.

Commentary was supplied by Dr. L. Carson Spier, exalted ruler of Lodge No. 1, BPOE.

Bastille Day Salute Set

Georges Bidault, President of France, and a host of celebrities of the entertainment world will be heard on Mutual Sunday, July 14, in a special program celebrating Bastille Day.

Walter J. Armstrong

Montreal—Walter J. Armstrong, 60, noted consulting engineer, who built the Canadian Marconi Co., Ltd., plant in Montreal, died yesterday at Montreal General Hospital.

Radio Commended For Aid To Treasury

(Continued from Page 1)

Bonds peak promotion drive is scheduled for November radio is being asked to continue bond messages throughout the summer months.

During the interim months the Treasury's radio activity will include three weekly network "Bandstands," Elliott Lawrence over CBS on Saturdays from 2:30 to 3:00 p.m., EDT; Frankie Carle over ABC on Wednesdays from 9:30 to 9:55 p.m., EDT, and Duke Ellington over ABC Saturdays from 4:00 to 5:00 p.m., EDT; the new "Treasury Salute" series, 15-minute two-a-week transcribed programs featuring Robert Waldrop in stories from "The American Notebook," now being broadcast over 870 radio stations; a new transcribed bond song, "What's Your Favorite Dream?"; and a series of fourteen 30-second and eight one-minute transcribed spots now in transit to all radio stations.

Rejoins Sparks-Withington

E. C. Bonia, sales manager, Radio & Appliance Division, Sparks-Withington Company, Jackson, Michigan, announces the re-employment of James R. S. Millar in his old capacity in the advertising department. Millar for the past thirty-one months had been stationed in Hawaii as a staff sergeant.

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BALTIMORE'S Listening Habit

WJZ

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Bender, General Manager
 FRED A. PETERS, Inc., Exclusive National Representatives

New FM Station Planned By CBC

Toronto—A frequency modulation station will be installed on the top of the Canadian Bank of Commerce Building on King Street, Toronto, in the near future by the Canadian Broadcasting Corporation. With the call letters VE9CB, it is expected the new station's signal will be received within a 35-mile radius of the Empire's tallest building.

"We are held up by delivery of materials," said M. L. Poole, head project engineer for the CBC. "My guess would be that the station will be operating within three months.

The engineer said that frequency modulation has two advantages over amplitude modulation through which we now listen to broadcast. "The first is that you get a lower noise level on FM because it eliminates practically all static noise and interference from power lines and electrical storms," Mr. Poole said.

High Fidelity Important

Secondly, the high fidelity of FM broadcasts will revolutionize studio technique, Mr. Poole predicted. So sensitive is the new method that it will pick up a cough lozenge rattling against a speaker's teeth or the crackle of a script in a nervous hand. It will even record the closing of an actor's lips.

"It means that we will have to teach people to use equipment differently," Mr. Poole said. "Actors and announcers who talk into an FM microphone will have no sibilants. They will have to stop hugging the microphone and they will have to be extremely careful in turning the pages of their scripts."

The frequency modulation station in Toronto will be the second in Canada. An experimental station is being operated in Montreal. Eventually, Montreal's FM station will be moved to the top of Mount Royal and it is expected the station's radius will be widened.

Sees Another Carrier Band

Sets to receive FM broadcasts will be more expensive than present-day sets, Mr. Poole declared. "What will probably happen," he said, "is that radio sets will be made to receive both FM and AM broadcasts. It will mean another carrier band on your radio, that is all."

In contrast to the present AM transmitter whose signals generally follow the earth's contour or are reflected from the ionosphere, the FM transmitter sends out its signals along a line of sight. "That just means that high frequency waves are transmitted and that they travel in a straight line to the horizon," Mr. Poole explained.

"There are 'shadow' areas, too, in FM broadcasts. High buildings and mountains, for instance, interfere with reception. Receivers on the near side of a high building or mountain will hear the broadcast clearly while those on the far side will miss it altogether. FM bounces around from obstacle to obstacle, so that it will be received in the most unexpected places."

Experiments are being conducted to

SOUTHWEST SIDELIGHTS

APPPLICATION has been filed with the FCC by the Texarkana Newspapers, Inc., to transfer control of the station to the stockholders of KCMC, Inc., operators of KCMC here.

Vacationing from San Antonio Radio Row are Hugh A. L. Half, president and general manager of WOAI who is spending two weeks in Colorado. Miss Lilly Juncker, assistant program director of KABC is spending her leave in Des Moines while Alec Chesser, KABC special events director is visiting Chicago, New York and Cleveland.

The Big Bend Broadcasting Co., has been formed at Alpine, and has filed application with the FCC for license to operate a standard broadcast station to operate with 250 watts full time on 1490 kilocycles.

Eddie Hyman is being heard as the roving reporter on KCOR, San Antonio's new show, originating from the "Trade Winds Cafe" each Tuesday and Thursday. During the 15-minute program various questions are asked the diners and Hyman pays for the check for all correct answers.

KWBU, Corpus Christi, has been given FCC approval to operate on 1030 kilocycles instead of its regular 1010 kilocycles setting for a period of six months. Station will continue to operate with 50,000 watts during day-time only.

The Saturday Morning Roundup is a new Saturday presentation from the studios of WBAP, Fort Worth. Ted Gouláy is program m.c., which also features the songs of Ray Berry and music by the Hayloft Symphony of six musicians and the Southwesterns, a group of nine musicians and singers.

Louis Riklin, sales executive for WOAI, San Antonio, has been named to the board of the senior local Chamber of Commerce, as a representative of the Junior Chamber of Commerce of which he is a member.

G. L. Burns, owner and operator of KNEL, Brady, has applied to the FCC for permission to operate full-time with a power of 250 watts on 1490 kilocycles. Station now operates with

New Rule For Amateurs Written By Commission

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday amended Order No. 132 to exempt amateurs who have moved to a new permanent location within the small call area for which the station license was issued, from the requirement of using the calling procedure referred to in Section 12.93 (C) of the Commission's rules.

establish FM network links between the larger centres. "Some day," Poole said, "there will be a system of FM network stations with receivers and senders every 40 miles or so. Then we could broadcast from coast-to-coast and listeners across Canada could hear the lowest note sounded in a symphony broadcast."

250 watts, day, and 100 watts, night.

The Insul Wool Co., has renewed for another 16-week period Service Command. Miss Crews writes and produces one show each week over KTSA titled "The Flying Times of the Air."

The Rose Capital Broadcasting Co., at Tyler, has applied to the FCC for license to operate a standard broadcasting station to operate with 250 watts on 1490 kilocycles full-time.

Members of the female staff of KTSA, San Antonio, have formed the KTSA Women's Employees' Club and they will meet once each month for a luncheon and discussion of their problems. New to the distaff side are Gloria O'Brien, who joins the program department as secretary, and Mary Ethel Neston, who will be secretary to Bill Egerton, chief engineer of KTSA.

Application has been filed with the FCC by Alfred Achilles Corcanges for license to operate a standard broadcast station at Mineral Wells, to operate with 250 watts power on 1490 kilocycles, full-time.

KNOW, at Austin, has filed application with the FCC for a new frequency setting and an increase in power. The station would shift from its present 1490 to 1410 kilocycles and increase its power from 250 watts to 5,000 watts, day, and 1,000 watts, night.

The KABC, San Antonio, "Facts for Farmers" program came in for an unusual plug over KTSA, here in a broadcast made by Perry Kallison who is heard as the "Old Trader" on the "Kallison's Trading Post" program aired over KTSA. Kallison spent about five minutes concerning the KABC new program.

Miss Kay Crews has been named radio director for the public relations office at Kelly Field, home of the San Antonio Air Technical Corps.

"Tuffy" Dale, cowboy comedienne and singing star heard over WOAI, San Antonio, has been selected Round Up Queen of the Woodward, Oklahoma Elks Rodeo, the third largest rodeo in the nation to be held starting August 18.

WSYR Begins Operation On FM Band, 6-Hr. Sked

Syracuse—WSYR became the first FM station to begin regular operation in central New York when it went on the air this week with a temporary 250-watt transmitter. It was announced that power will be increased with arrival of a new FM transmitter now on order with General Electric.

Present plans, according to Col. Harry C. Wilder, president of the Central New York Broadcasting Co., call for six hours of broadcasts from 2:45 to 8:45 p.m. daily. The FM studio is located adjacent to the station's AM studios and operates on 93.5 megacycles. Station received its FM construction permit in 1941, but was unable to acquire additional necessary equipment until this year.

CAB Representative Appears At Hearing

Montreal—The Canadian Association of Broadcasters, presenting the case of independent radio stations to the Commons Radio Committee at Ottawa said yesterday community stations were not making enormous profits and in many cases faced depletion of their reserves through expenditures on new equipment.

The association's first brief, presented by Frederick C. Colborne, assistant manager of CJCJ, Calgary, dealt largely with the service performed by private stations. It was to be followed by a brief discussing the future of Canada's general radio policy.

The association said it favored continuance of both a nationally-owned system of radio stations and a system of independently-owned community stations.

"The community stations should exist as a competitive and protective force, to provide stimulation to the national system and to protect the democratic elements of freedom of speech and individuality of programming and to serve those purely local needs which the national system obviously cannot undertake in the complete fulfillment of its national purpose," the brief said.

A large part of the submission was devoted to detailed examples of community services being carried on by the 81 stations holding membership in the association.

Canada Mfrs. May Raise Prices Of Receivers 10%

Ottawa—Radio manufacturers are now permitted to charge an increase of 10 per cent over the list price of radio receivers manufactured in Canada, but must make individual applications for permission, the War-time Price and Trade Board says.

"The increase was permitted after a complete survey of the industry, which disclosed that it was not possible to produce sets at basic period prices because of increased production costs," a prices board spokesman said.

Manufacturers also are allowed freedom to negotiate discounts with jobbers and dealers.

The increase was effective July 2. In October, 1945 when the industry started post-war production, the Radio Manufacturers Association of Canada cited a doubling in the cost of lumber and veneers as an instance of the need for relief from fixed ceiling prices.

Cosgrove To Speak

San Francisco—Raymond C. Cosgrove, president of the Radio Manufacturers Association, will be among the speakers at the semi-annual Western Radio and Appliance "Trade Dinner" which will be held on Wednesday evening, August 7, in the Mart Club on the ninth floor of the Western Merchandise Mart. Cosgrove will speak on "Your Radio Business

The Seventh Annual Edition of

RADIO DAILY'S

“SHOWS OF TO-MORROW”

WILL BE PUBLISHED

WEDNESDAY, JULY 17th



SHOWS OF TO-MORROW ISSUE WILL INCLUDE COMPLETE
DATA ON EVERY TYPE OF RADIO PROGRAM INCLUDING

Adult Dramatic Strip

Adult Dramatic Series

Juvenile Series

Quiz

Musical

Agricultural

Variety

Comedy

Sports

Television

Co-op Program

Hill Billy Program

News Programs

Hollywood Atmosphere

Feminine Angle

Foreign-language

Cultural Programs

Miscellaneous

★ ★ ★ COAST - TO - COAST ★ ★ ★

—VIRGINIA—

RICHMOND—WMBG recently inaugurated a new weekly series of shows entitled "Salute to Youth," featuring interviews with outstanding youths chosen from one of the five high schools in the city. . . . During the summer months the "Salute to Youth" program is selecting a youth from among the members of the newly formed Richmond Police-Firemen Boys Club. Thus, the series will be a year round feature with the intention of letting the people of Richmond become acquainted with the generation which soon will be sharing the burden of a world striving for peace and security.

—COLORADO—

DENVER—From a secret studio only to the announcer, engineer and broadcast participants, KLZ is airing its latest program entitled "I Am An Alcoholic," a weekly presentation aired in co-operation with the Denver chapter of Alcoholics Anonymous. Format of the show consists of interviewing men and women who have found a way to give up alcohol through the help of the organization. People tell their own dramatic stories, in an effort to encourage other alcoholics to turn to the organization for aid. . . . After five years of war-enforced inactivity, Central City revived its annual mid-summer Opera Festival for a three-week run. KOA originated to the network a half-hour remote control broadcast last Saturday featuring selections from "La Traviata," by Verdi, and "The Abduction From the Harem," by Mozart, the two operas to be performed this season at Central City.

—INDIANA—

INDIANAPOLIS—The appointment of Gordon Graham, veteran radio man and Washington correspondent, to the post of WIBC director of public relations has been announced by George C. Biggar, station general manager. Graham, who will assume his duties at the Indianapolis News station July 15, was formerly associated with WLBC where for two years he served, handling sports, special events and news.

—GEORGIA—

AUGUSTA—Donald M. Kelly, Jr., a two-year salesman for WGAC has been elevated to the post of commercial manager for the outlet. Promotion came about as part of the expansion program of WGAC which will culminate within the next few weeks in the move from 1240 kc. to 580 kc., and from 250 to 5,000 watts power. . . . Lonny Moore, popular mail drawing mentor of WGAC's "1240 Club" has returned from two years service with the Navy to his old stand. Attesting Moore's showmanship and production ability, J. B. Fuqua, outlet manager, has announced Moore's promotion to production manager. . . . John L. Barnes, WGAC office manager and bookkeeper, has left the outlet to take up his new duties as manager and vice-president of a new station to open in Elberton, sometime this summer.

—TEXAS—

HOUSTON—Aspiring radio artists here and the Gulf Coast area are receiving the opportunity to demonstrate their capabilities which will win them a professional radio contract on the "KTRH Talent Showcase." . . . KTHH is donating 10 hours of Class A radio time, five successive Saturdays, to candidates who are competing in Texas' July 27 Democratic primary. Roy Hotheinz, KTHH owner, who well remembers his difficulty in obtaining radio time during his campaign days, will conduct a series of five programs under the title "Radio Rally" which will afford every candidate for county, district and state public office an opportunity on the air at least once.

—DISTRICT OF COLUMBIA—

WASHINGTON—Newly appointed Secretary of the Treasury John W. Snyder made his first radio appearance last week when he guested on the Mutual show, "Meet the Press." . . . "Cavalcade of Freedom," Washington's colossal Fourth of July celebration, was aired exclusively by WOL with Jack Paige, special events director for the outlet as emcee. Program was sponsored by a special committee of Washington Board of Trade. Show featured a 300-voice choir in "Ballad for America," combined personnel of Army, Navy, Marine and AAF bands, with Joan Brooks, Joe Dosh, Forest Springman and Lucy Monroe.

—FLORIDA—

MIAMI—The American Cancer Society has awarded a citation to WQAM in recognition of the services rendered by the radio station in the 1946 campaign to conquer cancer. . . . Individual citations were also awarded to Elaine Powell, women's page editor, and Fred Mizer, commercial manager, both of the WQAM staff. . . . WQAM is co-operating with the Miami Herald and the Girl Scout Council, in conducting a "Fun at Home" project, designed to keep youngsters cheerfully occupied at home in order to avoid crowds during the current polio scare in Fla. . . . ST. PETERSBURG—WTSP staff engineer, Joe Foster, is half owner of the new Manatee Broadcasting Corp.

—NEW YORK STATE—

ITHACA—Kettel-Carter Agency of Boston has been named as regional representatives of WHCU in New York State and New England, including greater New York City, according to Michael Hanna, general manager of the Cornell University station. . . . According to Hanna, the agency is expected to provide a closer and mutually beneficial client-station relationship through concentrated coverage of the specified areas. . . . WATERTOWN—WWNY recently aired a special half-hour show honoring George N. Davis, Sr., selected by the National Fathers Day Committee as the American father with the largest family in the United States.

—OHIO—

CINCINNATI—David E. Partridge, recently released from the Navy and joining WLW's staff as assistant promotion manager, has been upped to director of sales promotion for the outlet. . . . Olive Kackley, WCKY women's commentator since 1938, has resigned from the outlet effective August 1. . . . Essie Topmiller Rupp, former chief of the WCKY continuity dept., is now with the Fred H. Palmer Advertising Agency. Jean Koop succeeds Mrs. Rupp at the L. B. Wilson station. . . . Mary Perin becomes assistant continuity director. . . . Charlotte Dale, formerly assistant editor of Child's Life, has become assistant to John E. Murphy, WCKY news editor and public relations director. Miss Dale succeeds Helen Murset, who is now secretary to Lew Kent, WKRC program director.

—GEORGIA—

ATLANTA—WSB announced that Mary Margaret Price of Waynesboro, is the winner of the WSB Bob Hope Search for Talent Contest. Chosen from 150 other girls who auditioned, she will sign with Hope when he makes his personal appearance at Ponce De Leon Park and is also being considered for the spot previously occupied by Frances Langford. . . . With the co-operation of four Atlanta radio stations and all the major networks, an unusual experiment in radio education is being carried on at Emory University, July 8 through the 12th. More than 100 school teachers, attending the summer workshop in education will take part in a unique radio seminar, featuring lectures, demonstrations and live broadcasts by station and network staffs.

—CONNECTICUT—

NEW HAVEN—The New Haven Advertising Club is off the air until September opening. . . . Congressman Joseph Talbot reports to the people Sundays at 9:30 p.m. . . . The New Haven Council of Churches is heard Sundays ayem as well as p.m. on the Sabbath. . . . BRIDGEPORT—E. R. Koester, who during the war engaged in special activities in Washington, has been appointed manager of planning of the Appliance and Merchandise Department of the General Electric Co. His responsibilities will include that of co-ordination of all planning activities in the department.

—PENNSYLVANIA—

PHILADELPHIA—Horace Wade, veteran sports announcer, has penned with WFIL to air daily horse races originating from three New Jersey tracks. . . . As a means of aiding juvenile development, WFIL is launching a weekly series entitled "WFIL Sports Clinic" to be aired Saturday from 11:30 to noon. Program will feature Sportscaster Tom Moorehead as moderator with a panel of sports experts headed by Don Killeit, WFIL sports advisor and University of Pennsylvania basketball coach. . . . PITTSBURGH—Petite Mary Martha Briney, KDKA singing star and Pitt's outstanding soprano, has been invited to be guest artist on three outstanding programs during July and August. . . . Paul Long and Gary Goodwin, two former Texas announcers, have joined the KDKA announcing staff.

—WASHINGTON STATE—

YAKIMA—Cheshire Motors, local Pontiac dealer, has started a new sportscast over KIT thrice weekly featuring Don White, KIT chief announcer and sports editor. . . . TACOMA—Through the co-operation of the Signal Corps of the U. S. Army, who loaned Army engineers and shortwave equipment, KMO provided complete coverage of the recent Pacific Northwest Golf Association tourney held at the Fircrest Country Club. . . . One of KMO's outstanding shows, "The Mayor Speaks," now in its seventh year, took on a new format along with a new mayor when Harry P. Cain recently turned over the reins of the city government to Mayor C. Val Fawcett.

Uruguay Network

Montevideo—Cadena Uruguay de Radiodifusion announces that it is the only full-time radio network in Uruguay. Composed of CX14-CXA19 the key station in Montevideo and nine other affiliated stations on Colonia, Rocha, Salto, Florida, Paysandu, Minas, Treinta y Tres, Tacuarembó and San Jose, the network is connected by lines.

The network is represented in the U. S. by Pan-American Broadcasting Co., and is considered outstanding because each station of the network was selected on the basis of popularity and coverage.

YOUR VIDEO SHOW SHOULD BE PHOTOGRAPHED!

The art of photographically recording a television production is a highly specialized one and should not be assigned to any "photographer."

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Send Birthday Greetings To

July 12

Grace Barrie William Meeder
Thomas F. Harrington Ray Winters
Milton Berle Jimmy McClain
Oscar Hammerstein, II

July 13

Frank Dane Phillip H. Lord
Caro:yn Gilbert Harry Sosnik
Carolyn Montgomery

July 14

Frank Chizzini Ken Murray
Harry Hoff George C. Putnam
Carmen Lombardo Gene Rouse



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



L. 36, NO. 10

NEW YORK, N. Y., MONDAY, JULY 15, 1946

TEN CENTS

FM 'Reservation' Argued

Radio Appeals Board Sought By Canadians

Ottawa — Establishment of a Board of Appeals as the final authority in the administration of radio stations in Canada was urged on the House of Commons Radio Committee at Ottawa in a brief presented by the Canadian Association of Broadcasters. To this board it was suggested that 81 private broadcasting stations in the Dominion could go if their licenses were taken to a CBC ruling in any of the corporation's practices. Subject to the overriding authority of the Department of Transport," said the brief presented to the Commission. (Continued on Page 7)

Three CBS Accounts Renew For 52 Weeks

Three renewals on full CBS network were signed Friday, the three accounts being Emerson Drug for Broderick Seltzer; Electric Companies Advertising and Sterling Drugs, Inc. Emerson Drug renewal is effective July 1 with "Inner Sanctum", as the program heard on CBS Mondays 8-8:30. (Continued on Page 2)

Loss Of Recorded Shows Reported By NBC In Chi.

Chicago — Several series of recorded broadcast programs and the leasing of NBC Thesaurus albums to five independent stations was announced by Frank Chizzini, manager of the NBC Chicago Radio Recording division. WJBF, Rock Island, Ill., and KGBX, Springfield, Mo., both contracted for. (Continued on Page 6)

Big Meal

Close to 40 tons of food have arrived in New York for shipment overseas in response to Don McNeill's Share-A-Meal plan, a feature of ABC's "Breakfast Club" program. The food is sent in by McNeill listeners to P. O. Box 500, Station G, New York, where its handling is taken over by the Salvation Army, which will distribute the food to the needy abroad.

Public Service

The Children's Hospital of Washington, D. C., wants to build a new wing for the hospital, and is conducting a drive to collect \$1,300,000 for the purpose. Up until July 10, it had collected only \$943,953.77 of that amount—and still needed help. Radio station WWDC came to its aid by holding an all-day broadcast at the hospital on July 10, which swelled the total to over \$953,000.

2 Networks Combine In Vet Tele Seminar

Co-operation between CBS and ABC has resulted in a television seminar for returning veterans which will provide an eight-week course covering all phases of the new art by both lectures and field work. Seminar gets under way immediately and will run through August 30, 1946. Under the direction of Worthington Miner, director of CBS Television, the seminar will be conducted by video staff members of both networks. Future. (Continued on Page 7)

NAB Strategy Committee Makes Recommendations

Washington Bureau, RADIO DAILY
Washington—The special NAB Strategy Committee authorized by the board of directors met in Washington last week to consider many problems incident to entry into broadcast business of thousands of new broadcasters, many of them unfamiliar with the. (Continued on Page 2)

FCC Grants 3 Video CPs, 70 Conditional FM Permits

Washington Bureau, RADIO DAILY
Washington—In one of its busiest days, the FCC on Friday granted CP's to three television applicants in two cities and took action on more than 70 FM applications. CP's for new television stations were granted to the Pulitzer Publishing Co., in St. Louis, Mo.; King-Trendle Broadcasting Corp., in Detroit, and the Evening News Association, also in Detroit.

Pro And Con On Withholding Channels Heard By Commission In Capital; Ream Asks Enlarged Band

Wire Recorders Used In Chicago Courts

Chicago—Use of wire recorders in the coverage of court proceedings in Chicago have been introduced successfully by William Ray, manager of the news and special events staff of the NBC Central division. Ray sent a wire recorder crew to the police court of Judge William V. Daly and the Renter's court of Judge Justin F. McCarthy. Court proceedings which in. (Continued on Page 3)

Commons Radio Unit Asks Newspaper 'Divorcement'

Ottawa—The Commons Radio Committee, continuing a study of the place of independent stations in Canadian radio, had before it an informal suggestion by M. J. Coldwell, the CCF leader, that consideration be given to. (Continued on Page 7)

WOR's Program Dep't Realigns Executives

Realignment in the program department personnel was announced Friday by Ted Streibert, president of station WOR, who stated that the increase in commercial program activity. (Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—The FCC on Friday heard a wide variety of witnesses alternately blast and approve the Commission's plan to reserve every fifth FM channel. In general, veterans, labor and farm groups lined up in favor of the reservation plan, while NAB and broadcasters condemned the plan for varying reasons. From the interest of most of the Commissioners, observers predicted. (Continued on Page 8)

Army Adding Time To Aid Recruit Drive

The Army Recruiting Service is making increasing use of radio as a means to stimulate enlistment throughout the summer months before regular inductions are resumed in the fall as indicated by the variety of programs involving considerable time now, under sponsorship on the four major networks. The ARS is currently using four. (Continued on Page 7)

Dual Tele-FM Antenna Developed By NBC, RCA

NBC and RCA have perfected a new antenna that will broadcast simultaneously, and without mutual interference, television pictures, television sound and FM it was revealed Friday; (Continued on Page 2)

Sleuth

Veterans may draw a lesson from "The Swindle," the dramatic story of a returning GI's venture into restaurant ownership, highlighting the frauds perpetrated against the ex-soldiers, which will be featured this Wednesday at 9:30 p.m. on WMCA's series, "When He Comes Home." John Farley prepared the program; Joseph Gottlieb will direct and produce it.



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

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FINANCIAL

(July 12)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Three CBS Accounts Renew For 52 Weeks

(Continued from Page 1)

p. m. EDT, for one year, through BBD&O.

Electric Companies renewed Summer Electric Hour for one year, Sundays 4:30-5 p. m. EDT., through N. W. Ayer & Son, Inc. This show starts July 16, through Sept. 8, when the "Electric Hour" will resume with Nelson Eddy.

Sterling Drug for Bayer Aspirin, renews "American Melody Hour", Tuesdays 7:30-8 p. m. EDT, effective July 16, through Dancer, Fitzgerald & Sample.

LEN STERLING LA 4-1200

Coming and Going

F. H. LaGUARDIA, director general of the UNRRA and commentator on the American network, leaves this week for the UNRRA conference in Geneva, Switzerland, from which point he will continue his commentaries over the web each Wednesday beginning July 24. Paul Porter will substitute for him this coming Wednesday, only.

TOM SLATER, director of special events and sports for the Mutual web, has left by Pan-American Clipper for visits in Buenos Aires and Rio de Janeiro.

ARTHUR GODFREY, commentator on CBS, today will complete a four-day stay in Washington, D. C., during which time he aired his programs from the Columbia studios in the Nation's Capital.

ELAYNE HILDGARDE FOX and GRACE FALSAISE, comprising 40 per cent of the distaff side of RADIO DAILY, have left on vacation, Elayne to the sylvan glades of the Poconos, Grace to the white sands of Florida.

BRENT O. GUNTS, chief of the radio section for the U. S. Treasury's saving bond drives, is expected back in New York today following a few days of conferences with Treasury officials in Washington, D. C.

FRED BARR, program director at WWRL, is vacationing in the Pocono Mountains.

LARRY LESUEUR, newscaster on the Columbia web, leaves next Saturday for Europe, where he will cover the Peace Conference which starts in Paris July 29. Winston Burdett will substitute for him on his network program starting tomorrow.

HERBERT V. ANDERSON, account executive at WEAF, has left for Yellow Bay, Big Fork, Mont., where he will spend a vacation of two weeks, returning to New York July 29.

WILLIAM CHERRY, JR., president of WPRO, affiliate of CBS in Providence, R. I., arrived in New York last Thursday on a short business trip.

ELI OBERSTEIN, director of popular artists and repertoire for RCA Victor Records, is back in New York following 10 days on the West Coast spent in conferences with movie executives and supervising recording sessions of popular artists.

WALTER HAASE, station manager of WDRC, Hartford, who spent a few days in New York recently, has returned to the station and now is celebrating his 22nd anniversary with the CBS outlet.

GEORGE LEWIS, president of the Gag Writers Protective Assn., left Friday for the Maine woods, where for two weeks he will invite the soul and prepare a booklet of rules and regulations for the forthcoming Humor Hall of Fame.

Dual Tele-FM Antenna Developed By NBC, RCA

(Continued from Page 1)

the antenna, which is said by NBC to provide this type of transmission for the first time in broadcasting history, will be ready for operation in the fall.

O. B. Hanson, vice-president and chief engineer of the network, said that NBC is requesting authorization to apply this new step in the technique of broadcasting at the new location for the web's FM and video transmitter and studios at the Wardman Park Hotel in Washington, D. C. Improvement of the antenna has resulted from the "joint effort of NBC and RCA engineers, co-ordinated by Raymond F. Guy, NBC radio facilities engineer.

"This joint development by NBC and RCA" it was explained, "will represent the solution to a problem common to stations desiring to transmit simultaneously on three frequencies from a common antenna."

The antenna to be utilized in this new "triplexing" system is a new type known as the "super turnstile," which was especially developed by RCA to combine high-power gains, wide-band characteristics and mechanical and electrical simplicity. Through the combined efforts of NBC and RCA, the triplexing feature has been added and a ready-made solution provided for many stations. The power gain of this new antenna can be adjusted to the requirements of individual installations by adding antenna elements vertically on a single steel pole.

It was also announced NBC contemplates having its Washington television and FM stations operating in the early fall and will thus be able to provide NBC video and FM service to all persons residing within about 50 miles of Washington.

NAB Strategy Committee Makes Recommendations

(Continued from Page 1)

problems involved in the business. The committee, after lengthy discussions, formulated a series of recommendations to be submitted to the board of directors at its meeting next month. NAB President Justin Miller, who presided, expressed himself as well pleased with the careful and thoughtful consideration which the committee had given to the subject.

Those present, in addition to President Miller, were: Edgar Bill, WMBD, Peoria, Ill.; Frank Stanton, CBS, New York; Wayne Coy, WINX, Washington, D. C.; Louis G. Caldwell, Washington, D. C.; Paul W. Morency, WITC, Hartford, Conn.; Don S. Elias, WWNC, Asheville, N. C.; Horace Lohnes, Washington, D. C.

From the NAB executive staff were: A. D. Willard, Jr., executive vice-president; Don Petty, general counsel; Ted Heffron, assistant to the president; and C. E. Arney, Jr., secretary-treasurer.

New Navigation Aids

Montreal—Three radar-equipped buoys will be installed at Frenchmen's Bay, 25 miles east of Toronto, in what may be the first of a series of new navigation aids along the Great Lakes, Toronto Harbor Commission announces. Radar reflectors, capable of throwing beams 12 miles to radar carrying vessels, will be installed on three stationary buoys. The radar sets are expected to become standard equipment on all lake vessels.

Under supervision of the National Research Council, the experiments will be carried on by the Federal Lighthouse tender Grenville, at present the only Great Lakes vessel equipped with radar.



How do Homing Pigeons do it?

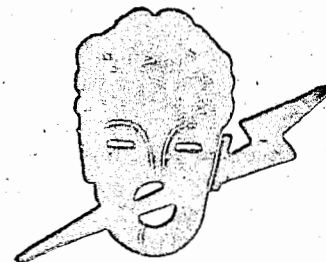
You've probably read of the most incredible feats of speed flying done by homing pigeons. Some have been known to cover 1,000 miles in two days. But the thing that always fascinated us is their ability to find their home roost right on the nose.

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

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

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-I

CC Grants 3 Video CPs, 70 Conditional FM Permits

(Continued from Page 1)

roadcasting Corp., Oneonta, Oneonta, Inc.
 ennsylvania: Allentown, Penn-Al-broadcasting Co.
 as: San Antonio, Express Pub-ling Co.
 following stations received en-ering approvals and were granted our construction permits:
 imi Broadcasting Co., Miami,
 Hutchinson Publishing Co.,
 inson, Kans.; Star-Times Pub-ling Co., St. Louis, Mo.; The Con-son Publishing Co., Atlanta, Ga.;
 Publishing Co., Sheboygan, Wis.;
 art Herft, Memphis, Tenn., Rob-
 E Wolfe Co., Fremont, Ohio.
 s Hildreth & Rogers Co., Law-
 oc Mass.; Radio Station WJBC,
 olington, Ill.; Cur-Nan Company,
 on, Mass.; Peninsula News-
 el, Inc., Palo Alto, Calif.; Su-
 m Broadcasting System, Inc., New
 eas, La.; Buckeye Broadcasting
 incinnati, Ohio.; The Sun Co.,
 ernational, Calif.; Silver City
 stl Co., Meriden, Conn.; John F.
 le, Ardmore, Okla.; WEBR, Inc.,
 ap, N. Y.; American Republican,
 aterbury, Conn.; Eastern States
 abcasting Corp., Bridgeton, N. J.;
 B2 Inc., Utica, N. Y.
 Lewistown Broadcasting Co.,
 iown, Pa.; East Texas Broad-
 ing Co., Tyler, Texas; Frank E.
 rt; Son, Nampa, Idaho; Observer
 b. Co., Washington, Pa.; Suffolk
 acasting Corp., Coram, N. Y.;
 O Broadcasting Co., Fargo, N. D.;
 Daald A. Burton, Muncie, Ind.;
 eergus-Press Co., Owosso, Mich.;
 Arnon Radio and Television Co.,
 Arnon, Ill.; New Britain Broad-
 ing Co., New Britain, Conn.; The

Valley Broadcasting Co., Steubenville, Ohio.
 Also Tri-Suburban Broadcasting Corp., Silver Spring, Md.; Pensacola Broadcasting Co., Pensacola, Fla.; WHB Broadcasting Co., Kansas City, Mo.; Durham Radio Corp., Durham, N. C.; Portland Broadcasting System, Inc., Portland, Me.; Neid & Stevens, Warren, Ohio; Review Publishing Co., Alliance, Ohio; The Advocate Printing Co., Newark, Ohio; WHP, Inc., Harrisburg, Pa.; Fayette Broadcasting Corp., Uniontown, Pa.; Paducah Newspapers, Inc., Paducah, Ky.; Asbury Park Press, Inc., Asbury Park, N. J.; Westchester Broadcasting Corp., White Plains, N. Y.; South-eastern Broadcasting Co., Charlotte, N. C.; KCMO Broadcasting Co., Kansas City, Mo.; Redwood Broadcasting Co., Inc., Eureka, Calif.

Final CP's Awarded

The following stations which have heretofore received engineering approvals, were granted final CP's:

Central Broadcasting Co., Des Moines, Iowa; Piedmont Broadcast-ing Corp., Salisbury, N. C.; Rock Is-land Broadcasting Co., Rock Island, Ill.; Portland Broadcasting System, Inc., Bangor, Me.; Courier-Journal and Louisville Times Co., Louisville, Ky.; WRAK, Inc., Williamsport, Pa.; Wilton E. Hall, Anderson, S. C.; WJR, The Goodwill Station, Inc., Detroit, Mich.; Community Broadcasting, Inc., Wheeling, W. Va.; Fidelity Media Broadcasting Co., New Bedford, Mass.; Poughkeepsie Newspapers, Inc., Poughkeepsie, N. Y.; KALE, Inc., Portland, Ore.; WSMB, Inc., New Or-leans, La.; WSAV, Inc., Savannah, Ga.; Harold O. Bishop, Harrisburg, Pa.

CR's Program Dep't Realigns Executives

(Continued from Page 1)

ate past six months prompted the ve Norman S. Livingstone, has appointed director of commercial ogam operations and will concen- te on the creative and service east of the program department's mercial enterprises.

Roney Erickson joins the station August 5, as manager of the pro- in department. Erickson comes to from Procter & Gamble where d an executive radio post. He it one time with NBC in New land Washington as a writer, di- te and producer, also with CBS with Foote, Cone & Belding.

Wire Recorders Used In Chicago Courts

(Continued from Page 1)

volved black market meat manipula- tions and eviction cases were later aired on the "News On The Spot" program heard on WMAQ.

Becomes Program 'Chairman'

Eleanor Wilson McAdoo, youngest daughter of the late President Wood- row Wilson, takes over as "chairman" of the CBS network series, "Women's Club," effective today, July 15. The program is heard weekdays, 5:15-5:30 p.m.

Send Birthday Greetings To

July 15

Albert G. Ashcroft Nancy Martin
 William Robinson Len Sterling
 H. J. Kleinfeld James V. Cosman

"Throw Your Voice Where It Will Do the Most Good!"



DETROIT...

the city with a billion dollar buying power!

Tell Your sales story in Detroit where it will be assured to have a telling impact in the most progressive, receptive and fastest moving market in the world.

P.S. WXYZ Completely covers the Detroit area at more reasonable rates than any other major Detroit radio station.

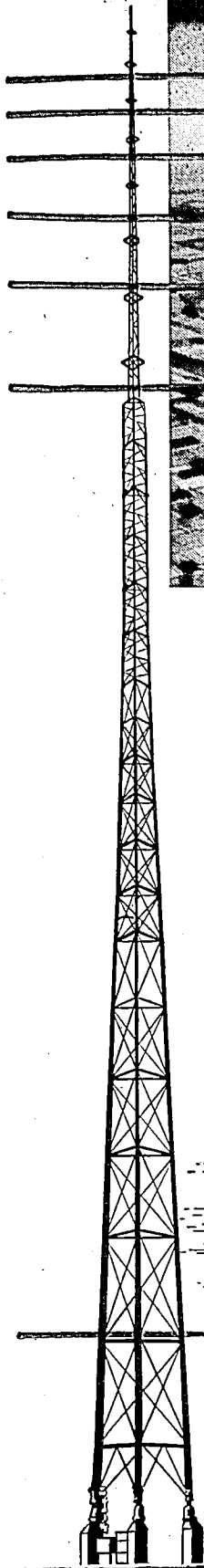
(Key Station of the Michigan Radio Network)
 Owned and Operated by the
KING-TRENDE BROADCASTING CORPORATION

WXYZ

1700 Stroh Building Detroit 26, Michigan
 Represented by the Paul H. Raymer Co.

World's Foremost Tobacco Center
 KINSTON, N. C.
 Advertiser cash in by using WFTC, Eastern
 World's Most Progressive Station. The Ideal
 for your test campaign.
 Represented by
BURN-SMITH
 W. H. W. Gen. Mgr. Bob Bingham Gen. Mgr.

FIRST TWO FM STATION



Robert T. Convey, President of Station KWK, signing the contract for the 50-kw FM transmitter. L. to R.: Ray E. Dady, Station Director; V. E. Carmichael, Commercial Manager; Mr. Convey; Nick. J. Zehr, Chief Engineer; William Albright, Federal Representative.

50 KW

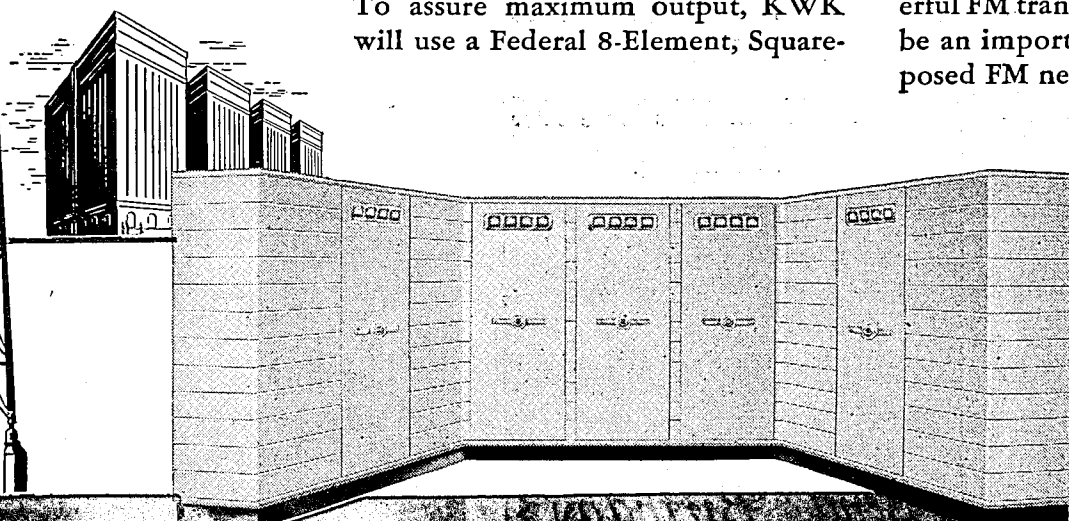
KWK

go on
with **FM** by

RADIO LISTENERS in the St. Louis area will get a new thrill from finer, high-fidelity, interference-free broadcasting when Station KWK goes on the air this summer with FM—powered by Federal's new 50-kilowatt transmitter. To assure maximum output, KWK will use a Federal 8-Element, Square-

Loop antenna with a power gain of 9, so that the 50-kw transmitter will actually deliver an effective radiated power of 450 kw.

As this station is a member of the Mutual Broadcasting System, its powerful FM transmitter will undoubtedly be an important link in Mutual's proposed FM network.



Both transmitters incorporate Federal's exclusive "Frequematic"™ modulator, assuring outstanding fidelity and mean-carrier stability. As with all of

8-Element Square-Loop Antenna will be able to deliver effective radiated power of approximately 450 kw.

Federal Telephone

In Canada: Federal Telephone & Telegraph Co. Ltd.
Distributor: In Canada: Federal Telephone & Telegraph Co. Ltd.

IN THE ST. LOUIS AREA!

WEW

10 KW

the air FEDERAL



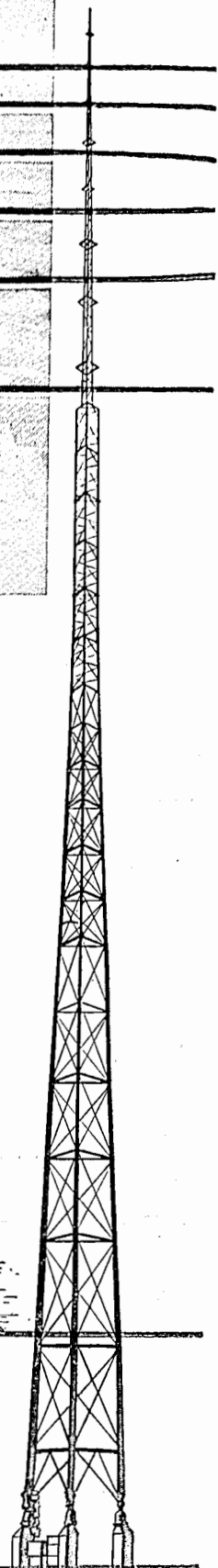
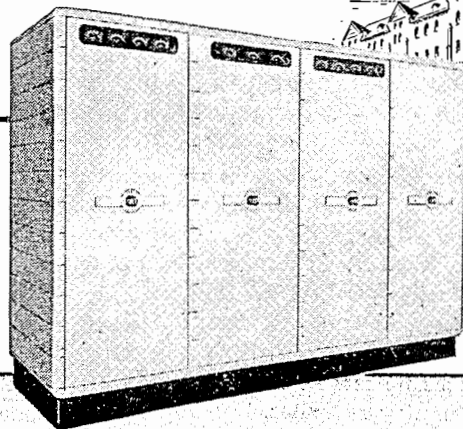
Nicholas Pagliara, General Manager of Station WEW, signs for Federal's complete 10-kw FM station. Left—W. E. Albright, Federal Representative. Right—N. E. Wunderlich, Executive Sales Director, Federal Telephone and Radio Corporation.

STATION WEW of the University of St. Louis—second oldest radio broadcasting station in the United States—has contracted with Federal for a 10-kilowatt FM transmitting station, completely Federal engineered and equipped from microphone to antenna. With the new 8-Element, Square-Loop antenna, WEW will actually

have an effective radiated power of 90 kw.—providing more power and greater listening pleasure for the University's vitally important educational, religious and commercial programs. Space will be left above the FM antenna array for future 485-600 Mc color television antenna.

FM equipment, Federal is making available to KWK and WEW, the services of factory-trained engineers to supervise the installation, make the initial "tune-up," and see the stations successfully on the air. Write for general and technical data.

•TRADE MARK



and Radio Corporation

Newark 1, New Jersey



8-Element, Square-Loop Antenna will be able to deliver effective radiated power of approximately 90 kw.

THE WEEK IN RADIO

RMA Predicts Boom Year

By JIM OWENS

THE Radio Manufacturers Association sounded an optimistic note in release of annual reports. At the Chicago meeting, Association chairman predicted the next 12 months will be a boom production period. . . . FCC opened the New York FM hearings in U. S. Courthouse. Applications from 18 broadcasters will be heard for 5 of the 9 remaining channels. . . . Applications for new FM stations continue to flood Commission offices.

Networks, agencies and producers are reported anxious to start negotiating with AFRA before latter's live talent and transcription codes expire in October. It's expected the Lea Act will figure importantly in new contract. . . . Board of directors of the 4 A's launched a drive to restore the 2 per cent cash discount. . . . The Advertising Club opened temporary quarters in the old Harvard Law Club building. . . . William F. Brooks was elected a vice-president at NBC.

A battle looms between Canadian Ass'n of B'casters and CBC over latter's appropriation of private station wavelengths. . . . British Government's probe of BBC has been postponed for 5 years. . . . Top ABC executives testified before FCC on proposed securities sale and buying of King-Trendle stations. . . . Wyoming legislators opposed clear channel system as it affects state. Two state officials charged Wyoming was in a "blind spot." . . . Walter L. "Red" Barber succeeds Ted Husing as CBS sports director. Barber will continue with broadcast of Dodger ball games over WHN, however.

AT&T filed with FCC for additional licenses on expanding mobile unit service on highways, railroads, etc. . . . "Symphony" led song hits of 1945-46 in the Peatman Survey. . . . A Federal grand jury in Trenton, N. J., returned a three-count indictment against condenser manufacturers. Gen. David I. Sarnoff left for Europe on the Queen Mary for a business-pleasure trip.



"Cheer up, mate—with our luck we might win that Treasure Hunt over WFDF Flint some day."



California Commentary . . . !

• • • KIEV, Glendale, has inaugurated a new quiz program, "Know Your Neighbor," which is aired every Thursday from the Village Inn, with Dorothy Knox as emcee. The program is devoted to Glendale interests and activities and is designed to promote community pride. Arthur B. Church, president of KMBC, Kansas City, and Mrs. Church stopped off in Los Angeles

Los Angeles

en route to Portland, to join Charles "Chuck" Myers in a cruise of Northern waters, but found time to toss a cocktail party in honor of numerous Los Angeles friends. Bing Crosby was named honorary president of the world-famed Maligne Rover Anglers Club before leaving Jasper National Park, Alberta, where Paramount's "The Emperor Waltz" company has been on location. Robert Somerville, general manager of the Canadian National Railways hotels, the club's retiring president, pinned the gold medal of office on Bing's windbreaker. "Wow, am I happy," beamed Bing. "I'd sooner accept this medal than receive an Oscar." Elan Packard and Stanley Davis are now writing the Tony Martin show. Alan Young, who played opposite Jeanne Crain in the Technicolor production, "Margie," has had his option lifted by 20th Century-Fox, and has been assigned the top comedy role in "Christmas In Havana."



• • • When Charles Bulotti, Jr., Mutual Don Lee program director, issued a recent ukase against too much announcer's yammer on dance band programs, he didn't expect the policy to be carried to extreme, but a sailor at a San Diego dance hall, from which Mutual was broadcasting a remote, had different ideas. When Announcer Jerry Lee Pecht's back was turned the sailor picked up the mike stand and all, and carted it off, leaving Pecht nothing with which to sign off the show. Police arrested the sailor on charges of intoxication, but announcers at the Hollywood Control Board had to pitch in a system cue with "This is the Mutual Broadcasting System" to get Pecht off the air even though he was already off.



• • • Doris Day, featured vocalist with Les Brown's orchestra, has taken over the singing spot on the "New Jack Kirkwood Show," and will remain with the program for seven weeks. July 8 marked a fifth anniversary for Nelson Pringle, Columbia Pacific news analyst. Five years ago, he inaugurated his daily 7:45 a.m. news program, after several years as head of the KNX-CBS News Bureau. He has aired five programs each week since then, except for time out during 1945 for a 25,000 mile tour of the Pacific war theater. Jack Petruzzi, well known radio character actor, has arrived from Chicago to resume his role of Dick Bailey, assistant editor on the Daily Clarion, in the Irma Phillips daytime serial, "Masquerade." Another addition to the cast is Leora Thatcher, who plays Mrs. Spencer, a new character on the show. "Masquerade" is produced by Carl Wester, with Les Michel directing. Vern Schumann, chief technician at KIEV, Glendale, and Ed Kerse, announcer, are on a month's motor tour to Minnesota.



• • • Lt. C. T. Pearce, son-in-law of Will Wright, character actor on "The Man Called X," is en route to Germany for duty there. His wife, Bette, and four-months old son, Michael, will follow him there in about a month. Lt. Pearce is credited with 43 missions over Europe, where he served as a pilot of a B-26 bomber. Irving Berlin doesn't often play favorites, but he's just announced his favorite of his own songs, and his favorite rendition of it. It's Ginny Simms, singing "They Say It's Wonderful." Smith, Bull and McCreery has been selected to handle all advertising for the Los Angeles Rams, champions of the National Professional Football League, who this year move to Los Angeles from Cleveland. Penny Singleton, title star of "Blondie," is readying for publication a cookbook for working girls, featuring recipes requiring 20 minutes or less to prepare.

AGENCIES

RAYMOND E. NELSON, INC., new advertising organization, has finally obtained quarters and is located now at 341 Madison Ave., New York.

LEW KASHUK ADVERTISING CO., has been engaged to place the account of P. B. Clark, Inc., operators of the fur departments of department stores in 11 cities.

SIDNEY DEAN has been elected vice-president and director of the Telecoin Corp.

A. W. LEWIN, for its client, Jacoby-Bender, Inc., manufacturers of watch attachments, has prepared a national advertising campaign for the company's post-war line.

NORMAN D. WATERS & ASSOCIATES have been named to handle the advertising of McKittrick's, Mason Line Clothes.

Sale Of Recorded Shows Reported By NBC In Chi.

(Continued from Page 1)

a series of 156 of The Wife Saver programs featuring Allen Prescott.

KCRC, Enid, Okla., purchased 65 Five Minute Mystery programs, and KFOR, Lincoln, Nebr., purchased 26 Time Out programs featuring Allen Prescott.

NBC Thesaurus Albums were subscribed to by the following stations: WCNT, Centralia, Ill.; WOC, Davenport, Iowa; WKAR, East Lansing, Mich.; WKYB, Paducah, Ky.; and W9XHZ, an FM experimental station at Bloomington, Ind.

Returns To NBC

Ex-Sgt. Howard Gardner has returned to the NBC's research department as assistant to Ken Greene, manager of the circulation division. Gardner was recently discharged from the Army Medical Corps, in which he served 14 months overseas.

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Roder, General Manager

FREE & PETERS, Inc., Exclusive National Representatives

Radio Appeals Board Sought By Canadians

(Continued from Page 1)

Committee by "Tiny" Elphicke, manager of CKWK in Vancouver, "We felt that such a body (the board of appeal) should also have jurisdiction over matters involving power increases, frequency allocations or changes, applications for new licenses whether for AM, FM, facsimile or television broadcasting."

"It would seem," the brief pointed out, "that such a tribunal could be empowered to act without rewriting the broadcasting act, but merely by a simple clause of amendment to it. The ensuing greater flexibility would be beneficial. It would give time for the national system and the independent stations to catch up with all the technical developments of wartime, to chart their future in a co-operative atmosphere; if CBC decides an independent station has contravened regulations it may suspend its license," the brief stated. "It may also even if the independent station acts honestly that there has been no contravention or that the regulation was one CBC is not empowered to write under the act or that difference of opinion about interpretation of the regulation may exist. The independent station has no appeal. Should a CBC station also unwittingly contravene a regulation it is unlikely its license would be suspended or threatened with suspension."

Competition Discussed

The use of competition between the independent stations and CBC in promoting freedom of speech was the subject of questions in the afternoon sitting of the committee. Mr. Colborne felt that this competition was a good thing, but E. G. Hansell (Social Credit Member) said he did not see how the independent stations could be a factor for they could not put on a network broadcast of their own. He hinted the CBC monopoly of network broadcasting barred such competition and checks.

A suggestion made at Thursday's committee meeting that newspaper ownership of radio stations was not "healthy" in the terms of free speech, was flatly challenged at Friday afternoon's sitting of the Committee by spokesmen of the independent stations.

Mr. Elphicke said that for 10 years he had worked for radio stations operated by newspapers (in Calgary, Edmonton and Winnipeg), and that never was he interfered with by the newspaper. "I was simply told," he added, "that commercially I had to stand on my own feet." He pointed out that while the Calgary station was operated by the "Calgary Albertan," the station operated quite independently of the newspaper.

Harry Sedgwick, chairman of the Independent Association, said, "I don't now that newspaper ownership in any way damages free speech, in fact radio definitely has never spoken with an editorial voice."

The C. C. F. Leader, M. J. Coldwell,

CBS And ABC Nets Combine To Offer Vets Tele Seminar

(Continued from Page 1)

lecture schedule for Friday mornings, are July 19, 26; August 2, 9, 16 and 30—will cover acting, directing, production centers, programming and writing, music, dramatic programs, dancing, news, drawing and animated cartoons, production and special effects, economic aspects and job prospects. These sessions will be held in the new ATW headquarters at 432 West 44th Street, New York City. A question and answer period will follow each lecture.

Field work periods Saturdays, Aug. 3; Sunday, Aug. 11, and Friday, Aug. 23—will be conducted in the CBS television station WCBW-N. Y. studio at 15 Vanderbilt Avenue. Those under ABC jurisdiction—Friday, July 26 and Friday, August 16—will be held at out-of-town stations to be announced.

The ATW "University" plan is a co-operative effort by which active leaders in every branch of various professions turn instructors either for one class or an entire course. Its executive director is Winston O'Keefe. Ruth Nelson is contact on the television seminar. The television course is open to all ex-GI's under the Bill of Rights who were in the entertainment world before joining the Armed Forces. Complete schedule for the seminar follows:

July 12: "Opening: State of Industry; Acting, Directing and Writing," lecture by Worthington Miner (CBS); "Television Production Centers," by Paul Mowrey (ABC); "Scope of Television Production," by Harvey Marlowe (ABC), and "Economic Aspects of Television and Job Prospects" by Leonard Hole, CBS television plans director.

July 19: "Programming and Writing" by Ben Feiner, Jr.; "Directing" by Miss Frances Buss; "Acting" by Worthington Miner, and "Music" by Paul Belanger and Ben Feiner, Jr., all of CBS television station WCBW-N. Y.

July 26: "Dramatic Programs" by Harvey Marlowe, followed by ABC field work session.

August 2: "News" by Robert Bendick, CBS director of news and special events, and Henry Cassirer, WCBW news editor; "Drawing and Animated Cartoons" by Phil Booth (CBS), and "Production and Special

Effects" by Charles Holden (CBS). August 3: Field work at CBS television studio WCBW-N. Y. under direction of Gilbert Fates of the station's program department.

August 9: "Color" by Worthington Miner (CBS), and "Dancing" by Paul Belanger and Ben Feiner, Jr., both of CBS. August 11: Second field work session at CBS television studio WCBW-N. Y. under direction of Gilbert Fates. August 16: "Audience Participation Programs" by Harvey Marlowe. Also the second ABC field work session. August 23: "Film" by Hans Burger (CBS); "Special Events and Sports" by Robert Bendick (CBS), and "Scenic Design" by James McNaughton, who recently won a special citation from the American Television Society for his art direction. Third field session at CBS television station WCBW-N. Y. This one under the co-direction of Charles Holden and James McNaughton. August 30: "The Audience and the Program" by Charles Holden, WCBW production manager; "Program Trends" by Harvey Marlowe (ABC), and "Future Prospects" by Leonard Hole (CBS). Seminar was inaugurated at the request of the American Theater Wing.

Effects" by Charles Holden (CBS). August 3: Field work at CBS television studio WCBW-N. Y. under direction of Gilbert Fates of the station's program department.

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Stork News

Daughter, Barbara Jo, was born Friday afternoon to Mr. and Mrs. Charles Oppenheim, at Harkness Pavilion, New York. Child, the Oppenheim's first, weighed in at six pounds, one ounce. Father is director of exploitation for station WOR and mother is the actress, Elaine Kent.

Miff Connor On Mutual

Miff Connor and his new band replaces Bernie Mann's orchestra, at the Anchor Room at the Knickerbocker Yacht Club, Port Washington, L. I., on Thursday, July 18, at which time the Connor crew will be heard five times weekly via WOR-Mutual.

Army Adding Time To Aid Recruit Drive

(Continued from Page 1)

network shows to hypo the theme of "make the Army a career," ranging from drama to sports and music. In the two months the recruiting drive has been concentrating on radio Army officials are believed to be satisfied as indicated by the growing list of shows.

The breakdown of time and programs thus far is: "Sound Off," on CBS, which replaced "The FBI In Peace and War," half-hour show once a week for seven weeks; "Spotlight Bands," on Mutual three times weekly for a total of an hour-and-a-half eight weeks; "Harry Wismer" sports show on ABC, five-minute program, five times weekly 13 weeks, and "Warriors In Peace," half-hour on ABC once a week for two 13-week periods.

The drive is expected to increase in the fall with sponsorship of college football games on one of the major webs but plans have not yet been completed. N. W. Ayer is the agency.

Commons Radio Unit Asks Newspaper 'Divorcement'

(Continued from Page 1)

divorcing relationships between radio stations and newspapers. The suggestion was advanced when the committee started questioning members of the Canadian Association of Broadcasters who had presented briefs on the position of independent stations. Under insistent questioning from Mr. Coldwell, Mr. Elphicke, one of the CAB representatives, said he could see some danger to a relationship between newspapers and radio stations if they were controlled by unscrupulous persons. "But there is a danger of anything with unscrupulous people", he added. The association was critical of CBS plans for the erection of new high-power amplitude modulation transmitters. Such an expansion would necessitate increased income which would have to come from higher license fees or increased commercial revenue. If more commercial programs were carried there would be less network time available for public service broadcasts.

whbc

5000 WATTS SOON!

BASIC STATION MUTUAL NETWORK

represented by **BURN-SMITH CO.**

your good neighbor in CANTON, OHIO

always a busy city

Pro And Con Heard Re 'Reservation' As FM Hearings Open Before FCC

(Continued from Page 1)

the plan would be given final approval by the FCC.

The Commission also made it plain that it would not consider at the oral argument on the reservation plan any proposals to expand the FM broadcasting band, a proposal made by several witnesses, including NAB.

Ream Asks Enlarged Band

Joseph H. Ream, vice-president of CBS, who appeared at the hearing for the network, asked that the band for FM be enlarged to hasten its development and to take care of the need of present and future applicants. The primary requisite, he stated, was for the sound development of a superior public service through FM broadcasting, and that the supply of available frequencies be enough to meet visible demands. Pointing out that in a large number of cities all available FM channels have already been applied for and in many of the larger metropolitan districts station applications already exceed available channels. Ream said that "the supply will lag further and further behind the demand."

To provide these additional channels, he proposed to the FCC:

"Under present allocations, television channel No. 6 and television channel No. 5 should be incorporated in the FM band so that the FM band will include the frequencies between 76 and 108 megacycles. Each of these television channels would provide 30 additional FM channels, a total of 60 more channels for FM.

"At the present time, the FM band includes only 16 megacycles (excluding 4 megacycles assigned exclusively to educational FM stations), while a total of 518 megacycles are assigned to television. Only 12 megacycles are involved in television channels Nos. 5 and 6—less than two and one-third per cent of the television total. In other words, by transferring from television two and one-third of the spectrum space now assigned to it, the spectrum space for commercial FM can be increased by 75 per cent."

Calls Objections "Captious"

Ream characterized as "captious" any objection to this proposal on the ground that television would suffer any serious harm. He cited the Commission's own statement that a truly nation-wide and competitive television system must be lodged in the spectrum above 300 megacycles.

Referring to the FCC's plan to reserve every fifth FM channel for future assignment, Ream endorsed its motivation but warned that the "1 out of 5" rule closes the door, in many areas, to present applicants.

A number of advantages would result from an increased supply of FM channels, Ream pointed out. With a minimum expectation of ten nation-wide networks becoming physically feasible, he said, listeners would have "a program choice hitherto unknown."

And this wider program choice would, he stated, "make possible specially designed program services for special groups and minority interests, without sacrificing the services which are most popular with the majority of listeners."

An adequate number of channels available in each community, with substantial physical equality among the channels, Ream said, would mean that "the competition between licensees would center on programs—the end product of broadcasting. The fact that the competitive success of a station would depend entirely upon the public's preference for its product, and would have no benefit of superior physical facilities, could not but help improve the over-all program structure of stations generally."

An expansion in the FM band can be made at this time with "very little inconvenience to anyone," Ream said. He concluded:

"If we wait, however, until many millions of FM sets are in the hands of the public, we may find that the pressures against expansion will be so great that FM will be permanently constricted in a narrow slot in the spectrum. If that happens, the possibilities for broader good which we now see in FM will be irretrievably lost."

NAB Challenges Plan

NAB challenged the reservation plan, stating it is "illegal and contrary to the public interest."

NAB cited previous cases, stating that the Communications Act provides for the widest possible allocation of broadcasting facilities to qualified applicants, to assure a maximum of effective broadcasting service to the listening public. When frequencies are available, the act requires the Commission to grant facilities to qualified broadcasters who apply for a license.

NAB pointed out further that the Act provides that applicants for broadcasting licenses be afforded full hearing. By proposing to reserve available facilities, the brief went on, the FCC would at the same time, anticipate issues and decide them without considering the merits of applications.

The broadcasters' organization, in arguing for additional channels, suggested that present FM allocations are insufficient to permit complete service from both independent stations and existing networks. The brief urged that plans be made to assure the widest possible service by providing enough FM channels so that any qualified applicant will have an opportunity to serve his community.

Chat Paterson, national legislative representative of the American Veterans Committee, favored the reservation plan as a protection to veterans, many of them trained in radio during the war.

"As defenders of the rights of veterans," he said, "we wish to be sure

that the veteran gets an equal break in the radio field and is not discriminated against because of his war service. As a group of progressive citizens, we are interested in the broader question of the democratic and diversified control of so important a medium of public communication as radio."

Zenith Strongly Opposed

Zenith Radio Corp., firmly opposed the reservation plan because it "will, unquestionably, further retard the development of FM."

"It is obvious," Zenith said, "that the present assignment of 88-108 megacycles does not and cannot provide an adequate number of channels for this new static-free broadcasting service. In addition to the shortage of channels, it is the contention of Zenith Radio Corporation that the present assignment does not provide adequate rural coverage. Zenith Radio Corp., therefore, submits that instead of adopting a plan of reserving for one year every fifth FM channel in the present 88-101 megacycle band, the Commission should at this time designate and assign to FM an additional band of frequencies, and . . . such additional band of frequencies should be in the region of 50 megacycles."

Television Broadcasters Assn. appeared at the oral argument expressing fear that reservation plan might be hopped on by "certain interests" as an opening wedge to propose complete renewing of the tele, as well as FM allocation plans.

Several farmers' groups and co-operatives favored the reservation plan, stating that these groups needed time to get their applications for FM stations in to the Commission.

Protesting AM broadcasters who come to FM "merely to establish squatters rights," Sen. Glen H. Taylor (D., Idaho), "supported" the FCC's FM reservation plan but warned it "falls short" of recommendations made by the Senate Small Business Committee.

Senator Taylor Sends Statement

Unable to attend the Committee's oral argument on the FM reservation plan, Senator Taylor, however, sent a detailed statement which was inserted in the hearing record.

"My position and that of my colleagues on the Senate Small Business Committee on the proposed reservation of FM frequencies has already been made known in the report issued by that committee entitled, 'Small Business Opportunities in FM Broadcasting.' The present proposal, of course, falls short of the desires of that committee. I support it, however, only because I am confident that your Commission will re-examine the need for continued reservation before the present rule expires. I hope that at that time further reservation will not be necessary. I hope that at that time the set manufacturers will have learned of the value of Major Armstrong's invention. I hope that at that time the

Net To Push Tele, FM ABC Head Tells FCC

The American Broadcasting Co. will proceed in the fields of FM and television regardless of whether or not the FCC approves the currently proposed financing of the network, Mark Woods, president of the web, declared Friday at the hearings on New York's five remaining assignable FM channels being held at the U. S. Court House in New York.

Woods added that ABC will design special FM programs, consisting largely of music, and that such programs can also be carried by standard station affiliates of the network. He estimated the cost of construction and equipment for the FM station at \$29,825, and added that the annual cost of operating the station—based on a 24-hour programming basis—would be approximately \$37,830.

Woods identified a number of ABC exhibits, prominent among which was an excerpt from a board of directors meeting which authorized the expenditure of a sum up to \$75,000 for the purchase of equipment and the building of a tower for an FM broadcasting station in New York.

Examined on this point by Clark Stover, attorney for ABC, Woods declared that if such sum were not sufficient, additional financing is available for the purpose.

Charles B. Barry, national program manager of ABC, took the stand to point up the fact that a station's value can be judged and measured by the variety and quality of the programs it provides.

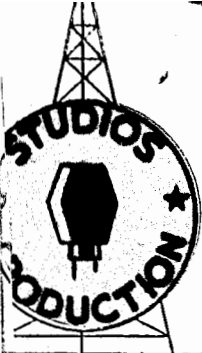
John McNeil, manager of WJZ, key station of the network, identified a number of exhibits relating to the outlet's programs, while Frank L. Marx, director of general engineering brought the testimony to a close.

number of sets in use and on dealers' shelves will make FM broadcasting a promising venture for small business.

"FM offers great hope to radio listeners. The great boon you can perform for radio listeners will be to get FM moving fast. It is now apparent that the only people who can accomplish this are people who have a stake in FM. Standard broadcasters who come to FM merely to establish squatters rights are obviously not going to do this.

"If this was never clear before, it was made clear in recent hearings before your Commission when leaders of standard broadcasting took so pessimistic a view of the future of FM. . . .

"Gentlemen, I think it should be clear to all of us that FM will progress most speedily if it is run by new blood. I urge you to adopt more rules which will encourage small business and newcomers in this field, and to create that diversity of ownership of the media of communication which is so necessary to the emergence of truth. The present proposed rule will, I believe, serve that purpose. I urge you to go farther and adopt other policies which will help FM realize its early promise to bring more people into radio."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 36, NO. 11

NEW YORK, N. Y., TUESDAY, JULY 16, 1946

TEN CENTS

Survey FCC Applicants

Census-Bureau Study Defended By Smythe

Washington Bureau, RADIO DAILY
Washington—Dallas W. Smythe, chief economist for the FCC, yesterday charged that criticisms of the Bureau of Census radio survey by the Clear-Channel Broadcasting Service were "fallacious" and due to "misunderstandings." The Commission's counter blast against criticism of the survey by CCBS was made during the final phase of the lengthy clear-channel hearing.

"It is regrettable," Smythe said, "that the witness so misunderstood the purpose of the survey and the (Continued on Page 6)

Television Committee Set By Screen Actors Guild

West Coast Bureau, RADIO DAILY
Hollywood—A television committee, which will investigate fully the problem of union jurisdiction over acting in television, has been appointed by the directorate of the Screen Actors Guild. Harpo Marx, Dick Powell and Tudor Williams have been named to the committee, which will be enlarged as its work increases.

Petrillo Asks Dismissal Of 'Criminal Information'

Chicago—Contending that the League of American Musicians violates four amendments of the U.S. Constitution, attorneys for James C. Petrillo, president of the American Federation of Musicians, yesterday filed a motion in U. S. District Court here seeking dismissal of a criminal information charging Petrillo with (Continued on Page 3)

Sharp Identity

When WNEW moves to its new quarters about the middle of August, station officials will make profitable use of dial numbers and street address. Outlet will go on the air officially at 11:30 a.m. (1130 kc.) and the address which is 565 5th Ave.—and exactly one-half the kilocycle number, will be used as part of the station's identity tag at the same time.

Aerial Sleuth

Topeka — Pug Marquardt, WIBW's chief engineer, qualified as an aerial sleuth last week. Marquardt, who pilots the station's airplane, aided Sheriff Ed Beal in the search for seven soldiers who escaped from Grove, Kans., while en route to disciplinary barracks at Ft. Leavenworth. He took to the air and spotted the escapees under a bridge near Delia. Marquardt then radioed the information to ground searchers.

Business Looks Up In Los Angeles Area

West Coast Bureau, RADIO DAILY
Los Angeles—For the most part, Los Angeles stations report that their business for this summer exceeds that of last, while all agree that prospects for the fall are bright.

KHJ, the Don Lee-Mutual outlet, discloses its business will surpass that of last summer by 25 per cent and that it was not affected by shortage cancellations. It expects the biggest (Continued on Page 6)

First Woman Vice-Pres. Elected By R & R Agency

Miss Reggie Morgan, head of the radio commercial department of Ruthrauff & Ryan, has been elected first woman vice-president of the agency, it was announced yesterday.

"The appointment is significant because it recognizes the increasing importance that large agencies are placing on radio commercials," it was ex-

(Continued on Page 2)

Full Summer Radio Courses Stressed By Many Colleges

Radio as a career is reaching a new prominence in educational programs being organized by the nation's colleges and universities, as indicated by the sharp rise of the number of courses in the medium established this summer and set for inclusion for the coming Winter schedules.

Several leading educational institutions are providing intensive courses

FM Leads List For First 6 Months, 1946; Many AM Applications Pending; Television Group Dwindles

Broadcasters Testify In Canadian Hearing

Montreal—Suggestion of a reorganization of the Canadian Broadcasting Corporation, separating operation of CBC stations and networks from the administrative power of the board of governors on radio regulations, was made yesterday by Revenue Minister McCann, minister responsible for the CBC.

Dr. McCann made the suggestion (Continued on Page 7)

Roberts To Represent ABC At Second Atomic Test

ABC correspondent Clete Roberts, who represented the four American networks aboard the scientists' and United Nations vessel—the USS Panamint—at the first atomic bomb test at Bikini, has been selected to cover the (Continued on Page 2)

Rainey Vs. TQN Heard; Decision Is Reserved

Dallas, Tex.—Decision was reserved following the two-day hearings on the charges of Dr. Homer P. Rainey against the stations of the Texas Quality Network held here late last week. The hearing lasted for 10 hours with (Continued on Page 3)

By MANNING CLAGGETT
Washington Bureau, RADIO DAILY

Washington—Radio and television broadcasting is slowly moving toward a period where all facilities will be able to compete with each other, with FM regarded in some FCC quarters as the "key" to the coming battle. A statistical roundup of present applications and grants approved by the Commission (Continued on Page 3)

Germans In U. S. Zone Prefer Radio To Press

The preference of radio over newspapers for news and information coverage in the American zone of occupation in Germany is strongly emphasized by the results of a secret poll recently conducted by Army authorities of the information control (Continued on Page 7)

GE Introduces New Line Of Quality Instruments

Chicago—General Electric's first line of completely re-engineered "Musaphonic" quality instruments was introduced here yesterday at the annual convention of the National (Continued on Page 3)

Pet Problem

WJZ's Shirley Wolff, who was recently gifted with a mule of the same name by a motion picture producer in answer to her strong defense of all gals named Shirley, solved the problem of keeping the animal in New York. Guesting on the Allan Prescott show on ABC Sunday, Shirley the Lady presented Shirley the Mule to Prescott—along with the problem.

Tomorrow... "Shows of Tomorrow"



Vol. 36, No. 11 Tues., July 16, 1946 Price 10 Cts.

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FRANK BURKE : : : : : Editor
ARVIN KIRSCH : : : Business Manager

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Coming and Going

HOWARD S. MEIGHAN, director of network-station administration for CBS, is expected back today from Boston, where he visited briefly on business.

BEN GRAUER, announcer, also VAUGHN MONROE and the members of his band, go down to Asbury Park Thursday and will broadcast from the shore resort at 10 p.m. over NBC.

HOWARD NUSSBAUM, eastern production manager at ABC, leaves tonight on a short trip to Washington, D. C.

FRANCES McGUIRE, women's program director at WIP, is in New York this week to attend the New York Dress Institute's 7th National Press Week.

JOHN KAROL, sales manager of CBS, is vacationing in Martha's Vineyard, Mass.

JIM SHELDON, radio director of MacFarland, Aveyard & Co., advertising agency, left yesterday for Hollywood, where he will spend two weeks on business and pleasure.

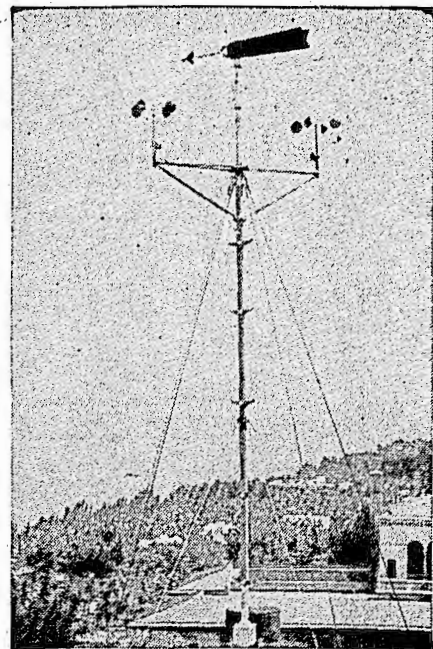
LEWIS ALLEN WEISS, vice-president and general manager of the Mutual-Don Lee Network, will spend his first vacation in five years in the Hawaiian Islands. Weiss, Mrs. Weiss and their daughter, Mrs. Patsy Hart, will sail on the SS Matsonia August 1, and return home about August 23.

CHARLES POWERS, staff director at ABC, leaves today for Indiana, where he'll spend his two-week vacation.

JOHNNY THOMPSON, radio singer, has returned to New York from Hollywood, where he appeared at the Gershwin Memorial Concert with Paul Whiteman and his orchestra in the Hollywood Bowl.

GEORGE CRANDALL, director of press information at CBS, is back in town after having attended the meeting of the NAB's public relations executive committee held in Washington, D. C.

MURIEL GAINES, vocalist, leaving for Baltimore, Md., where Thursday she will begin an engagement at the Chanticleer Club.



FINANCIAL

(Mon., July 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	198 3/4	197 3/4	198 1/4	— 1/2
CBS A	37	37	37	— 3/8
Carnsworth T. & R.	13 1/4	12 3/4	13 1/8	— 1/8
Gen. Electric	46 7/8	46 1/4	46 3/8	— 1/2
Philco	33 3/4	32 1/8	32 1/2	— 1 3/8
RCA Common	14 5/8	14 3/8	14 1/2	— 1/4
RCA First Pfd.	93 1/2	93	93	— 1
Stewart-Warner	23 3/8	22 1/4	22 1/4	— 1
Vestinghouse	32 7/8	31 3/4	32 1/4	— 3/4
Zenith Radio	33 3/4	33	33	— 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	10 1/2	10 1/8	10 1/4	— 1/4
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8	8 3/4
Finch Telecomm.	13	14
WCAO (Baltimore)	40	
WJR (Detroit)	33	36

FCC Elevates Minderman To Be Denny's Assistant

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced the appointment of Earl Minderman as assistant to Acting Chairman Charles R. Denny. He succeeds Walter E. James, who was promoted to assistant to the general counsel. Minderman had served as director of information since August of 1943. He came to the Commission from the Office of War Information, where he was director of the division of research and information of the bureau of motion pictures.

Du Mont Set Dealers Show Atom Bomb Films

Twelve authorized Du Mont television receiver dealers in the New York area will exhibit for customers the Bikini atom bomb tests on film this week, it was announced Friday. Film will be broadcast continuously by WABD daily, except Saturday and Sunday, between the hours of 12 noon and 2 p. m.

Du Mont officials believe that films of the test will provide dealers an excellent opportunity to demonstrate receivers because of the great public interest in the event.

Du Mont dealers in this area include, in New York City; B. Altman and Company, John Wanamaker, W. & J. Sloane, Liberty Music Shops, Dynamic Electronics; in Brooklyn, Bedford Radio Sales, Bressner Radio, Frederick Loeser & Co.; Long Island, Kelly Radio, Newmark & Lewis, Westminster Home Appliance; White Plains, Liberty Music Shops; in Stamford, Furer's Music Shop.

DuMont Plant Not For Sale

Washington Bureau, RADIO DAILY

Washington—The War Assets Administration announced yesterday that recent newspaper advertisements stating the availability for sale or lease of the Allen B. DuMont Laboratories in Passaic, N. J., were in error. The plant, bearing a total reported cost to the Government of \$342,000, was leased and operated by DuMont under Navy auspices during the war.

Acting upon information contained in a preliminary declaration of surplus WAA, anticipating the receipt of a final declaration, included the facility in a group advertisement with some 30 other installations. However, during the period between the preliminary and final surplus declarations, the DuMont organization elected to exercise a purchase option contained in its wartime lease and is currently negotiating with the Navy Department for acquisition of the plant the Assets Administration, said.

First Woman Vice-Pres. Elected By R & R Agency

(Continued from Page 1)

plained. "By this move, Ruthrauff & Ryan indicates that, while copy and commercials are fundamentally basic selling, they feel they are different in their approach."

Miss Morgan joined the agency in 1934 and shortly afterward was advanced to the copy department. In the ensuing period she was transferred to the then new radio department and subsequently became head of it.

Roberts To Represent ABC At Second Atomic Test

(Continued from Page 1)

second atom blast for ABC. Roberts has been assigned to the Mt. McKinley, flagship of Admiral W. H. P. Blandy, commander of the operation. The second bomb test is tentatively scheduled for July 25.

Two NBC War Vets Return

William Carson of the television engineering department and Raymond Green of the international department are the latest NBC employees to return to the company after discharge from service.

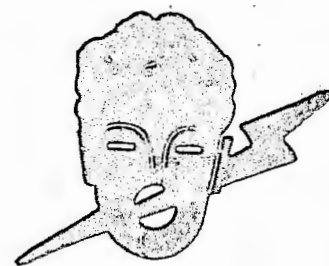
Hurricane warning

That delicate looking instrument is located in Miami. It's a wind measuring machine. And it watches and helps chart the paths of those blow-'em-down storms that come out of the Carribean.

There's a storm warning already up for postwar business. The smart operators are nailing things down in place right now.

If your plans call for radio in Baltimore, we'd like to offer you the storm insurance of the successful independent station in this sixth largest city.

The station is W-I-T-H . . . and it delivers the largest number of listeners-per-dollar-spent . . . and Baltimore, you must recall, is a big five-station town.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Dominant

VOICE OF SOUTHEASTERN CALIFORNIA

100 MILLION DOLLAR YEARLY MARKET

KXO

MUTUAL DON LEE EL CENTRO CALIFORNIA

SEE RAYMER

IN TOUCH WITH TOMORROW...IN TUNE WITH TODAY

KGO

PORTLAND OREGON

REPRESENTED BY EDWARD PETRY & CO.

Survey Of Applicants Reveals FM Gaining

(Continued from Page 1)

only gives an inkling of the battle, which is expected to show that FM grants are increasing at a more rapid rate than AM, and that television applications are dropping off steadily. This roundup reveals:

Media Itemized

Television—More than 75 withdrawals from the field, or about half of total applications; 23 construction permits granted; 25 set for hearing (including those in New York and Los Angeles); 33 "pending," on which no action has been taken, and one, WDC (Washington), denied.

FM—More than 455 conditional grants made; 108 CP's issued; 261 applications "pending," and 126 applications set for hearing.

AM—More than 1,000 licenses; 214 CP's issued so far this year; 326 set for hearing and 359 applications "pending."

Each facility, too, has its special problems, action on which will have an impact on the others.

Some FCC officials, as well as the Senate Small Business Committee have questioned the "enthusiasm" of standard broadcasters for FM. Also plaguing the standard field, is the Commission's clear-channel probe, in which FM has played an important role. In addition, the entire standard field has been the target for barbs with regard to programming policies. Many license renewals are still held up as a result.

Television's troubles concern more than the publicized squabble between color and black-and-white. Withdrawals continue, with applicants pulling out of the field because of color, high cost and the uncertainty of advertising revenues.

FM In Tele Picture

Even FM comes into the tele picture. The Television Broadcasters Assn. pointed up this problem when it testified during the oral argument on FCC proposals to reserve every fifth FM channel. TBA testified there were "certain interests" who were preparing to propose a "complete reopening of allocation plans relating to FM and television."

FM's problem not only concerns the battle over the two bands and the

GE Introduces New Line Of Quality Instruments

(Continued from Page 1)

Association of Music Merchants in the Palmer House.

The new "de luxe" radio phonograph combinations, which will sell at prices ranging from approximately \$450 to \$600, and will be on dealers shelves in September, "include so many new features developed during war-time research, that they have virtually no resemblance to the pre-war Musaphonics," Grady L. Roark, sales manager for the division, said.

Among the Musaphonic innovations announced by Roark is an entirely new and exclusive General Electric tuning system which makes use of silver-plate variable inductances, surpassing the efficiency of gang condensers. This system, according to Roark, is highly effective in the new high FM frequencies and shortwave bands.

The new line comprises four basic models, all operating from the same type chassis. These will be manufactured in eight cabinet styles. The Regency and Chippendale styles are in walnut, mahogany and champagne, the Sheraton in mahogany and the contemporary style in knotty pine. All cabinets are designed to provide ample storage space for record albums. The record changer will accommodate both 10- and 12-inch records intermixed and is equipped with a shut-off switch which operates after the last record has been played.

Petrillo Asks Dismissal Of 'Criminal Information'

(Continued from Page 1)

violation of the measure. Attorneys for the union executive were Joseph A. Padway and David Katz.

The criminal information was filed against Petrillo on June 13 after the union head had called a strike at WAAF for the purpose of testing the constitutionality of the Lea Act.

Petrillo and his lawyers have until Aug. 5 to file briefs in support of their motion. Briefs by the Government must be filed on or before Sept. 9.

"reservation" plan but also the dearth of FM sets.

All facilities, too, are concerned with construction problems, with only minor repairs possible under existing restrictions.

With AM broadcasting already a "going" concern on a broad scale, only FM and television must be put on the map. The FCC, its officials say, convinced that FM is not getting an even break, is doing everything possible to put FM on a better competitive basis with AM.

Within the province of the Commission, its officials say, AM, FM and tele will be put on a basis where they can compete with each other on as near an equal plan as possible.

Lawrence On Chesterfield

Chesterfield Supper Club will have an entire band as guest this Thursday 7-7:15 p.m., EDT, over NBC, when Elliot Lawrence's orchestra will be heard.

Rainey Vs. TQN Heard; Decision Is Reserved

(Continued from Page 1)

Rainey on the stand half of the time, presenting evidence or being cross-examined by Texas lawyers or Washington radio legal experts.

Rainey again stated as his objections, of which there were three against the TQN web on their broadcast time policies for the candidates:

- (1) The decisions were arbitrary.
- (2) They were not adequate to meet the needs of the candidates.
- (3) They do not meet with the interests of the public.

Cunningham opened the hearings with the statement that evidence presented would not be involved in the pending applications for re-issuing licenses to the four stations.

Paul M. Siegel of Washington, an attorney representing WBAP, said the hearing was "extralegal and of no benefit whatsoever." "I am bewildered as to what it is to accomplish" he said.

Cunningham merely answered that the facts brought out at the hearing would be entered in the record.

On Saturday, Ralph Nimmons, of WFAA, was examined with reference to the time given to Sen. W. Lee O'Daniel in 1944.

The three other candidates appearing before the hearing had no objection to the time allocated them.

At the hearing held Saturday, the courtroom was empty compared to the opening day hearing.

Taylor's FM Charges Get D. of J. Attention

Washington Bureau, RADIO DAILY

Washington—The Anti-Trust Division of the Department of Justice has authorized a study of charges by Sen. Glen Taylor (D., Idaho), who declared that radio manufacturers have conspired to keep FM receivers from the market. Assistant Attorney General Wendell Berge, head of the division, told RADIO DAILY that an investigation of Senator Taylor's charges is now under way but "it has not yet gone beyond the preliminary stages."

Senator Taylor's complaint was made in a letter two weeks ago to Attorney General Tom Clark. It had not earlier been disclosed officially that an investigation by the department has actually been ordered.

NBC "Harvest Of Stars"

NBC's "Harvest of Stars" summer show preems Sunday, July 21 (2:30 p.m., EDT), when Tivis Wicker, young baritone of Richmond, Va., appears as guest vocalist. Summer series continues until Sept. 29 and will feature young singers who have made successful radio, concert or operatic appearances. Raymond Massey will star each week in a dramatization of a story about the featured singer's home state.



KANSAS CITY 6, MISSOURI
 Basic ABC for MID-AMERICA
 NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

THERE'S PLENTY OF BUSINESS IN

DAYTON, OHIO

Get Your Share By Using...



WEED & CO. National Representatives

CHICAGO

By BILL IRVIN

TOM HARMON, sports broadcaster and former Michigan All-American, has been signed to do a fall football forecast series for the 1946 football season, it has been announced by Robert R. Hansen, president of Criterion Radio Features, Inc., Chicago. Hansen has just returned from Hollywood where the deal was concluded. The series, titled "Here Comes Harmon," is a Vick night package and will be produced and transcribed by Criterion as a quarter-hour open-end feature show to be presented once weekly, Thursday or Friday nights. Series runs for 13 weeks (which will include the all-important Bowl games). Program will highlight predictions of all the most important football games played each week. During the 1945 season Harmon scored 87.5 per cent correctly in his prognostications. His Bowl game predictions were 100 per cent correct. Harmon is said to have turned down "live" radio offers in favor of transcriptions.

Procter and Gamble Co., through Dancer, Fitzgerald & Sample, Inc., has ordered an additional six stations on the "Joyce Jordan, M. D." daytime serial lineup, it was announced by Paul McCluer, network sales manager of the NBC central division. The new lineup increases to 89 the number of stations carrying the program, heard Mondays through Fridays at 9:45 a.m., CDST. Dreff is the product advertised.

Ed Short, assistant director of information for Foote, Cone & Belding, advertising agency, has resigned to become promotion manager of WJJD. Short succeeds Robert Ward, who is transferring to sales.

A Radio Workshop Institute, planned by WBBM's Education Department for delegates of the Chicago Social Work Publicity Council will be held next October. The institute sessions will be held in WBBM studios, 7:00 to 9:00 p.m., on the five Tuesday evenings throughout October and will be conducted by WBBM staff producers and writers. The five sessions will include such topics as: What makes a radio show, how to write your script, how to produce your script, how to get your message over and how to get your show on the air. The Council's Saturday afternoon dramatic program will complete its eighth year as a WBBM public service feature with the broadcast scheduled for July 27.

Thomas J. Buzalski, NBC New York television transmitter engineer, is visiting in Chicago.



Broadway Bulletin Board...!

● ● ● After more than a decade on NBCycles, Lowell Thomas moves to CBS in the fall. . . . WNBTelevision had two fluffs last Thursday nite . . . on the "Tenderleaf Tea" program, actress plugged "Lipton's Tea" and viewers heard the excited off-stage prompting of the stage manager . . . on the very next program, sponsored by Esso, the Bikini films were over so quickly that the Esso commercial was announced during the showing of films of the old Braddock-Louis fight. . . . Ralph Edwards plans to write a book about critics titled, "The Hecklers." (Who us?). . . . When Danny O'Neil's offspring arrives this fall, its Godfather will be Morton Downey. . . . And while on the subject, if Jinx Falkenburg continues playing tennis, the Stork will visit her next month ON THE TENNIS COURTS. . . . Seamon Jacobs, former scripter of the "Fred Allen" and "Ed Wynn" programs and Jack Huston, writer of the "County Fair," have been signed by NBC to collab on the new "Johnny Morgan" series. . . . Mort Lewis and Vick Knight, writers of the "Jonathan Trimble" NBSHow, have written a new act for Roddy McDowell's p.a. tour. . . . And just for the record, Irving Berlin's score for "Annie Get Your Gun" is undoubtedly one of the greatest in our time.



● ● ● Deal pending for Harry Wismer to ABCoast-to-coast all West Point football games this fall. . . . Maggi McNellis, NBCharming chatterer, will do a special broadcast, August 2, at the University of Indiana's dedication of permanent memorial to its illustrious son, the late Ernie Pyle. . . . Modern Screen and Photoplay will use radio spot announcements beginning September. . . . Hal Kantor flew in from the Coast to welcome the arrival at the Woman's Hospital of a second daughter born Friday to Mrs. K. . . . Gov. Ellis Arnall of Georgia, devotes a paragraph to "Superman's" campaign against the KKK, in his tome for Lippincott. . . . Syndicate servicing 140 country weeklies wants Judy Canova to do a movie column called "A Country Maid in H'wood." . . . Two of today's top-selling disks are Perry Como's "Prisoner of Love" and "If You Were The Only Girl In The World," both oldies. . . . Zina Provendie back on the local radio scene after years of entertaining wounded in hospitals. (Her own husband just admitted into Walter Reed Hospital to recover from malaria attack.) . . . Adolphe Menjou signed for the title role of Columbia's film version of "Mr. D. A." . . . Joan Edwards will take her three-year-old daughter Judy Ann to the Coast next month where she'll make her film debut with Mom in the Republic flicker, "Hit Parade of 1947." . . . Kate CBSmith's signing with MGM records may pave the way for her return to the screen for that studio.



● ● ● According to company execs, Kaiser-Frazier will budget a sum for radio time which will top that of all other auto sponsors. . . . With Larry Carr, Patti Clayton and Gordon McRae following each other, the 6:30 to 7:30 p.m. time slot is a veritable CBSongfestival. . . . Ben Grauer points out that the only food left in the OPA bills is food for thought. . . . Navy Department has asked Dave Elman's permission to call recreation rooms on all warships, "Hobby Lobby." . . . Frank Sinatra likes to visit the Zanzibar because he gets a kick out of singing with Pearl Bailey and the Choriteers during the 2:30 a.m. show. . . . David Street, currently in Gotham, may sign for the lead in Paula Stone's forthcoming musical, "I Love That Girl." . . . Patricia Bright, Cafe Society Uptown femcee, handled for radio by Lester Lewis. . . . August issue of Reader's Scope will carry an unusual yarn by Henry Morgan titled, "What's Wrong With Radio?—The Audience." . . . The A. L. S. Company is peddling "Sweepstakes," a half-hour audience participation quiz show, emceed by Bill Slater, with a minimum bank of \$5,000 per program.

LOS ANGELES

NEGOTIATIONS between A. L. Rackin Associates and David E. Green Associates of N. Y. for the merging of the two offices to create a West Coast branch for Green, dissolved last week with the result the Rackin office continues operating under its own identity and personnel, Green making other plans for a Coast set-up.

Maryann Brennon, secretary in KECA's production department, won the honor of being "Miss KECA," in a poll of staff members. Miss Brennan is to be KECA's entry in a contest among local fems being currently conducted by George Fisher, headman of "Hollywood Spotlight," to pick "Miss Radio of 1946." That lucky young lady, to be selected by a jury of Hollywood's able judges of feminine pulchritude, will be feted in the traditional cinema capital manner.

Bob Gillen, KMPC staff announcer, and Jane Ashworth will be married July 20. Following a reception at the Bel-Air Hotel, the couple will spend a two-week honeymoon in Santa Barbara.

William Randol, Jr., for the past year production manager, at Mutual-Don Lee, is resigning effective July 20. He has not announced future plans, but will probably return to the field of active radio production.

The "Al Pearce and His Gang" program started their two-week vacation July 15, to return to the air July 29, at 8:30 p.m., PST, a new time. During the interlude, "Club Matinee" will replace the comedy show at 12 noon for the first week, and 3:30 p.m., for the second.

Bendick Upped At WCBW To Director Of Tele News

Robert Bendick has been appointed director of news and special events at CBS television station WCBW, effective August 4, it has been announced by Ben Feiner, Jr., acting program director. Bendick has been director of special events at WCBW since his return from Army Air Forces early this year. He takes on added responsibility of CBS television news with resignation of Leo Hurwitz, who leaves network to co-produce and direct a feature film.

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AGENCIES

WINTHRAUFF & RYAN, INC., announced yesterday the election of Bob Ballin and Michael F. Martin as vice-presidents. Ballin, who is associate director of the agency's Hollywood radio office, joined R&R in the following 10 years with CBS. Martin, an account executive and member of the plans board, entered the field 15 years ago from GE, where he was national merchandising manager of refrigerators. He joined R&R in 1945 after previous association with the advertising agencies.

JOHN M. HANDLEY, in charge of the National Division—Grant Advertising, Inc., New York office—has been named a vice-president.

WILLMAN-SHANE, Los Angeles advertising agency, has added to its staff Donald Wilder, formerly of William Esty & Co. He will also direct the new business department of the agency.

HUGH WILLIS has joined Everham as director of research, engineering and product development.

JERRY FRANKEN, has been appointed general manager for George Evans, publicity office, effective immediately. Franken continues as promotion manager for Edward Byron Productions.

MURRAY BREESE ASSOCIATES, W.C. and L. W. FROHLICH & CO., effective Aug. 1, will share the professional advertising account of Herb-Davis & Co.

DuPont Demonstrates New Pix Film For Video

A new motion picture film which is expected to be of strong aid to the teaching of public service events within a very short time of their occurrence and provide improved images was introduced over WNBZ tonight. The new film, a development of the DuPont film research laboratories in Parlin, N. J., carries a special emulsion to obtain more detail both highlights and shadows of outdoor scenes where lighting cannot be controlled.

The DuPont film was used for the first time yesterday in recording President Truman's presentation in Washington of the seventh Distinguished Citizen Citation to the 442nd Infantry Central Postal Directory, noted Nisei outfit. Film was processed in the Capital and flown to New York for airing over WJBT.

OFF THE AIR
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Full Summer Radio Courses Stressed By Many Colleges

(Continued from Page-1)

status with other established professions in the national system of education.

One of the most important courses in radio as a career is the Summer Radio Workshop which opened on July 1 at New York University. A six-week program covering production and programming, which was inaugurated 11 years ago, the course will continue through August 10.

Robert Landry Supervising

This year's course, which is under the supervision of Robert J. Landry for the fourth consecutive year, has a capacity class of 61 students, representing 15 separate states, the District of Columbia and Canada. It also includes a student from Poland who is including the course as a part of a study of American radio.

Landry, who is also director of program writing for CBS, feels that more educational emphasis is being placed on the medium this first post-war year, because of "career-eagerness" on the part of returned war veterans, as well as students. There are 20 GI's in the Workshop class which numbers more men this year than others during the war when women dominated the student list. Landry also explained that the average age of students this year is older, also a product of the war years.

Tele. Under Feiner, Included

Another reason for the rise of interest in radio as a career, Landry added, is the significance of words like radar, television, facsimile, etc., which has been brought about largely by activities during the war.

Also included in this year's course will be a lecture on television by Ben Feiner of CBS' video department.

Instructors and lecturers in the course include: Arnold Michealis, director-producer, Hummert Radio Features; Leon Goldstein, WMCA; Palmer Thompson, free-lance writer; Larry Menkin, former CBS writer; Burton Paulu, station manager, KUOM; Wallace House, free-lance actor; Earl McGill and Warren Bower, radio dramatics.

California

Apart from courses in New York, several states across the nation and various colleges therein have opened summer radio courses. In California, Occidental College of Los Angeles, offers a two-week special radio workshop during early part of this month, with Elizabeth Goudy Noel, as director. A special course for teachers carries two units of credit and a comprehensive course is indicated including FM use in education.

Stanford University's Department of Speech and Drama and NBC through station KPO, San Francisco, have teamed up again in offering an eight-week course, the Radio Institute being devoted to intensive training by professional instructors. Course is designed to be of special value to men and women veterans and those from various walks of life desiring to enter

radio as a career as well as those already in the profession who wish to enlarge their scope and knowledge of broadcasting. All subjects pertaining to radio are included.

University of California, Los Angeles, has a six-week course, also in co-operation with NBC's Western Division. Lectures and laboratory work is offered to a limited number of 100 students.

District Of Columbia

Catholic University and station WTOP (CBS) have a six-week course under way, the Radio Workshop under Hazel Kenyon Markel, WTOP's director of Community Service and Education, working in co-operation with the University's department of Speech and Drama. Script writing and production will be featured. Students and veterans are eligible. In addition, WTOP will repeat its fall Workshop course.

Illinois

Northwestern University, Evanston, has a six-week course offered in co-operation with NBC. Registration is limited and the purpose is to offer advance training for those with previous experience.

University of Chicago, Religious Radio Workshop, Rev. Everett C. Parker is director. Course is from August 5-31, and offers the techniques of religious radio broadcasting. Workshop is non-sectarian.

Indiana

Arthur Jordan, Conservatory of Music, affiliated with Butler University, Indianapolis, has an approximate six-week course which includes an introduction to radio, radio fundamentals, speech and laboratory work. This includes sports announcing, interviews, etc.

Iowa

State University of Iowa, Iowa City, with Carl H. Menzer, as director. One course devoted to radio journalism, and covers radio news, processing and general problems, also a Radio News Workshop. Guest newscasters and editors on hand. Other courses, include child welfare, speech and radio broadcasting, the radio program and radio broadcasting problems.

Massachusetts

The Harbor Playhouse, Marion (Cape Cod), offers a complete course in every phase of broadcasting, under Cledge Roberts, managing director, and runs from July 1 to Sept. 1. Courses include television.

Michigan

National Music Camp, Interlochen, under Jos. E. Maddy, president. Starting its 19th year, not only in music but radio drama and other phases of broadcasting. University of Michigan also offers courses at Interlochen.

Additional courses in N. Y. other than N. Y. U. are offered at Finch Junior College, under the direction of Jean Heaton, assistant program director of WABF. Students will broadcast over the station and study operations.

PROMOTION

Veterans Guide

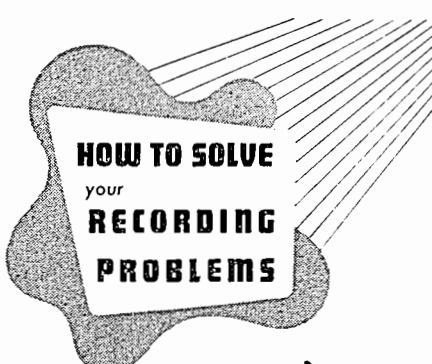
The Illinois Veterans Administration has requested 10,000 additional copies of WBBM's "Veteran's Benefit Guide" to be distributed at the veterans' information booth at the Kankakee State Fair at Kankakee, Ill., August 4 to 7. The guide, a printed brochure listing in convenient form all governmental benefits and services available to veterans, may be obtained by either addressing a letter to WBBM or at all offices of the United States Employment Service and Veterans Administration in Illinois, Indiana and Wisconsin. The original supply of 10,000 copies was exhausted within one week, and to date over 35,000 guides have been requested.

Seek Line Charge Cut For Alaskan Stations

Anchorage, Alaska—Reduction of the current line charge between the U. S. and Anchorage is being negotiated between the city's KFQD and the Alaskan Communications System in Seattle. ACS has recommended to chief signal officer that line charge be cut from \$2 per minute to \$18 for 15 minutes. KFQD is reputedly only station in Alaska in position to carry programs of major U. S. webs, sponsors willing.

Testing On WQXR

WQXR is being used exclusively six times weekly by the Cresta Blanca Wine Co. in testing several new Cresta Blanca orchestras. Agency is BBD&O.



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Census-Bureau Study Defended By Smythe

(Continued from Page 1)

survey plan that they found it necessary to imply bad faith on the part of the Commission's staff."

The survey had been criticized bitterly by Victor A. Sholis, CCBS director, and Dr. John DeWitt, Jr., engineering consultant for the service.

Answering Sholis' charges that the survey's "cardinal mistake" occurred when the "elementary engineering fact that radio signal strengths decreased with distance was ignored," Smythe said:

"Let us fully understand the nature of the argument. CCBS argues that the survey results for classes of stations are invalid because listening to a specific station in one county gives you little information as to listening or not to that station in another more distant county. This is the burden of the attention paid to KOH in Reno, Nev. Thus, it is argued that a projection of the number of regional stations heard in the interview county stands or falls on whether or not those specific stations are heard in any or all other counties of the call. These arguments miss the point.

Cites Mail Returns

"We will show that the interview estimates of listening to regional stations are not higher than are indicated by the mail results in the remaining PSU's. The facts are demonstrably the opposite—for the mail results show the amount of listening to regular stations to be as large or larger than in the interview counties.

"The CCBS has forgotten that the primary objective of the survey as agreed to in exhibit 269 was:

"To determine the number and class (clear, regional or local) of stations heard during the day and at night, and whether they are heard with or without trouble. (Tr. 3714)"

"However, we do not have to rest with theoretical testimony. The fact is that other regional stations are heard in the other counties. We have information concerning listening to regional stations in each and every PSU in the white areas—we have the mail survey—we can thus test our estimates or projections from the interview survey.

1,000 Counties Contacted

"In passing, may I remark that the fact that the survey was conducted in more than 1,000 counties refutes the charge that 'the elementary engineering fact that radio signal strengths decrease with distance was ignored.' The survey went into 11 of these counties in order to obtain local estimates from each area which could reflect difference in radio signal reception.

"CCBS witness said that KOH was heard in Churchill but not in the other counties, and that this invalidates the survey. But what he didn't say was that different regional stations are heard in the other counties and to the extent that the interview survey accurately estimates the average number of these regional signals, the primary objective is fulfilled."

WORDS AND MUSIC

By HERMAN PINCUS

Success Story . . . !

● ● ● Her desire to 'get places' is the most natural thing about the heroine of today's story . . . she was born, about nineteen years ago in Detroit, in a taxicab which was desperately dashing to the nearest hospital in a futile attempt to beat the Stork . . . as a child she entertained at local affairs, school plays, etc., but it wasn't until she attended Cass Technical High School, that her beauty and singing talents made a strong bid for recognition . . . local bands vied for her spare time and by the time she had graduated from high school her fame had spread to Chicago . . . she accepted a bid to join the Three Graces, heard via WGN, Chicago, and her professional career was launched . . . the trio successively appeared on the "Alka-Seltzer Barn Dance," "The NBCarnation Contented Hour," and "The Bowman Milk Variety" programs during which time the Detroit damsel also worked as a single at several nite spots . . . Percy Faith, conductor of the Carnation Program took an interest in her and suggested that she invade New York . . . in 1944 she arrived in the big town and scored at every audition she made . . . so much so that she sang on NBC, ABC and CBS . . . at the latter network she was given a regular spot on the "Arthur Godfrey" program . . . CBSolons recognized a star in the making and to give her the build-up necessary for the big-time, gave her a daily spot at 7 to 7:15 p.m. . . Meet the vocal lovely who is 'getting there in a hurry'—
PATTI CLAYTON.

★ ★ ★

● ● ● TIN PAN ALLEY-OOPS:—With the smashing success of another importation from La Belle France, namely "Symphony" fresh in their minds, Harry Link and George Dallan at Feist have grabbed, for a number one plug, the ditty with which Jean Sablon has conquered the continent: "Passe" is the number and you'll be hearing it with increasing frequency. . . ● Dave Bernstein has joined the professional staff at Peter Maurice & Co . . . working on an English importation titled, "Under The Willow Tree." . . ● Empire Music Co. have started work on a ballad titled, "You Did Your Best To Break My Heart" . . . penned by Sid Prosen and Dick (Along the Navajo Trail) Charles. . . ● Four of the top twenty tunes of the day are revivals . . . "I Don't Know Why I Love You Like I Do," "Prisoner Of Love," "I'll Be With You In Apple Blossom Time" and "I'm In The Mood For Love."

★ ★ ★

● ● ● Rocco Vocco, vee-pee at BVC, on Coast lining up a deal on a picture score. . . ● Billy Eckstine, singing-maestro, will make his screen debut in a thirty-minute featurette to be produced by Associated Producers of Negro Pictures. . . ● A Boston heiress is one of the "Angels" for Sam Donahue's Band. . . ● Songwriter Ken Casey, who wrote among others "Sweet Georgia Brown," will be interviewed by Joe Franklin Wednesday at 7:15 p.m. on "Vaudeville Isn't Dead," via WNEW . . . Ken started his theatrical career at the age of 14, playing in films with John Bunny and Maurice Costello. . . ● Manor Music has been offered deals by three big firms for the ballad, "The Bible My Mother Left To Me." . . ● British songwriter John Barnes, who for the past five years was a Wing Commander with the RAF, will follow the footsteps of Guy Wood, Harry Revel and Ray Noble and become an American citizen.

★ ★ ★

● ● ● ON AND OFF THE RECORD:—Jimmy Lunceford will wax eight sides for Majestic in Los Angeles this month. . . Vocalist James Rushing of Count Basie's band, made a slip while waxing "Lazy Lady Blues." Result . . . a collector's item. . . ● Bebe Daniels will make an album of kiddie discs for Little Folks Favorites plattery headed by George Batcheller and Alfred Bennett Cerf. . . ● Philco has signed Burl Ives to transcribe a series of 15-minute programs to be aired starting Oct. 1 . . . deal set by Century Artists. . . ● One of the best of the new discs is Phil Brito's Musicraft platter of "Come Back To Sorrento" backed with "Give My Heart A Break."

Business Looks Up In Los Angeles Area

(Continued from Page 1)

fall business in the history of the station.

KFWB reveals an increase of 40 per cent and that although it increased its rates 100 per cent, it did not lose any accounts because of the move. It is anticipating excellent business for the autumn months and expects to increase its billings.

KECA, the ABC outlet, reports a boost of 25 per cent in local business and a 27 per cent increase in national spot business. Based on inquiries reports bright prospects for the fall.

KFI, which is affiliated with NBC, discloses that its business was slightly off this summer, compared to last year it expects to have almost as good a fall as last.

KNX, the CBS outlet, reports is running a little ahead of last summer and looks forward to excellent business.

KFAC has several 52 weeks-a-year contracts and is not affected by seasonal changes.

KLAC, which was formerly KMR, has been operating under the new call letters since March and is anticipating heavy fall business. KMR's business is above that of last summer, as is that of KGFJ.

WCCO Signs With ANG For All News Writers

Minneapolis—Contract with the American Newspaper Guild, covering the news staff of WCCO, owned and operated 50,000-watt station of CBS, was signed here by manager A. E. Joscelyn. Pact which covers all of the news writers and others on the news staff, was negotiated between Joscelyn, Sig Mickelson, WCCO director of news and special events, and John J. Biddison, representative of the ANG.

Contract continues the eight-day, five-day week already in effect at the WCCO news department. As the agreement sets up new minimum salaries with graduated increases based on length of service with CBS. A three-week vacation is also part of the contract.

While the new scale was to take effect when signed here on the weekend, Joscelyn suggested making the pact retroactive to July 1, in view of what he termed, "excellent quality of work being turned out by the news staff and the pleasant attitude exhibited by ANG representatives throughout the negotiations."

Plan Atomic Bomb Symposium

Washington—"World Control of Atomic Energy" is topic of symposium slated for airing by ABC today, Tuesday, from 1:30 to 2 p.m. Important topic will be discussed by Sen. Bruce McMahon (D., Conn.), chairman of the Senate atomic energy committee, William Higinbotham, chairman of the American Federation of Scientists, and Carroll L. Wilson, secretary of the Lilienthal board.

Broadcasters Testify in Canadian Hearing

(Continued from Page 1)

Before the Commons Radio Committee which was considering a proposal of the Canadian Association of Broadcasters for the establishment of a board of appeal on radio legislation. The association had complained of the present arrangement under which the CBC while actively engaged in the radio business was also the final authority on regulations. It had suggested an independent board to which either the CBC or private stations would have access in cases of dispute. To avoid establishing a new body immediately the association suggested the Board of Transport Commissioners might be given authority to handle radio appeals.

Irry Sedgwick, CFRB, Toronto, chairman of the CAB board of directors said the position of private stations in relation to networks illustrated what they were complaining of. Private stations had to obtain permission from CBC to use lines connecting stations and then had to pay for the lines at rates set by CBC. Earlier in the meeting CAB members had said they could save considerable money if they were able to negotiate directly for lines. They said they favored a change in regulations to enable independent stations to set regional networks. Mr. Smith, a conservative, Calgary, said establishment of a separate board would relieve many of the headaches from the CBC board of governors and particularly from the chairman.

The committee also heard complaint from the private station owners that what they received for network programs sold by CBC were usually less than half the station's normal rate.

George Soble, CHML, Hamilton, said the stations were not compelled by the CBC to take such programs the stations considered half a loaf better than no loaf and they needed network programs to attract audience.

Gapen To New Post

Washington—Kenneth M. Gapen, former head of the Department of Agriculture's field radio office in San Francisco, has assumed the direction of the radio activities of the department's Office of Information, it has been officially announced. Gapen will coordinate all radio activities of the Agriculture Department's agencies and will supervise the Department's participation in all radio broadcast-

COAST-TO-COAST

— ALABAMA —

BIRMINGHAM—Elijah Benjamin Sims, nonagenarian, selected as Birmingham's oldest dad, was interviewed recently over WSGN. . . .
MONTGOMERY—"Alcoholics Anonymous" has a 15-minute weekly spot on WSFA for a series of 13 informal broadcasts giving the story of the organization. . . . Broadcast is the first of its kind in Alabama. . . .
TALLADEGA—School teachers took to the air with a series of weekly airings over WHTB and WFEW under the sponsorship of Zeta Chapter, Delta Kappa Gamma and Talladega County Teachers Association.

— COLORADO —

DENVER—In the interest of serving the public in the Denver-Rocky Mountain region with programs of vital, current interest, KLZ has gone all out to air programs designed to present, in a language the listener readily understands, authentic information on the world's most talked of subject: Atomic Energy. . . . With Dr. Walter O. Roberts as moderator on several of these airings, listeners heard statesmen, educators and scientists discussing developments in atomic research and plans for control of this atom energy for uses in a world at peace. . . . Program is aired Sundays and features Dr. Roberts, who is joined by other scientists from the Rocky Mountain region.

— NEW JERSEY —

PATERSON—Stations in nine states throughout the country, a number of them owned and operated by universities, are presently carrying "The Princeton University Preceptorial of the Air" series first aired by WPAT and now being made available for re-broadcast in transcribed form by the North Jersey station in co-operation with Princeton University. . . . Stations using the series include KALL, WBKY, WTTM, KBKR, KODY, KELO, KSOO, KOVC, WAGM, KUOM, WSON, WSNJ and WHA. . . . Other stations which have requested the series are KWLK, KANS, WMSL, KTFI, WCAX, KSAC, WFMD and State College of Washington, Pullman, Wash.

— NEW YORK —

NEW YORK—Screen Star Donald O'Connor was guest on Tedd Lawrence's "Swingtime Session" over WHN Monday, July 15. . . . WNYC carried special airings over the holidays from a plane flying over highways, bridges and tunnels directing traffic via the radio on what routes were clear entering and leaving the city. . . . The CBS "County Fair" show celebrated its 1st anniversary last Saturday, having found the baby born exactly one minute away from the program's origination. . . . Parents of the child, who hail from Pennsylvania, received a week-end in Manhattan as guests of the show with all expenses paid. Even though the baby won't know what the score is it will receive the biggest birthday party ever staged for a one-year-old. . . . Alice Frost of the Mr. and Mrs. North, NBC Wed.-nite series was guest in an original drama, "Mind over Murder," on the Carrington Playhouse, last week at 8:00 p.m. over Mutual.

— NORTH CAROLINA —

CHARLOTTE—Jack Knell, WBT special events director, recently reported to the nation on the effect the OPA veto has on prices and rents in the Carolinas during the "Opening Hearing" CBS web forum. In his report he covered such pertinent questions as whether or not business is trying to hold the price line in the South; how the people feel about the situation; the trend of local buying volume and a report of any discerned expressions on whether or not people want the OPA. . . . Charles Marshall, recently released from the U. S. Army, has joined the sales staff of WSOC. . . . Bill McClain, Army vet has joined the engineering staff of the outlet. . . . Don McSwain, has relinquished his full-time announcing duty to become WSOC director of news and special events.

— MASSACHUSETTS —

LAWRENCE—John C. O'Dowd, Inc., Boston advertising agency, has placed a participation spot on the "Among Us Girls" program aired thrice weekly over WLAW for the Massachusetts Department of Agriculture, in co-operation with the State Development and Industrial Commission. . . .
WORCESTER—WTAG recently aired the celebration of the 20th anniversary of the New England Air Mail Service from Franklin Square, where a helicopter landed to pick-up air mail. . . . Gil Hodges, WTAG announcer, handled the show, introducing several personalities in connection with the event.

— WISCONSIN —

MILWAUKEE—Carla, commentator for "The Feminine Viewpoint," quarter-hour daily WTMJ show sponsored by Schuster's, largest department store here, has returned from a two-week trip to New York, where she cut over 40 transcriptions and gathered material for her future airings. . . . Vince Lonergan, recently released from service, has joined the staff of WEAU, in charge of special events and production. . . . Bob Fick, is the new addition to the WEAU sales staff. Bob Allen, resigned from WEAU to join the station staff of WDGY, Minneapolis.

— SOUTH CAROLINA —

COLUMBIA—WIS will publish an eight-page promotional newspaper to be issued monthly under editorship of promotion-publicity manager Steve Libby. . . . The outlet will originate "Saturday Showcase" for NBC on July 27, featuring all WIS talent, including Byron Parker's Hillbillies. Bill Sheets will handle continuity for the show. . . . Ex-sailor Clyde McLain has rejoined the WIS announcing staff. . . . Another WIS weekly presentation is "This is South Carolina," featuring state and nation-wide Carolinians of this modern era.

Stork News

Mr. and Mrs. Curtis L. Pierce announce the birth of a seven pound, 15 ounce daughter, Donna Leslie, at the Evanston (Ill.) hospital. Pierce is an NBC Central Division field engineer.

Germans In U. S. Zone Prefer Radio To Press

(Continued from Page 1)

A report of the results, written by Edwin Hartrich and published by the New York Herald Tribune last Sunday, indicates that practically all phases of broadcasting are being well received by German civilians.

The poll, taken by the information control division of the Armed Forces in the Frankfurt sector shows that 65 per cent of German civilians believed in the veracity of broadcast news while only 15 per cent placed any faith in German press coverage. "The thickly populated Frankfurt area provides a test case in which to study the operations and the effect of German radio broadcasting," Hartrich said. "There are an estimated 500,000 radio sets tuned to Radio Frankfurt while the two local Frankfurt newspapers split a total circulation of 350,000."

The Tribune story declares that there is "ample evidence at hand to point to the greater appeal that radio now has for German civilians than the local press" and added that it is in this field that American supervision shows better results.

Radio Frankfurt is one of the four major stations in the American zone, the others being located at Bremen, Stuttgart and Munich. These stations, according to the Tribune, are "ostensibly operated by the local military government through the direct control of the information control division." It is added that Radio Frankfurt, like the other stations, is operated by German technicians and artists, subject to supervisory control by five American ICD officers. "However, with few exceptions, all broadcast material, either information or entertainment, originates from the Germans," the report states.

The German stations are now supported by a monthly two-reichsmark tax on each set, collected by the "Reichpost" and turned over to the stations. "This dependence on income emanating from the state governs the thinking of the local radio men," said Hartrich.

New FM Tubes Developed

The first FM broadcast tubes for 50 kw. FM transmitters have been developed by the Federal Telephone and Radio Corporation, Newark, N. J. Two of these tubes have a rated output each of 25 kw. at 110 mc. The development and production of tubes by Federal for FM broadcasting are keeping pace with the accelerated production of Federal's FM transmitters, exclusive FM Square Loop antenna and associated broadcast equipment.

Leaving NBC Press Dept.

Mela Underwood, fashion editor of NBC for the past eight years, has resigned to accept the position of publicity director for the Woman's Home Companion. Miss Underwood will be succeeded by Dorothy Collins, former women's page editor of the Rocky Mountain News in Denver.

Send Birthday
Greetings To

July 16

Phillip S. Barrison Frank Singiser
Melvyn Rynne Murray Grabhorn
Charles Elgeston

FOUR (ONE OF FOUR)

leading department stores

choose

WGAR

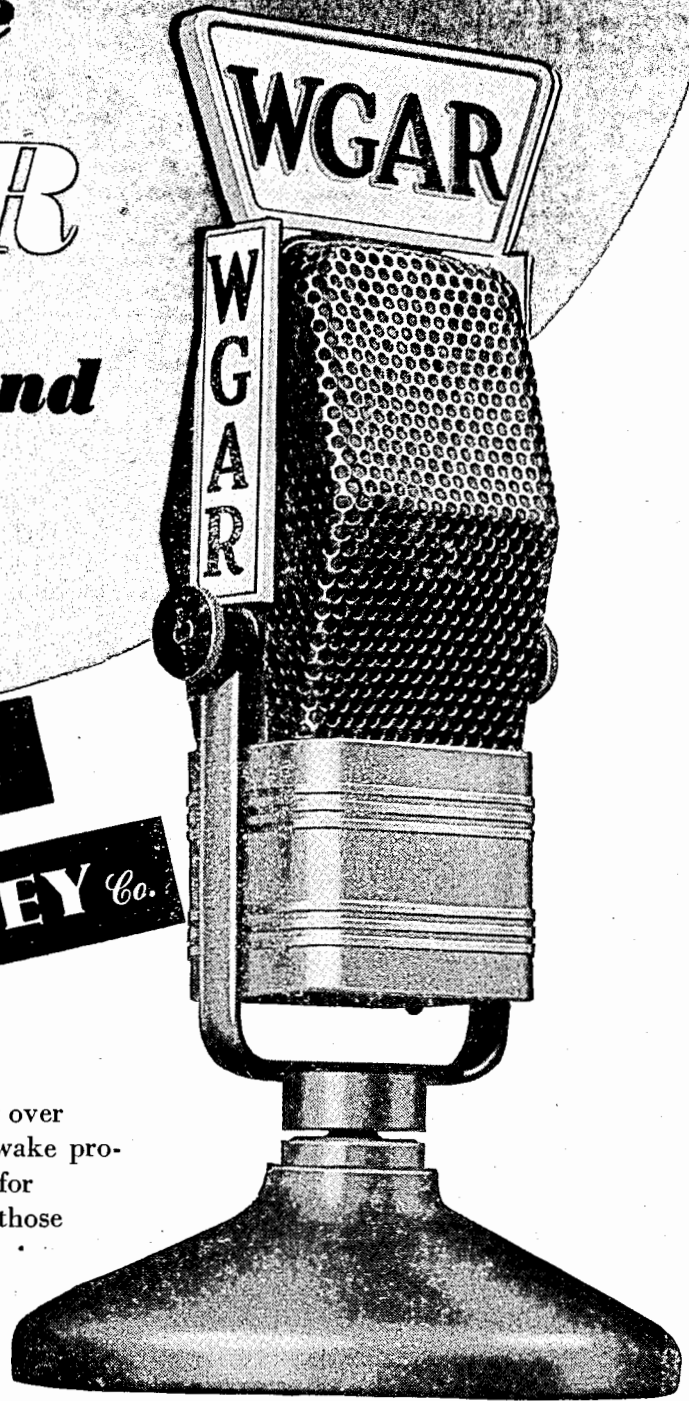
in Cleveland

The Halle Bros. Co.

Taylor's

The MAY Company

The BAILEY Co.

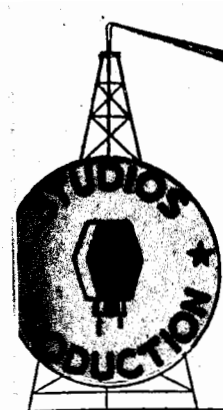


These retail neighbors know their way around Cleveland radio. They buy more than two hours daily over WGAR. Specially-built programs . . . PLUS wide-awake promotion . . . PLUS listeners who have a high regard for "Cleveland's Friendly Station" are paying off for those who use this station.

National advertisers are in good company when they advertise on WGAR.



Free Speech Mike says:
"Sales mean production . . .
and production will keep
America great."



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 12

NEW YORK, N. Y., WEDNESDAY, JULY 17, 1946

TEN CENTS

List Over 700 New Shows

Station Told To Clarify Pact With Non-Owner

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced a proposed decision looking toward the denial of the application for renewal of license of WJOL, Joliet, Ill. Basing its decision on the precedent set in the Churchill Tabernacle case, the Commission granted Joliet Broadcasting Co., a temporary license for three months, "provided that within 30 days after this decision becomes final the applicant shall file with the Commission a statement which establishes it has full control over the operation of the station and the entire program structure thereof." The FCC, in its proposed decision, (Continued on Page 3)

ABC Streamlines Setup Of Station Relations

Station relations department of ABC has been streamlined in keeping with expanded operations, according to John H. Norton, Jr., vice-president in charge of network stations. Under the newly-established plan for the ABC stations relations department, Ernest Lee Jahncke is appointed station relations manager of (Continued on Page 3)

Audience Research Bureau Set Up At Iowa University

Cedar Rapids, Iowa—A bureau of radio audience research will be established this fall at the University of Iowa school of journalism with Prof. Norman C. Meier, former visiting research expert for Young & (Continued on Page 153)

"Command"
Governor Ellis Arnall of Georgia will be Drew Pearson's guest when the WJZ-ABC commentator does his broadcast from Atlanta July 21. The broadcast, originating from the steps of the Georgia State Capitol, will be handled by WAGA staffers, and will mark one of the few occasions on which Pearson has not aired his program from Washington.

NAB Music Committee Sets Convention Move

Music situation as it concerns the broadcasting industry will come in for an important spot on the agenda of the forthcoming NAB Convention in Chicago next October. This decision followed an all-day discussion by the NAB Music Advisory Committee which held its initial meeting yesterday at the Waldorf-Astoria Hotel, New York, with president Justin Miller, presiding.

Particular attention was paid to FM and television aspects and to the problem of assisting those new to the industry. (Continued on Page 155)

First RCA Tele Equip. Set For Fall Delivery

Camden—The first post-war television cameras and other studio and field equipment "which make possible an immediate start on the expansion of video broadcasting" are now in quantity production and some items have already been delivered, it was announced. (Continued on Page 153)

New England Broadcasters Optimistic About Future

Boston—Optimism prevails among the New England broadcasters as they survey the prospects of fall and winter business and take stock of their summer revenue.

In a survey of station business in Boston for the past six months as compared to a year ago RADIO DAILY learned that current billings were as good or better than last year and that

7th Annual 'Shows Of Tomorrow' Edition Presented By Radio Daily Today; Musical Category Tops List

Seventh annual "Shows of Tomorrow" issue published today by Radio Daily, reveals more than 700 shows of every description, as offered by leading producers throughout the country. Musical shows lead the parade with more than 120 entries in the classifications of which there are 18 in number plus additional listings of programs which in some instances arrived too late to be listed in their respective categories. Adult dramatic fare is next in line with approximately 100 entries listed.

Sharp increase in cultural or educational programs is noted as compared to the war-years when this same type of offering may have been found under war or postwar classification. Strong array of shows coming under no specific category excepting that of "miscellaneous" also reveals bright new treatment of various plots and angles as well as novelty productions. Variety is well represented as well as the juvenile strip, hillbilly and femme angle.

Many New Applicants For Standard Outlets

Washington Bureau, RADIO DAILY
Washington—Fifteen applications for new standard stations in scattered sections of the country were announced yesterday by the FCC. They include:

Fred Harman, E. L. Ingram, Arthur M. Underwood and R. E. Bruce, doing business as Rannels Broadcasting Co., Ballinger, Texas, to be operated on 1400 kc., 250 watts, unlimited; Metropolitan Broadcasting Corp., Belleville, Ill., to be operated on 1430 kc., 1 kw., unlimited; Gene Burke (Continued on Page 3)

Television programs are found in force with a wide variety of selections, more than at any other time during the past several years. Quiz programs are submitted in strong numbers, more than 40 being listed. Sports, news, adult dramatic serials, comedy and co-operative shows com-

Set Special NBC Sked For Peace Conference

For coverage of the 21-nation peace conference which has been called for July 29 in Paris, NBC will assemble six of its staff of commentators in Paris, it was revealed yesterday by William F. Brooks, network vice-president in charge of news and international relations. Brooks also (Continued on Page 155)

Many Invites
More than 6,000 invitations, included in a four-page brochure describing activities scheduled for the Second Television Conference and Exhibition of the Television Broadcasters Association, Inc., have been forwarded to broadcasters, manufacturers, film companies, and advertising agencies to attend the two-day meeting to be held at the Waldorf-Astoria October 10-11.

Industrious
While other youngsters are swimming, playing baseball or fishing, with nothing to worry them but the week after Labor Day, the Quiz Kids studiously carry on their summer semester with a session over American on Sunday, July 21, at 7:30 p.m., EDT. They are Naomi Cook, 8; Patrick Conlon, 9; Joel Kupperman, 10, and Ruthie Duskin and Alan Sandstone, both 12.

"Shows Of Tomorrow" — see page five



Vol. 36, No. 12 Wed., July 17, 1946 Price 10 Cts.

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

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FINANCIAL

(Tues., July 16)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net. Chg. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: High, Low, Close, Net. Chg. Rows include DuMont Lab., Finch Telecomm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Prof. Quiz Renewed

Professor Quiz, broadcasting Thursdays over ABC from 7:30 to 8:00 p.m., EDT, has been renewed by his sponsor, American Oil Co., for a period of 52 weeks. Joseph Katz, Baltimore, is the agency. Quiz has been on the air for Amoco for the past 26 weeks. The new contract becomes effective July 18.

The Quiz troupe will begin a 10-week tour through the East and South early in August, with local Amoco distributors playing host to the troupe in each city.

Jules Harberg INSURANCE 80 JOHN STREET NEW YORK - CITY BOWLING GREEN 9-0284 PHONES WHITEHALL 9-6767

Coming and Going

JOHN McNEIL, manager of WJZ, has returned to his desk following two idyllic weeks spent in Westport, Conn.

BILL BERNS, co-producer of Mutual's "Opportunity USA," en route to Boston for next week's show, was in New York for conferences with Col. A. A. Schechter, director of news and special events for the network.

AL MORGAN, assistant to Bill Leonard, of the Columbia network program, "This Is New York," is vacationing at Jamestown, N. Y.

CARL BRISSON is back in New York following five weeks at the Hotel Blackstone in Chicago. His new series, a voice in the night, will be broadcast from New York. It's being bruited about that Paramount may make it into a film.

ROBERT SAUDEK, director of public service for the American network, off for a series of speaking engagements before leading universities. His first stop, today, will be made at Michigan "U," Ann Arbor.

GENE KRUPKA and the members of his orchestra in Holyoke, Mass., for an engagement at the Mountain Park Ballroom.

ARTHUR HULL HAYES, manager of WABC, and DON MILLER sales manager of the station, are expected back today from Chicago, where they spent 10 days.

PAUL TALBOT, director of the American division of Fremantle Overseas Radio, Ltd., European radio-station representatives, leaves today for a tour of the commercial stations which are clients of his organization.

ALMA KITCHELL is expected back today from visits to Cleveland, Detroit and Duluth.

ARCHIE GRINALDS, manager of WMOB, Mobile, Ala., an affiliate of ABC, in town this week for conferences with officials of the network.

JERRY LESTER off to San Francisco, where he is booked for an appearance at the Tahou Lake Country Club starting tomorrow.

FREDRIC MARCH is in town from Hollywood and is heading for a vacation on his farm in Connecticut.

FRANK PROCTOR is in town. He's the new manager of WMRN, the ABC outlet in Marion, Ohio.

Radio Folk To Attend Special "Inflation" Meet

Call has been sent out to radio artists, writers and others in the profession as well as those in the theater, to attend a special "decision meeting" of the Independent Citizens' Committee of the Arts and Sciences. Meeting which is open to all, will be held Tuesday, July 23, 11:30 p.m., EDT, at the Mansfield Theater, New York. Ben Grauer, Dr. Frank Kingdon and others will take part in a 60-minute streamline session relative to inflation, the Committee's fight on it and what action to take in forthcoming elections.

New WOV Publicity Head

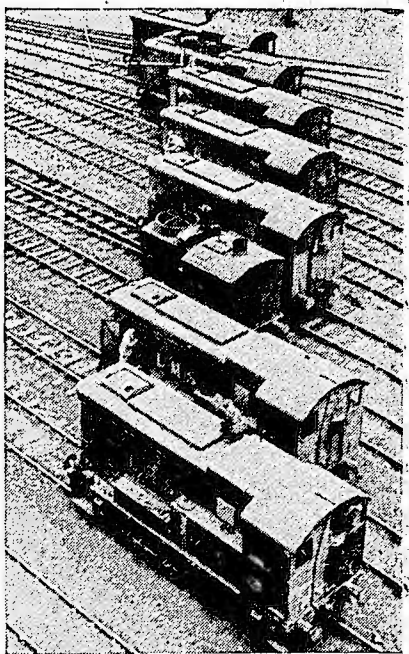
Anne C. Baldwin has been appointed to succeed Rita Hurwick as publicity director of WOV, it was announced yesterday. Miss Hurwick has resigned and will be married shortly to John Hymes, advertising agency executive. Miss Baldwin has recently completed work for the New York Herald Tribune Fresh Air Fund and was formerly associated with the J. Gordon Lippincott Company.

WTAG Leads In 83 Out Of 96 Of the 96 periods per week rated by Hooper (Dec. - Apr. '46) in the Worcester area, WTAG leads in 83 and is a close second in the remaining 4 1/2 hours per week. WTAG WORCESTER

WNEW In 24-Hr. Salute To Benny Goodman July 24

WNEW will set aside its full 24 hour program schedule on July 24 as a tribute to Benny Goodman, one of the pioneers of American popular music, on the occasion of the 10th anniversary of his band. The Goodman salute is the first of its type given a bandleader.

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.



Pushers

The sleek, streamlined babies pulling the limited along may get all the "ahs" and "ohs" along the right-of-way.

But back in the yard is the pusher. That powerful, compact engine that is the work horse of the railroad. The engine that delivers.

It's like that in radio sometime too. The glamour call letters get the first glance. But smart time buyer usually want to know more about the working stations. The pusher that develop low-cost sales.

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

W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-R...

At Least 700 New Shows in Shows of Tomorrow

(Continued from Page 1)

Since the majority of the other programs submitted.

Wide Range Of Submissions

Programs have been submitted by networks, stations, and independent producers, both as live talent and prescribed series, as indicated on each listing. Although there is no special classification for FM programs as such, great majority of the productions are equally suitable for this type of broadcasting. Producers feel that an FM listing would be superfluous.

Station Told To Clarify Pact With Non-Owner

(Continued from Page 1)

It is stated that the station had a long-standing agreement with A. J. Felman, a radio business man, which gave Felman extensive rights to specified broadcast time. The Commission said this agreement was in violation of Section 310 (B) of the Communications Act.

"In the case now before us," the Commission said, "the applicant is shown to exercise a full and complete right to broadcast with regard to a portion of the station's program structure, and a second party, who has no status before the Commission and who holds no Federal authorization to operate radio broadcast facilities, asserts and exercises an equal right with regard to another portion of the station's program structure. The censorship claimed to be exercised by the station's management over Felman's proposed programs and its right to modify or revise such programs as it sees fit, has no bearing upon the ultimate result presented, namely, that the absolute right and authority granted exclusively to the applicant in the station license to broadcast such material as it sees fit in the public interest has been relinquished and transferred by the applicant to Felman in a substantial measure."

The Commission also announced several corrections in its listing of FM approvals last week. The following stations received engineering approvals and were granted regular construction permits:

NBC Streamlines Setup Of Station Relations

(Continued from Page 1)

The Eastern Division of ABC, Francis Conrad is named to a similar position with the network's Western Division, Norton reported. Both appointments are announced as effective immediately.

Effective October 1, Robert B. Jones, Jr., is appointed station relations manager of the ABC Central Division, replacing James H. Conolly who is returning to the New York office to work on special assignments with the ABC stations relations department.

The ABC traffic department managed by Raymond Diaz continues as an adjunct of the network's Stations Department under the newly-developed plan of operation.

SHOWS OF TOMORROW

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Many New Applicants For Standard Outlets

(Continued from Page 1)

Brophy, Glendale, Arizona, to be operated on 1340 kc., 250 watts, unlimited; A. Dwight Newton and W. H. Wood, co-partners, doing business as San Joaquin Broadcasting Co., Stockton, Calif., to be operated on 1420 kc., 1 kw., unlimited; Northern Broadcasting Co., Havre, Montana, to be operated on 1340 kc., 250 watts, unlimited.

Also Winston-Salem Broadcasting Co., Winston-Salem, N. C., to be operated on 710 kc., 1 kw., daytime; James Edwin Latimer and William Albert Pritchett, Lake City, S. C., to be operated on 1280 kc., 250 watts, unlimited; Radio Austin, Inc., Austin, Minn., to be operated on 1400 kc., 100 watts, unlimited; Waterloo Broadcasting Co., Waterloo, Iowa, to be operated on 730 kc., 500 watts, daytime; Standard Tobacco Co., Inc., Maysville, Ky., to be operated on 1240 kc., 250 watts, unlimited; Southeastern Broadcasting Co., Inc., Somerset, Ky., to be operated on 1240 kc., 250 watts, unlimited; James W. Bradner, Jr., Galveston, Texas, to be operated on 1540 kc., 1 kw., daytime.

Also Carthage Broadcasting Co., Carthage, Mo., to be operated on 1490 kc., 250 watts, unlimited; Morris Luskin, Burbank, Calif., on 1490 kc., 250 watts, unlimited.

The Commission also announced several corrections in its listing of FM approvals last week. The following stations received engineering approvals and were granted regular construction permits:

WJR, the Goodwill Station, Inc., Detroit, Mich.; Community Broadcasting, Inc., Wheeling, W. Va.; Fidelity Media Broadcasting Corp., Jersey City, N. J.; Bay State Broadcasting Co., New Bedford, Mass.; Poughkeepsie Newspapers, Inc., Poughkeepsie, N. Y.; WSMB, Inc., New Orleans, La.; WSAV, Inc., Savannah, Ga.; Harold O. Bishop, Harrisburg, Pa.

The following applicants were granted approval of basic engineering plans,

Wilson E. Hall, Anderson, S. C.; Kala, Inc., Portland, Ore.

Kummer-Jones Nuptials Announced For Aug. 3rd

Eloise Kummer, Chicago radio actress who is heard as Clare Lawrence in NBC's "The Guiding Light" and has portrayed leading roles in such shows as "Right to Happiness," "Road of Life," "Backstage Wife," and "Lone Journey," and Ray Jones, Assistant National Executive Secretary of AFRA, will be married at the home of Miss Kummer's mother in Sheboygan, Wis., August 3.

Miss Kummer plans to continue her radio career in New York City where the couple will reside. Ray Jones recently moved to New York in the capacity of Assistant National Executive Secretary of AFRA after eight years in Chicago as the executive secretary of the local chapter.

LOS ANGELES

DOB BURNS will take a busman's holiday on August 26 when he recruits a band of radio's most famous leaders and leads them with his bazooka through several numbers as part of a monster concert in Hollywood Bowl to raise a "Music for Wounded" fund.

Bill Thompson, who plays the role of Wallace Wimple on NBC's "Fibber McGee and Molly" program, is spending part of his vacation in Chicago visiting with his mother.

Linda Watkins, of the "Adventures of Mr. and Mrs. North," was once a "Wampus Baby Star," group of young screen actresses formerly chosen for grooming as best star material of the year.

Announcer Frank Graham, of "Encore Theater," waxed an audition for a national sponsor, who plans to spot him as both spieler and actor on its fall program series.

The story of "An Amazing Honey-moon" formed the setting for NBC's "People Are Funny" program Friday, July 12. Art Linkletter, emcee of the comedy show, had the entertainment include a strong moral, that of pointing out the menace of the increasing number of modern divorces. John Guedel is producer of the show.

Jack Bailey marks his first anniversary as emcee on Mutual's popular "Queen for a Day," Wednesday, July 17, with Tom Breneman as a special guest. The event also will feature the introduction of Breneman's album of highlights of his eight years on the air with his breakfast show.

Mooney Diamond has sold three of his radio plays. They are "To Learnore," which was purchased by KLAC for "Career Theater," and "New Life for Timmy" and "The Ugly Duckling," bought by Foote, Cone & Belding for the "Mainline" program. Diamond has also been signed by Al Rosen to work as stage manager on his legit play, "Mary Had A Little."

"Rexall Music Hall," United Rexall Drug Company's transcribed five-a-week show, has been augmented, according to Len Carey, account executive for BBD&O on the Rexall account. Roy Bargy and an eight-piece orchestra takes over for Buddy Cole and the "Four of a Kind" musical group. Singing star Jeannie McKeon remains. Jack Rourke, who has been writing and announcing the show, will continue to write, and in addition, takes over the production reins from Wally Ramsay. Howard Petrie is in as announcer.

V E V V
get Cashman
in Hollywood



Shows Of Tomorrow . . . !

● ● ● In today's issue you'll find the result of three months of activity on the part of members of the RADIO DAILY staff . . . namely our annual service to the Radio and allied industries—a listing of new ideas, programs and talent for the forthcoming season . . . this pillar has always been more than willing to recognize and applaud the efforts of individuals, groups or firms and so we doff the chapeau to our fellow workers for a job well done.

★ ★ ★

Notes From An Aisle Seat . . . !

● ● ● Starting next month, "Superman's" tolerance themes will spread internationally (should be Universally) when those broadcasts will be beamed into Canada. . . . Hal Horton, WOR songster, will be seen leading a band in Kenny Delmar's forthcoming filmusical, "I Love You, That Is." . . . Bill Newgold back on the air with his lively chatter via WLIB. . . . Judy NBCanova again pacted by her soap sponsor and returns to the ether August 23. . . . Is Bob LaBour about to leave BBD&O? . . . With Leo Hurwitz leaving to co-produce and direct a motion picture, Robert Bendick will succeed him as director of news and special events at CBS television station WCBW. . . . The Holidays Quintette, CBSwingsters, will make ten show tunes for Cosmo Records with Larry Clinton's Orchestra. . . . We caught Benny Meroff's act at Loew's State last week . . . howcome radio execs don't grab the comedian for the air waves? . . . Lt. Col. Gerrit Van Deth, husband of Margaret Sangster, scripter of the ABC "True Story" series, returns to duty at Rio de Janeiro, Sunday after a month in Gotham. . . . Tuned in last Thursday on Mark Warnow's "CBSound-Off" program and heard Martha Tilton introduce a new song, "Ain't No Hurry, Baby." . . . They may well reserve a spot on the Hit Parade for this one.

★ ★ ★

● ● ● Nora Stirling, has scripted another "American Portraits" program for CBS (Sat. 6:15-6:45 p.m.). . . . but this time goes a step further, and will play the leading role, that of Elizabeth Cady Stanton, the original Woman's Rights gal. . . . Bill Stern's NBColgate program will probably be increased to a half-hour next September. . . . Eddy Brandt, former band leader and songwriter, out of the Army after three years, has joined the staff at WNCA, Asheville, N. C. . . . Mary Conway, Radio Editor of the British Information Editor Service, en route to the Coast. . . . Irving Berlin will sing two "Annie Get Your Gun" ditties when that show is saluted on Harry Sosnick's new "Vacation With Music" series which preems Aug. 2 via NBC. . . . Seeking a new 'Dame' for the quartet, Hi, Lo & Jack will audition femme singers next Saturday via WHN. Four contestants will each sing a number with the boys . . . votes from listeners will decide the winner. . . . WAGE, Syracuse is to be commended for its new series of programs which relay to the housewives vital info on prices, etc., in order to prevent local inflation . . . theme plugged is "Buy what you need, but SHOP for it." . . . Dennis Day has been signed for a series of half-hour shows sponsored by Colgate-Palmolive-Peet Co., titled "A Day In The Life Of Dennis Day." The series, comedy with music, will start Thursday, October 3 at 7:30 p.m. via NBC.

★ ★ ★

● ● ● Charlie Forrester, the "Answer Man" of the Yankee network saw the game in which Ted Williams' three homers beat the Cleveland Indians last Sunday . . . that night at dinner at Jimmy O'Keefe's, mine host introduced him to another diner, Ken Keltner, third baseman for Cleveland . . . "Ken," said O'Keefe, "I want you to meet Charlie Forrester, the answer man on the radio." "You're just the man I'm looking for," cried Keltner, "answer this one—how should we pitch to Williams?"

CHICAGO

By BILL IRVIN

OPINIONS of viewers who sat on the premiere of WBKB's new weekly series of wrestling and boxing matches from Rainbow Arena last week were varied. The press was invited to view the wrestling match on Wednesday night. The wrestling and boxing cards are being presented as a weekly feature by WBKB in cooperation with the American Broadcasting Company.

One feminine critic wrote: "The telecast might have been good but me the potato salad was better." The observer complained that "the image due to lack of new equipment, was not as clear as that of NBC's receive in New York for the Louis-Conn fight. It was clear enough to disgust me with the bone-crushing tactics of the fight so I went home."

A male observer commented: "Telecasting wrestling is sheer Keystone comedy. It's Mack Sennett stuff all over again with everything but pi throwing. The lookers rocked with laughter. While the pictures are small you see plainly enough the belaboring, the mayhem, the hair-pulling, the biting, the annoying tactics, the slaming of bodies to the floor. The tangled legs and arms and torsos were further complicated at times by double and triple images."

Quartet To Audition Girl Singers On WHN

WHN will give listeners a chance to play casting director next Saturday night 7:30 to 8:00 p.m., EDT, when "Hi, Lo, and Jack" present four girl singers in the finals of the search for the "Dame" in their quartet.

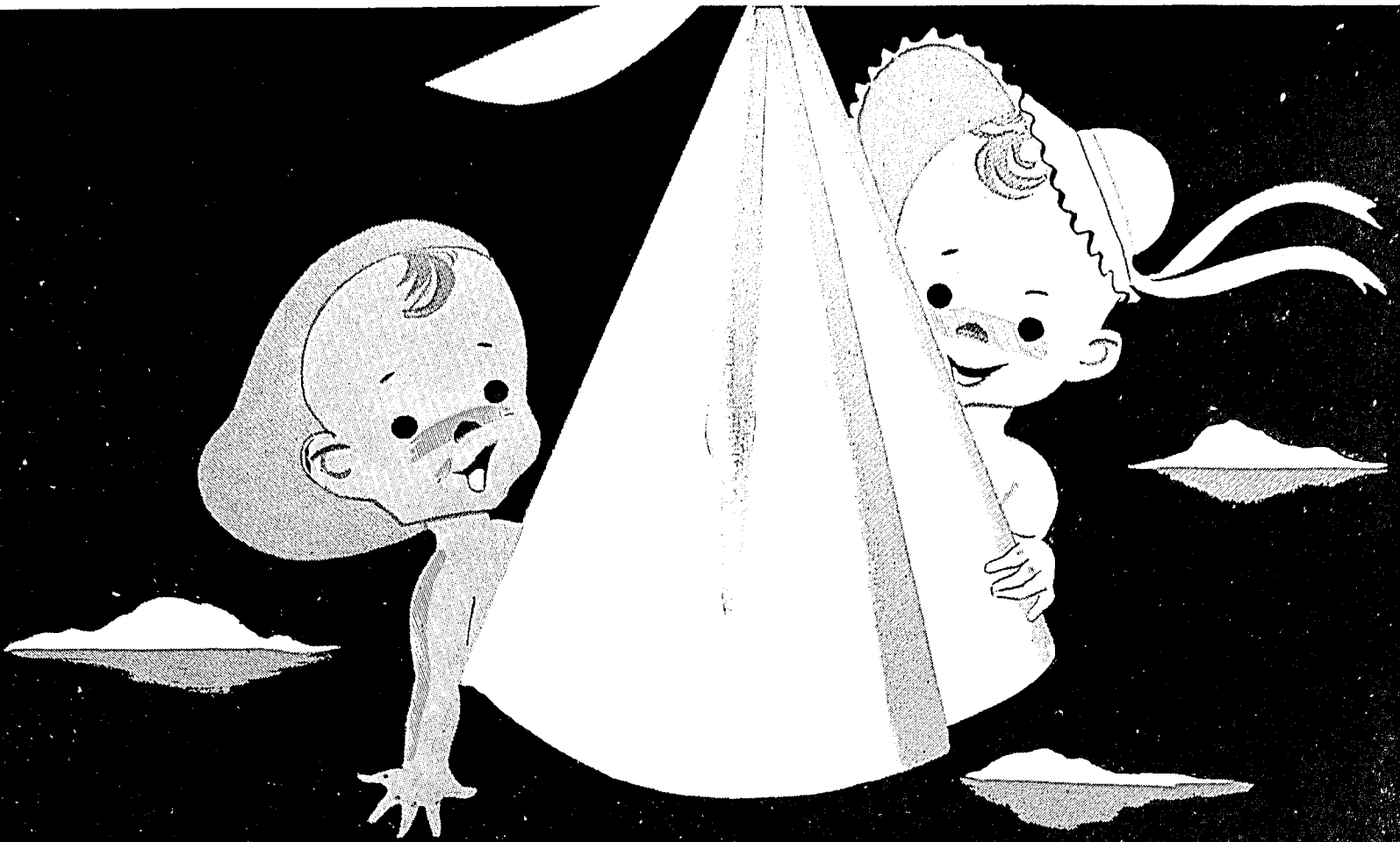
The four girls will be heard in selections as part of the quartet and listeners will choose by vote their preference of the one who fits best. De Bestor and the WHN orchestra will assist.

The winner, chosen by listeners' letters, will become incorporated into the act and "Hi, Lo, Jack and the Dame" will open on July 28 at Steeple Pier in Atlantic City in preparation for their New York debut. The winner's name will be announced over WHN the following Saturday at 7:00 p.m., EDT.

1906 Henri 1946
CONFISEUR

FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR

Famous French Candies
15 East 52nd St.



KXOK

DELIVERS AN EXTRA

at no extra cost!

When it comes to making advertising dollars act like twins, it's smart time-buying to remember that KXOK delivers two markets instead of just one. KXOK (630 on the dial, 5,000 watts full time, interference free) delivers an important extra—the sales-productive areas outside of Metropolitan St. Louis, yet within the station's primary area—at no extra cost...Look at the coverage maps! Look at the rates! More and more radio-wise advertisers have been doing just that—and the result is a lengthening list of important advertisers on KXOK.

- ★ 630 KILOCYCLES
- ★ 5,000 WATTS
- ★ FULL TIME

KXOK

ST. LOUIS 1, MO.

Affiliate
AMERICAN BROADCASTING CO.

* Owned and Operated by The St. Louis Star-Times

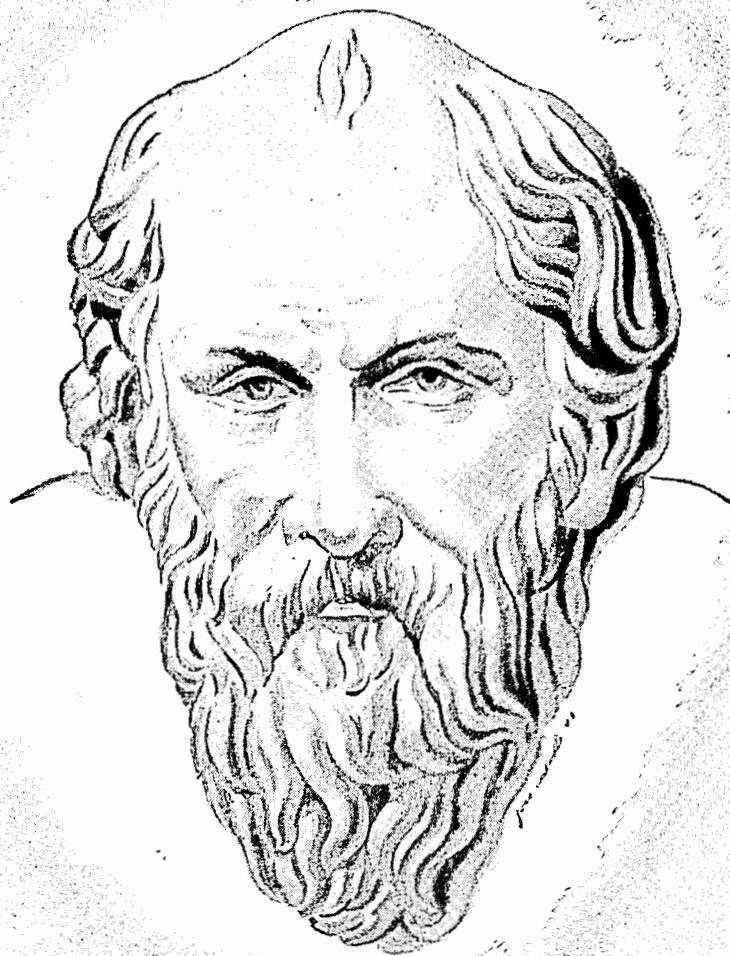
FOR COMPLETE DETAILS CALL A JOHN BLAIR REPRESENTATIVE

DIOGENES
SAID: *"The most beautiful thing in the world is freedom of speech."*

Self-evident to thinking men—in the times of Diogenes as well as in this modern world—is the fact that all the freedoms of mankind are based on the freedom of thought and speech.

Restrict freedom of the air, or freedom of the press, and no freedom exists.

AS TRUE TODAY
AS IT WAS THEN



WJLR

THE GOODWILL
STATION, INC.
DETROIT

"MICHIGAN'S GREATEST ADVERTISING MEDIUM"
Columbia Broadcasting System Basic Station • Fisher Building, Detroit

PROMOTION

KVFD Building House

The housing situation in Fort Dodge, Iowa, is acute, with many veterans unable to secure suitable living quarters for their families. Radio station KVFD is doing something about it. Edward Breen, station manager, announced that KVFD is building a house and when completed it will be sold to some veteran at cost. All details involved in the project are being broadcast, from how to purchase a lot to completion of the work.

Institutional

In order to further the distribution of the industry's official historical record of broadcasting's first quarter-century, an invitation to provide facts at cost has been offered all American radio stations in personalized letters under the signature of Arthur B. Church, president of NBC, which is fostering the project. Thirteen months ago the Kansas City station made its first bid for pioneering gladiators as a gesture to the industry's 25th anniversary. Outstanding examples of noteworthy accomplishments were "saluted" in display advertisements throughout the year. Over 300 stations, networks and individuals sent in material for the record, most of which has been accepted for publication by E. P. J. Swick, who is editing the book as coordinator of the historical project in capacity of promotion and press relations director for KMBC.

First RCA Tele Equip. Set For Fall Delivery

(Continued from Page 1)

As announced yesterday by W. W. Adams, vice-president in charge of the RCA Engineering Products Department, "this new television equipment makes it possible for new stations to start now on the installation of facilities to provide television program service throughout the nation," Adams said. "The new RCA image icon camera is the first postwar television camera to become available. The achievement of quantity output on this equipment is a milestone in television progress." Adams explained that the first step in the RCA program was to develop and build those items which could be used for testing purposes by manufacturers of video receivers. Promotion emphasis, he added, was also placed by RCA on the new camera and associated monitoring and recording equipment to provide broadcast-quality with the essentials for starting out to train personnel and acquire experience, "so that program service may be launched as soon as new broadcast transmitters become available." The first of RCA's postwar transmitters, he said, are scheduled for delivery to the nation's retailers next fall.

New England Broadcasters Optimistic About Future

(Continued from Page 1)

grams such as Louise Morgan, women's commentator, have shown no effects of so-called summer slump and are reported "normal."

The same spirit of optimism about the prospects for fall and winter business expressed by other broadcasters prevailed at WBZ, WCOP and WHDH. Each station reported many inquiries from prospective advertisers and some new accounts lined up for the fall season.

Many Renewals

Filene's and Jordan's, Boston specialty and department stores, have renewed their regular 15-minute news programs on WEEL and such regional advertisers as Richmond Brothers (clothiers), Bond (clothiers), and Thomas McAn Shoes and Hood's milk have also renewed. Shopping Service programs such as Caroline Cabot's show are filled with a waiting list of potential advertisers.

George Lasker, station manager of WORL, reported: "Our regional business is holding up very well, whereas, our national accounts have reduced in volume to a point of about 25 per cent. However, the general business on the station is well over last year's figures, or to be more specific, we are doing about \$1,000 a week gross, more business than we did last year."

WMEX reported "we are looking forward with considerable confidence that fall and winter broadcasting commitments will exceed both national and local billing for the same period last year."

Analysis Of Outlook

Marie Houlihan, public relations director for WEEL, sized up the business prospects of New England as follows:

"Three News Birds" Set As Winchell's Subs

"Three Thirds of the News" featuring the latest news reports by Ben Grauer, commentary by Quentin Reynolds, and the women's side of the news by Florence Pritchett, style authority, designer and writer, beginning Sunday, July 21 at 9 p.m., EDT, will serve as the summer replacements for Walter Winchell on ABC's "Jergens Journal."

Meantime, Winchell will take a five-week vacation returning to the ABC microphone on Sunday, September 1 in the usual spot from 9 to 9:15 p.m., EDT.

Carl Frank will serve as announcer for the program which is sponsored by Andrew Jergens Co. of Cincinnati, through Lennen & Mitchell, Inc., of New York.

Polly Smith Joins ANAN

Polly Smith, formerly with Parade Publication, Metropolitan Group and Paul Block & Associates, has joined the American Newspaper Advertising Network, Inc., as administrative assistant to Daniel E. Moran, director of publisher relations.

"New England is going about its business . . . paying no attention to national scareheads. There are several cogent reasons why it should. The matter of conversion is not such a monumental problem with New England. Little re-tooling is necessary. Instead of making uniforms they are making men's clothes and shoes. They have the same skilled staffs, or where veterans have come back to work . . . they pick up where they left off.

"Manufacturers have intact their national distribution setups . . . Gillette Blades and Razors, Keystone Camera Equipment, General Electric Appliances, not to mention Lever Brothers soaps and a myriad of other factories.

"New Yorkers are beginning to 'discover' New England and, therefore, the vacation business is expected to exceed half a billion dollars this summer.

"The cranberry and potato crops are expected to be good, as also other farm produce, which will make for a higher farm income.

"Matchless Brands" have a commercial which seems to express the New England feeling very plainly: "Matchless brands have the same high quality at the same right prices. We firmly believe that the time has come for the American public to keep its head, exercise calm judgment when purchasing, and keep its feet on the ground. There need be no wild upswinging of prices if every citizen will buy only what he needs when he needs it, and at prices he feels fair and can afford to pay. We must all work together. . . ."

To Discuss "Hucksters" On Mutual Network

"The Hucksters," novel written by Frederic Wakeman, former advertising executive, which has been widely read and variously received in the industry, will be the subject of "Mutual's Author Meets the Critics" Wednesday night, July 17 (10:30-11:00 p.m., EDT). Program will be moderated by John K. M. McCaffrey, fiction editor of the American Magazine. Carlos Franco, Director of Program Relations at Young & Rubicam will attack and Russel Maloney will defend the "Hucksters."

Harris Heads WHAI

Greenfield, Mass.—William M. Harris, former sports broadcaster for WHAI, has been named commercial manager and publicity director for station WNOC at Norwich, Conn., which will start operation Sept. 1. Harris, who recently resigned from WHAI, was for three years sports director and associated with the commercial department as continuity editor and salesman servicing a majority of the local accounts. He will assume his new duties on August 1.

NEW BUSINESS

The names of six new sponsors of four NBC co-operative program have been announced by Burton M. Adams, co-ordinator of co-operative programs of the NBC stations department.

The four programs are Robert St. John's "Facts and Faces" (Mondays through Fridays, 9:45 a.m., EDT); Tyrrell Krum's "Veteran's Advisor" (Saturday, 1:30 p.m., EDT); "World News Roundup" (Monday through Saturday, 8:00 a.m., EDT), and H. V. Kaltenborn's "Kaltenborn Edits the News" (Monday through Friday, 7:45 p.m., EDT).

Sponsorship is as follows:

"Facts and Faces" by the Riggs Motor Co., of Louisville, Ky., over WAVE, Louisville, and by Bristol-Myers for Ipana Monday, Wednesday and Friday over WTAM, Cleveland.

"Veteran's Advisor," by the Motors Securities Finance Co., of Monroe, La., over KNOE, Monroe, and by Mamer Schreck Air Transport over KFI, Los Angeles.

"World News Roundup" by Winter-smith Chill Tonic over WSFA, Montgomery, Ala.

"Kaltenborn Edits the News" by Yingling Chevrolet Co., of Wichita, Kans., Mondays, Wednesdays and Fridays over KANS, Wichita.

Audience Research Bureau Set Up At Iowa University

(Continued from Page 1)

Rubicam, as acting director. Bureau is outgrowth of a radio news study undertaken by university last winter in cooperation with WMT, Cedar Rapids, Waterloo. Station has commissioned the news bureau to make studies of problems important to the radio industry.

"The basic question to be answered by this new bureau is the basic question of all mass communication," explains director Wilbur Schramm of the journalism school. "Before any editor or station manager can do a better job he has to know what his audience is."

Bureau's establishment will make available to this part of the country scientific techniques which heretofore have been used chiefly in large cities and industrial east.

Prof. Meier, who heads the bureau, has been consultant to the Gallup and Iowa polls and this summer will participate in the Colorado colloquium on measurement of public opinion.

Koussevitzky To Conduct

Tanglewood, Mass.—The first of three festival broadcasts from the Berkshire Musical Festival will be presented via WJZ-ABC on Saturday, July 27, from 9:30 to 10:30 p.m., EDT, when Dr. Serge Koussevitzky returns to the podium of the Boston Symphony Orchestra. Eugene List, young American pianist, has been selected as soloist for initial broadcast. All airings will be sponsored by Allis-Chalmers Manufacturing Co.

SOUTHWEST

KEN LOWELL has been named master of ceremonies of the WFAA, Dallas, 16-year-old "Early Birds" studio program replacing Jimmie Jefferies who resigned several weeks ago. Lowell was former general sales manager for the Dallas office of Taylor-Howe-Snowden Radio Sales and prior to that post was manager of the THS station in Weslaco, KRGV.

Louise Martell, NBC radio and television star is spending a brief vacation in San Antonio visiting with her parents, Mr. and Mrs. G. E. Morris.

Willard Thorpe of the United States Department of State was heard over KGKO, Fort Worth, in a talk to members of the Seventh Annual Cotton Research Congress meeting in Dallas. Dr. Amos E. Taylor, director of the Office of Business Economics, Washington, D. C., was heard in a talk over WFAA, Dallas.

Raymond Breid, WOAI newsman has resigned his position at the station in San Antonio to enter Yale University.

The Concho Valley Broadcasting Co., has been organized at San Angelo composed of Walter E. Yoaggy, L. B. Horton, L. B. Horton, Jr., and Virginia Ede Carswell, who have applied to the FCC for license to operate a standard broadcast station here utilizing 250 watts power on 1400 kilocycles, full time.

San Antonio dialers recalling the days Barry Kroeger, now being heard on CBS's "Grand Central Station" was known as Berry as a staff announcer at KABC. He was also in many local dramatic productions.

A new series of sports broadcasts is being heard over KGKO, Fort Worth, each Saturday for a quarter-hour featuring Eddie Evans under sponsorship of the James K. Wilson Co. Program known as "The Sportsman's Corner" brings a complete roundup of sports, of all fields in national, state and local interest.

"San Antonio at Night," is the title of a new series of man-in-the-street type programs which is to be aired three times each week from 9:45 p.m. until 10 p.m., through KABC, from in front of the Majestic Theater in the heart of the city. Question on current events and public opinion reactions will be offered. Ed Dittart of the KABC staff will conduct the series and will offer prizes to the people interviewed on the best responses.

Send Birthday Greetings To~

July 17

George Barnes Charles Howard
 Carl Burkland Ed Sims
 Walter P. Burn John B. Hughes
 Dick Ruben

WORDS AND MUSIC

By HERMAN PINCUS

• • • **SONGS OF TOMORROW:**—About a quarter of a century ago when Radio toddled onto the world scene, the first sounds that squeaked out of the earphones was music . . . today Radio deservedly ranks as one of man's greatest single accomplishments . . . the development of universal music appreciation. In this issue RADIO DAILY's new ideas pertaining to development, production and sale of programs of all types are brought to the fore and due to the increased importance of music in the successful presentation of most of these programs, we print at least a partial list of current and fall and winter catalogues of music publishers.

☆ ☆ ☆

• • • Edward B. Marks Music Corp. is currently plugging "Too Many Irons In The Fire," "I'd Like To Get You Alone," and "Another Night Like This." . . . Bregman, Vocco & Conn have lined up "This Is Always," "I Like Mike," "Somewhere In The Night" and "You Make Me Feel So Young." . . . Martin Block Music, Inc., will follow "A Story Book Romance" with "I Left My Heart In Mississippi" and "Steal Away Easy Baby." . . . Famous Music Corporation is readying "To Each His Own," "That Little Dream Got Nowhere" and "Love Is The Darndest Thing." . . . Southern Music Pub. Co., Inc., driving with "Without You," "I'll Dream Some More," "Make Mine Music" and "I'll Never Lose Again." . . . Paul-Pioneer Music Corp., is getting behind the musical query, "What Do I Have To Know?"

☆ ☆ ☆

• • • Manor Music Company is tempting the Fates with "Lucky." . . . Santly-Joy, Inc., solidly behind "Surrender" and "My Fickle Eye." . . . Bourne, Inc., working on "Coax Me A Little Bit," "Years and Years Ago" and "Linger In My Arms A Little Longer, Baby." . . . ABC Music cooking with "Cynthia's In Love" and "Who's Got A Tent For Rent." . . . Bogat Corp., following with "Say It Over Again" and "Yo Te Amo Mucho." . . . Capitol Songs, Inc., starting work on "Good Day," "My Sugar Is So Refined" and "Baby I'm True To You." . . . Criterion Music Corp., starting on "Derry Dum" and "Pretending." . . . Robbins Music Corp., cooking with "Love On A Greyhound Bus," "All The Time" and "All That Glitters Is Not Gold." . . . Leo Feist, Inc., re-plugging "I Don't Know Why." . . . Miller Music has "You, So It's You," "More Than You Know" and "Towa."

☆ ☆ ☆

• • • Marchant Music Publishers working on "Love Flies Out the Window." . . . Manhattan Music Publishers still plugging the novelty "Ashby De La Zooch." . . . Dubonnet Music Pub. Co., will follow "I Love To Read The Funnies" and "Ofay and Oxford Gray" with "A Nickel For A Memory." . . . Stirling Music plugging "Sweet Potato Polka," "I've Got My Heart Set On You" and "Colorado Columbine." . . . Mills Music follows "Cement Mixer" with "Melody." . . . Barton Music set with "Full Moon And Empty Arms," "Something Old Something New," "How Cute Can You Be?," "So They Tell Me" and "Could Ja." . . . Rytvoc, Inc., set to follow "Choo Choo Ch' Boogie" and "It's The Beat That Counts" with "Are You Still My Sweetheart, Sweetheart?" . . . Handy Bros. Music beating the band(s) with "That High School Sister of Mine," "The Reason Why," "Shoebot's Serenade" and "Atlanta Blues."

☆ ☆ ☆

• • • Dawson Music set with "Low Gravy" and "Don't Wait For Him to Ask You Maggie." . . . Drake-Hoffman-Livingston working on "The Man With the Weird Beard." . . . Chelsea working on "Which Way Did My Heart Go?" . . . Saunders plugging "Only Heaven Knows" and "I Can't Get You Out of My Mind." . . . Will Rossiter starting on "Old Prairie Moon," "Lazy Mary Will You Get Up" and "Bobby Sox Polka." . . . M. Baron Co. plugging a folio of "Calypso Songs of the West Indies." . . . Cavalcade Music set with "This Is Our Song" and "Just Au Revoir." . . . Viking Music plugging "Tell Me That You Love Me." . . . Kelman Music set with "I'm A Little Teapot."

AGENCIES

ARTHUR POPPENBERG, formerly of ABC Spot Sales and Arthur B. Church Productions, has been added to the sales staff of J. P. McKinney & Son, radio station representatives.

KARL W. SCHULLINGER, formerly with Foote, Cone & Belding, has joined the radio department of Pedlar & Ryan, Inc. He will take charge of their Hollywood office.

DANIEL J. O'MEARA has resigned from Ruthrauff & Ryan to join Sullivan, Stauffer, Colwell & Bayles, Inc., as head of the merchandising department. O'Meara will supervise directly merchandising activities on all drug accounts at the new agency. Prior to his association with R&R, he was for seven years eastern sales manager for Plough, Inc. Joseph E. O'Connor has also resigned from Ruthrauff & Ryan to head up merchandising activities on all food accounts at Sullivan Stauffer, Colwell & Bayles, Inc. Prior to that he was divisional sales manager for the Minnesota Valley Canning Company.

BY A UNANIMOUS vote of the membership, the New York Press and Radio chapter of the American Veterans Committee has opened its doors to vets in the advertising field. New monicker for the group is Press, Advertising and Radio chapter, with short handle PAR.

FREDERIC W. ZIV CO., announces that E. L. Colbourn, account executive, will represent them in the state of Michigan making his headquarters in Detroit.

RADIO is included in the media scheduled by Hirshon-Garfield Co Inc., for the advertising of the new "drizzle-resistant" hats for men which will be marketed by Young's.

N. W. AYER & SON., INC., has added Stanley Talbott to its Los Angeles staff and has engaged George T. Emerson for its Detroit office.

BALTIMORE'S Listening Habit

MUTUAL BROADCASTING SYSTEM
 John Elmer, President George H. Roeder, General Manager
 FREE & PETERS, Inc., Exclusive National Representatives

Special NBC Sked for Peace Conference

(Continued from Page 1)

attend the conference. The six are Henry Cassidy, NBC European Director; Richard Harkness, Washington; Merrill Mueller, London; Dr. Max Jordan, Berne, Switzerland; Roy Peter, Nurnberg, and Paul Archinard, Paris commentator.

Present plans, according to Brooks, are for four half-hour programs to be devoted to the conference prior to and during the first few days of negotiations, in addition to the network's regularly scheduled overseas news programs ("World News Roundup" Monday through Saturday, 8 p.m., EDT, and "News of the World," Monday through Friday, 7:15 p.m., EDT).

Four Programs Set

The four special programs are as follows:

On Sunday, July 29, the NBC "National Hour" will be devoted to the background and problems of the conference, with commentary by the correspondents in Paris. On Monday, July 29, the opening day of the conference, the commentators will engage in a round-table discussion from Paris on the problems facing the negotiators and the possibilities of their solution (8:00-8:30 p.m., EDT). Another half-hour broadcast will be presented Wednesday, July 31 (8:30 p.m., EDT). Diplomats in Paris for the negotiations will be heard on this program. A similar broadcast will be aired the next day, Thursday, August 1 (8:00 p.m., EDT).

In addition to reporting on the peace conference, Brooks said, the gathering of commentators will make possible the formulation of NBC European news plans and policies for the coming year.

Brooks and Harkness will leave for Paris by plane Friday, July 26.

Geo. Schreier To NBC

George Schreier, former member of the ABC-WJZ publicity department and before that a sportswriter for the Jersey Observer, has joined NBC news department.

WDAY Sends Group To Camp

The 1946 National 4-H Club Camp was held in Washington June 11 through 18 with delegates attending from 45 states, Hawaii and Puerto Rico. The four delegates from North Dakota attending the 1946 Camp under the sponsorship of radio station WDAY, 5,000-watt NBC affiliate in Fargo, N. D., serving the Red River valley. As a sequel WDAY prepared an interesting booklet of the trip.

COAST-TO-COAST

—MISSOURI—

ST. LOUIS—Upon Request, KXOK presented several copies of the script of "Tabs for J. B.," a program commemorating the closing of the 120-year-old Army post, Jefferson Barracks, to the St. Louis Public Library, for their permanent files. Transcriptions of the broadcast were also given to the Board of Education for use in classroom study. . . . Jack W. Roth, sales manager at KFRU before entering the Navy, has joined the KXOK staff. . . . For the ninth consecutive year KSD's news and special events director is presenting his summer series of St. Louis Municipal Opera Previews, formatted with talks about the stars of the following week's production at the world famous stadium in Forest Park.

—NEW YORK—

NEW YORK—John Garfield, Warner Bros. star, will substitute for Bill Stern, sports commentator, next Friday night on the "NBC Sports Newsreel." Stern, who is now on vacation, returns July 26. . . . Coleman Jacoby, former B'way press agent, has joined Howard Nerril in the script writing chores for the Beatrice Kay, Wednesday p.m. MBS feature. . . . It has been learned of the formation of the firm of Braunfeld, Platte and Wolman, certified public accountants and consultants, with offices at 415 Lexington Ave. . . . Partners are members of the New York State Society of Certified Public Accountants. The firm expects to establish branch and affiliate offices in Washington, Chicago, Los Angeles and Norwalk, Conn.

—PENNSYLVANIA—

PHILADELPHIA—James T. Quirk, recently released from the service has been named acting promotion manager for WFIL and WFIL-FM. He succeeds Arthur C. Schofield, who has joined the staff of "FM Business" New York magazine. . . . Kani Evans, former Pacific war correspondent for the AFRS, is serving as summer relief announcer at WFIL. . . . **PITTSBURGH**—Galen Drake, will be featured in a new series of five-minute airings for Aerowax over approximately 60 stations "coast-to-coast." Series will be aired in transcription form, three a week, beginning in August and continuing through the rest of the year.

—MONTANA—

MISSOULA—KANA, owned by Mosby's, Inc., is expected to go on the air some time around the middle of next month, according to Don Jones, manager of the new 250-watt CBS affiliate. . . . Berlin Boyd, director of KGVO's women's programs, has returned to the air with her "Calling All Women" show, following a trip to New Jersey, where she attended the national convention of Delta Delta Delta Sorority. . . . A. J. Mosby, KGVO's prexy, has returned to the outlet, having witnessed the Bikini atom-bomb test. . . . The outlet has made elaborate plans for complete and up-to-the-minute coverage of Montana's primary election, in which the Montana electorate will vote for numerous local candidates, in addition to choosing final candidates for November races for U. S. Senator and member of the House of Representatives.

—TEXAS—

SAN ANTONIO—The Texas Top Hands have replaced the Happy Valley Gang as star entertainers on the "Texas Insulation" program aired for a quarter-hour each Tuesday, Thursday and Saturday ayem over WOAI. . . . Jerry Leach, ballad singer, formerly with WMC has joined WCOR. . . . Dorothy Kaliff and Melvin Winters are being heard in a new quarter-hour show entitled "Keyboard Music," a weekly evening program under the sponsorship of the National Bank of Commerce. . . . "Mrs. Ragsdale Lunches at Ciro's" originating each Wednesday over KMAC, is also now being carried by wire by KPAB, Laredo, and by transcription at a later time over KABC. Series interviews diners at the cafe, with Bob Ragsdale as emcee.

—NEW YORK STATE—

SYRACUSE—Rod Swift, formerly with WGY, Schenectady, has joined the announcing staff of WSYR. . . . **PLATTSBURGH**—WMFF prexy George Bissell, is once again back in harness at Plattsburgh's radio centre after a three-week tour of the lower tier, visiting WENT in Gloversville, another station under his guidance and direction. . . . Betty Kraus has been named as the new WMFF program director replacing Jan King, who has moved to McKeesport, Pa. . . . The Plattsburgh Merchants Bureau of the Chamber of Commerce has taken to WMFF with a tune twister contest.

NAB Music Committee Sets Convention Move

(Continued from Page 1)

dustry in gaining a fair background of music performing licenses and how the performing rights societies operate, etc. Toward this end and to find solution to kindred problems, it was agreed that a full presentation of the subject at the Convention, would be both helpful and desirable.

Those present at the meeting, in addition to Justin Miller, were: Campbell Arnoux, WTAR; Ed Yocum, KGHL; Robert T. Mason, WMRN; Herbert Hollister, KMMG; J. A. McDonald, American Broadcasting Co.; Carl Haverlin, Mutual; Edwin Souhami, NBC and Julius Brauer, CBS. Others in attendance at the discussions were:

Liaison board member J. Harold Ryan, executive vice-president of the Fort Industries, Inc., WSPD, Toledo; Don Pettey, NAB, general counsel, and C. E. Arney, Jr., secretary-treasurer, of the organization, and Sydney Kaye, vice-president of BMI.

Symphony Concerts To Continue

Three years sponsorship of the NBC Symphony orchestra by General Motors will terminate with the broadcast of Sunday, July 21. The weekly concerts will continue with guest conductors until Arturo Toscanini resumes as regular conductor for the winter season in October. Program is heard Sundays 5:00-6:00 p.m., EDT.

DRUM UP MORE SALES with...

CLEVELAND'S

Chief

STATION



WJW, Cleveland's Chief Station beats the tom-tom that calls in more dialers per dollar, signals that reach a larger daytime audience in Cleveland than any other regional station.

BASIC
ABC Network
 CLEVELAND, O.

WJW

850 KC
5000 Watts
 DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

LEN STERLING

LA 4-1200



THE OUTSIDE* AUDIENCE IS BIG
on the Pacific Coast, too!

*Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee covers the OUTSIDE as well as the INSIDE half... a C. E. Hooper 276,019 coincidental telephone survey proves it.

ONLY DON LEE IS BIG ENOUGH TO COVER BOTH MARKETS!

The Nation's Greatest Regional Network



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SYDNEY GAYNOR, General Sales Manager
5515 Melrose Ave., Hollywood 38, California
Represented Nationally by JOHN BLAIR & CO.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 13

NEW YORK, N. Y., THURSDAY, JULY 18, 1946

TEN CENTS

Set NAB 'Freedom' Study

Johnson May Succeed Wheeler To ICC Post

Washington Bureau, RADIO DAILY
Washington—"My opinions on the controversial issues of radio broadcasting are pretty much unformed at this time," Senator Edwin C. Johnson (C., Colo.), said yesterday. With Tuesday's primary defeat of Senator Burton K. Wheeler of Montana, Johnson seems destined to succeed to the chairmanship of the strategic Senate Interstate Commerce Committee.

Johnson is actually outranked in years of service by Majority Leader Owen Barkley, but because of his abilities as majority leader Barkley is more likely to accept the chairmanship; (Continued on Page 5)

Chesterfield Buys Time On Texas State Network

Extending their regional radio coverage, Liggett and Myers, for Chesterfield cigarettes, will launch a new recorded musical series over the Texas State Network and KXYZ, Houston, on July 24. Zack Hurt, veteran Texas announcer and sportscaster, will emcee the series which will originate in the studios of KFJZ, Fort Worth.

The "Chesterfield ABC Roundup" features request recordings, the ABC (Continued on Page 7)

'46 Talent Budget 25% Larger Than 1945

Cincinnati—Frederic W. Ziv Company's talent budget, for the year starting July 1, 1946, is 25 per cent larger than last year's outlay and is considered to be one of the heaviest (Continued on Page 2)

Travel Note

When Charles Stark, of Carr and Stark, Inc., radio-television producers, took a plane the other day for a vacation in Guatemala City, Guatemala, he found he had boarded the wrong plane and was en route to Bermuda. Yesterday his associates in New York received word he was having a delightful vacation in Bermuda.

Radio Set Increase In New York Market

The number of home radio sets available in New York's retail stores is on the increase, according to a survey by RADIO DAILY. Vast majority of dealers polled reported their stocks were either on the upgrade, improving or steady. One department store even said that it had "substantial stock on hand" and that the situation is much better than it has been in a long time.

Another dealer reported the size of (Continued on Page 5)

WLW Return To 500 Kw. Seen In Shouse Testimony

Washington Bureau, RADIO DAILY
Washington—Indicating that WLW, Cincinnati, will seek a return to 500,000 watts power, James Shouse, Crosley Corp., vice-president, yesterday told the FCC that present power limitations on "all classes of stations" (Continued on Page 6)

Committee's Proposals Will Be Ready For Board Consideration Shortly; May Coordinate With Press-Pix

Labor Gov't Against Proposed BBC Inquiry

British Bureau, RADIO DAILY
London—The Labor government's refusal to accept an inquiry into BBC has been upheld by the House of Commons by a vote of 271 to 137. However, a major, but delayed concession, came when Herbert Morrison, Lord president of the council, agreed to an inquiry before the five-year expiration of the new charter—the (Continued on Page 5)

General Foods Programs Lining Up For Autumn

Despite the pro and con talk about the General Foods programs going or coming, signed orders received by the networks reveals GF as going ahead with its radio campaigns, but reshuffling some of its shows. Unless (Continued on Page 6)

Yankee Web Assigns Man To Cover Peace Confab

Boston—Bill Cunningham, Yankee and MBS news analyst will fly to Paris, July 25 as a special representative of the Yankee web to cover the (Continued on Page 7)

Following its meeting yesterday at the Waldorf-Astoria Hotel, the Freedom of Radio Committee of the NAB inaugurated an intensive study of the many phases of the problem of freedom in the gathering and dissemination of the news, general information and entertainment for both do-

(Continued on Page 6)

Texas Audience Okays Political Broadcasts

Austin, Tex.—The voters of the state have no objection to stations limiting the number of speeches a candidate makes over the air and they also want to listen to their political talks over the air, according to a poll taken throughout the state.

The poll reveals that four out of (Continued on Page 6)

Hooper To Expand Service To Cover N. Y. Stations

Hooperatings will shortly be expanded to cover the New York stations, and were outlined by C. E. Hooper this week to New York outlet representatives at a special meeting held at the Hotel Roosevelt.

The plan for the New York Area (Continued on Page 4)

Second Atomic Bomb Test Set For Next Wednesday

First pool broadcast from the second atomic bomb test at Bikini is scheduled for 5:35 p.m., EDT, on Wednesday, July 24, Navy Public Relations yesterday advised the major networks of the nation.

Don Mozley has been assigned by CBS to represent the network and Ted Church, acting news director for the web, has suggested to the Navy that Bill Downs again represent the networks in handling the first radio word picture of the bomb drop. Downs

had a similar role in the first test when CBS won the toss.

NBC has assigned Ralph Howard Peterson to remain in the Pacific to cover the test. Peterson was NBC's representative aboard the Mount McKinley, flagship of Joint Task Force No. 1 during the first test.

Clete Roberts will cover for ABC and Mutual announces that Don Bell, staff correspondent, and Frank Morris of Collier's will represent the web at the test.

Sans Words

United Fruit Company is currently sponsoring a 15-minute program of Latin-American rhythms over WQXR, with introduction by an orchestration of the famous Chiquita Banana song. Since the tune is beloved by now to be so familiar to listeners, no words are used—the thought being that the radio audience will automatically supply the commercial.

Sample Contract

Chicago—The executive board of the IATSE (theatrical stage employees' union) and the Motion Picture Operators Union (AFL), which expects to include television workers in its membership, are studying a sample contract covering technicians who handle video programs. The convention of the theatrical-employees' union will be held here Monday.



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

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FINANCIAL

(Wed., July 17)

NEW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

'The Hucksters' On WQXR On 'Author' Book Show

Frederick Wakeman's "The Hucksters" will be discussed on the "Author Meets the Critics" over WQXR tonight (July 18), from 10:30 to 11 p.m., EDT.

Wakeman will appear himself as defender of the book, which will be under the pro and con criticism of Carlos Franco, associate director of radio at Young and Rubicam, and Russell Maloney, literary editor of The Atlantic Monthly.

Program, which is moderated by John K. M. McCaffrey, fiction editor of the American Magazine, is sponsored over WQXR by the Book of the Month Club.

Coming and Going

FRANK PROCTOR is in town. He's the new manager of WTJS, American network affiliate in Jackson, Tenn.

ROBERT T. MASON, general manager of WMRN, Marion, Ohio, is in New York for conferences at the offices of ABC, with which the station is affiliated.

FRED BARR, program director of WWRL, is back at his desk following a vacation in the Poconos.

ZAC FREEDMAN, of Coll. Freedman & Gardner, leaves today on a short business trip to Richmond, Va.

JOHNNY DIETZ, director of the "Crime Photographer" program on CBS, off for a bit of fishing in Maine. In his absence Rocco Tito will sub for him.

INEZ HARRIS, Philadelphia concert singer who guests frequently on stations in the Quaker City, has left for Philly following a short stay in New York, during which she entertained at several United Seamen's Service Clubs.

HOWARD STANLEY and H. GRANT THIES, both of CBS Radio Sales promotion, have returned from a short trip to Washington, D. C.

WILLIAM A. RIPLE, general manager of WTRY, Columbia network outlet in Troy, N. Y., spending a few days in Gotham on business.

R. CLIFTON DANIEL, manager of WCAE, Pitts-burgh, a visitor this week at the headquarters of the American network.

VIVIEN BLAINE, Twentieth Century-Fox's "cherry blonde," is coming east soon and will make a guest appearance on "Theater of Romance" over CBS.

BUDDY LESTER, comic, has returned home to St. Louis from Boston. He'll vacation for three weeks, then edit a book based on photos of audience members in candid poses, which he's snapped during the past 10 years from his side of the footlights.

MARTHA CURRY, assistant to Ralph Edwards on the now-vacationing "Truth or Consequences," has arrived from the West Coast.

Wrigley Field Ball Games Set For WBKB Tele Cover

Chicago—Beginning tomorrow, July 19, Balaban & Katz television station WBKB, will bring Chicago sports fans the play-by-play coverage of at least four Chicago Cubs home baseball games per week, via remote pick-up, it was announced yesterday. Two experimental telecasts of games between the Cubs and Brooklyn Dodgers and New York Giants were so well received, according to station officials, that it was decided to set up a regular schedule to cover the games.

Present plans call for broadcasting the games Fridays, Saturdays, Mondays and Tuesdays for the remainder of the season. WBKB mobile equipment located at Wrigley Field, will follow the action of the contests with Jack Gibney doing the commentary. Reinald Werrenrath, Jr., head of the station's special events division, will handle production.

Canadian Major Named To UN Radio Officers Post

Appointment of Major Brian Meredith, 39, of Ottawa, as senior radio liaison officer in the Department of Public Information of the United Nations yesterday was announced by the Department in New York City.

Major Meredith, recently demobilized from the Canadian Army with which he served six years, will have charge of relations with the BBC and with the broadcasting organizations of the British Dominions and Middle Eastern countries.

Tele Firm Bankrupt

Petition for arrangement under Chapter XI of the Bankruptcy Act has been filed in U. S. District Court, New York, by International Theatrical and Television Corp., a Delaware corporation operated in New York, and its wholly-owned subsidiary, Film-Tele, Inc. George A. Hirliman, president of the corporation, filed the petition.

Ziv '46 Talent Budget 25% Larger Than 1945

(Continued from Page 1)

production schedules in ET history, it was made known this week.

Shows scheduled and currently in production include: The Wayne King Show, 52 half-hours starring Wayne King and his orchestra, vocalists Nancy Evans and Larry Douglas, narrated by Franklyn MacCormick; Philo Vance, half-hour detective show, with Jackson Beck in title role; The Barry Wood Show, 156 quarter-hours starring Barry Wood with Margaret Whiting and Henry Sylvern's orchestra; The Cisco Kid, 156 half-hours currently scheduled on the Don Lee Network.

Boston Blackie, half-hour starring Richard Kollmar; The Korn Kobbler, quarter-hours with Alan Courtney as emcee (now in its 6th year); Calling All Girls, quarter-hour music and drama show with guest stars; The Old Corral, new series of western musical quarter-hours; Easy Aces, quarter-hour on five per-week basis; Sincerely Kenny Baker, new series of quarter-hours of same show produced last year.

Ziv announced that the talent budget will be expanded as additional series are planned during the 12-month period.



Playing for keeps

The time's coming. The big time ... when you'll have to get out there and fight for your share of business.

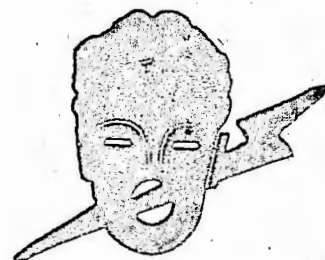
Most of the talk is about a seller's market. But there are those who say, "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore ... and radio is part of the scheme ... we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes ... pretty soon the marble will be down ... and you'll get the W-I-T-H listeners in Baltimore.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-R...

LEN STERLING

LA 4-1200

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

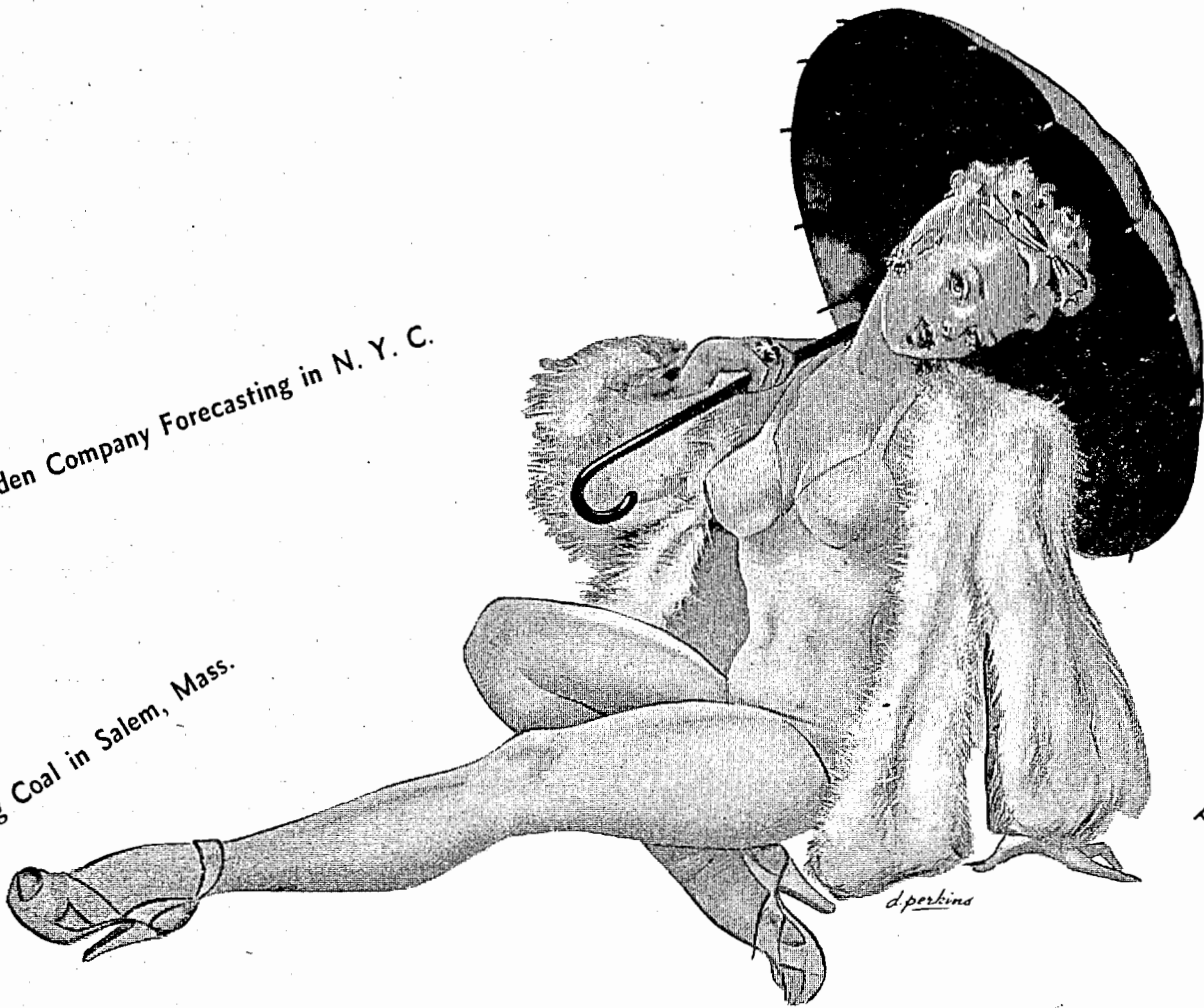
Carr & Stark, Inc. have a BEAUTY of an idea!

The Borden Company Forecasting in N. Y. C.

Rocking Coal in Salem, Mass.

Cherner Motors—Washington, D. C.

The Edw. Malley Dept. Store—New Haven



KCMO-Kansas City

WEMP-Milwaukee

WGAN-Portland, Maine

WTHT-Hartford

WORL-Boston

KQV-Pittsburgh

Musical weather forecasts *

A complete library of "Sixty" 25-second jingles — forecasting everything from PERFECT days to a HURRICANE — usable 24 hours a day. They're open-end and EXCLUSIVE in each city — for your local sponsor. Audition disc available on request.

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RADIO-TELEVISION PRODUCTIONS

366 MADISON AVENUE

NEW YORK 17, NEW YORK MURRAY HILL 2-2636

Midwest and Farwest: Arthur J. Weaver—Insurance Bldg., Omaha, Nebraska



The National Tuberculosis Association deserves praise for the creation, production and sponsoring of an excellent health education program entitled THE CONSTANT INVADER.

This is a series of thirteen 15-minute recorded dramatic stories telling people about tuberculosis, i.e., how to know when they are getting it, how to determine when they have it, and what to do about it if they have it.

Last year THE CONSTANT INVADER, which is written and produced by Hubert Chain and recorded at NBC-RRD, was narrated by Author-Doctor A. J. Cronin (The Citadel, The Green Years, etc.) and was carried on approximately 300 stations throughout the country.

At the 16th Annual Meeting of the Institute for Education by Radio, under the auspices of Ohio State University, it received a first award for programs interpreting civic and service organizations.

The Institute's citation read, in part, "... a dramatic series which by reason of superb writing and production, focuses attention on national health subjects. An excellent demonstration of successful education by radio."

The second series of THE CONSTANT INVADER, in production at NBC-RRD now, has as narrator the beloved actor, Lionel Barrymore. Ben Ludlow wrote, arranged and conducts the music. Producer Chain flew from New York to Hollywood yesterday to continue production.

The National Tuberculosis Association points out that Christmas Seal money is largely responsible for its success in making THE CONSTANT INVADER programs possible.



Michigan Ave. Memorandum . . . !

The Battlin' Maxies—Slapsie and Baer—were cocktail party'd at the Morrison Hotel Tuesday. They opened yesterday (Wednesday) at Colosimo's Theater-Restaurant. . . . Chicago Times columnist Irv Kupcinet interviewed Champ Joe Louis as part of the show at the

Chicago American Negro Music Festival in Comiskey Park. Kup asked Joe who had hit him the hardest during his ring career. Replied Louis: "Uncle Sam, the tax man." . . . Richard Widmark, who plays the male lead in NBC's "Mr. and Mrs. North," will ditto in the road company of "Dream Girl," opening in Detroit on Aug. 19 and in Chi on Sept. 2. . . . Navy veteran Dick Noble, NBCentral Division mickeman, is spending his first peacetime vacation in more than three years house-hunting. Accompanied by his wife and two small children, Noble is tramping through the Chicago jungles in search of the most elusive of all quarries—a house. . . . The 100 G's Tenor Jan Kiepura collected from "Polonaise" has been invested by the Polish singer in a New York apartment house. . . . When Mutual's marital counsellor, John J. Anthony, was in town a few weeks ago, George Herro, the net's Mid-West flack, tossed this problem at Mr. A., to wit: Herro and his fiancée, singer Ann Andrews, want to tell it to a preacher, but they have been unable to find an apartment. Should they get married and then look for a place to live, or wait about marrying until they have found living quarters. Anthony's advice was get married and then look for living quarters. That is just what Herro and Miss Andrews plan to do on Aug. 4.

Gracie Allen was reminiscing during her Chicago visit last week about how she and hubby George Burns got their start in radio. Gracie recalled that she and George were known to British listeners long before they ever made their American air debut. They were making regular trips to England at that time and during each visit they would make a series of appearances over the British Broadcasting Corp. On the strength of these BBC programs Gracie was given a guest spot on the Eddie Cantor show. The following week she guested on the Rudy Vallee variety hour, and the week after that she and George were signed for a series on the Guy Lombardo program, which started them on their way to radio stardom. Gracie recalled that she and George are still receiving small royalties from a song and patter recording made on one of their trips to England. They wound up their routine on the record with this gag: Gracie: "I used to be twins." George: "You used to be twins?" Gracie: "Yes, my mother has a picture of me when I was two."

Bud Thorpe, announcer for WMAQ's News on the Spot wire-recorded program, set a new record for beating the program's deadline by hot-footing into the studio the other day a scant two minutes before air time. At noon, Thorpe interviewed the head of a Chicago real estate firm on the rent situation. The interview was broadcast cold—direct from the wire on the 12:45 p.m. show, while everyone concerned with the program listened with fingers crossed.

Paul Harvey, WENR news commentator, received this fan letter the other day: "Dear Mr. Harvey: I'm just a teen-age bobby-soxer who likes Perry Como very much. I suppose you wonder why this concerns you. Well, you see Perry is on the radio same time as you are and I never can listen to him because my dad listens to you as regular as he eats. I can't see how you can do this thing to me." Harvey replied that if she could bear up until daylight saving ended in September he and Como would not be heard at conflicting hours. . . . Curley Bradley, radio's "Tom Mix," is pinch-hitting this week on Breakfast Club for vacationing Don McNeill, who has been relaxing in Colorado.

SOUTHWEST

AUDITIONS will be held in all the Interstate Theaters during August to find a replacement for Frances Langford on the Bob Hope air show. Hope is expected to select the finalist personally in September when he visits here in the southwest. Bob Holleron, KTSA, San Antonio, special events director, is presenting a new series of wire recorded broadcasts three times each week for a quarter-hour. Holleron and Bob Hooper, KTSA engineer visit various homes and talk with the people on various problems of current interest as well as a few brief notes on the people themselves. Series is titled "Know Your Neighbor" and is heard each Monday, Wednesday and Friday.

Hooper To Expand Service To Cover N. Y. Stations

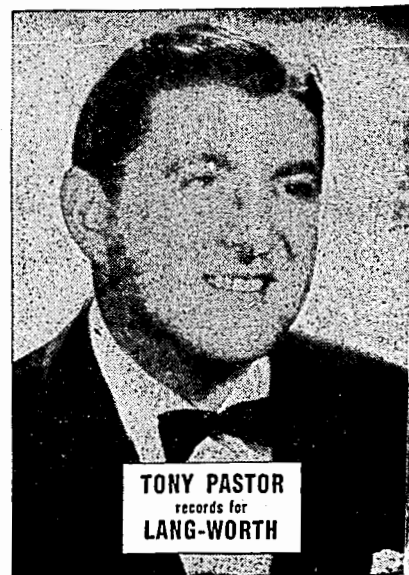
(Continued from Page 1)

Hooperatings, which will be a combination of the coincidental telephone and the Family Listening Diary technique, will afford "qualitative as well as quantitative measurements," Hooper said. The proposed report will show station effectiveness in the stations' "outside" area as well as similar measurements in the "inside" area, which when combined, will afford a full picture of home listening in the total New York service area. The plan, according to Hooper, presents for the first time a rating "projectible" to all radio homes in the New York station service area.

A participation plan was presented by which all New York stations could subscribe. Subsequent meetings among station operators will be held in the near future, it was added.

Standard Radio Dividend

Montreal—Net profits of \$87,885 equal to 41 cents a share on the combined "A" and "B" stock, are reported by Standard Radio, Limited, for year ended March 31, 1946, compared with \$87,386 or 41 cents a share, for the previous fiscal year.



TONY PASTOR records for LANG-WORTH

NBC Radio-Recording Division AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS New York • Chicago • Washington • Hollywood • San Francisco A SERVICE OF RADIO CORPORATION OF AMERICA

Radio Set Increase In New York Market

(Continued from Page 1)

stock has been on the upgrade for the last six months and that he has 10 or 20 models on the floor now, some available for immediate delivery. Much of the radio set increase can be traced to small table models, selling for under \$50, made by small manufacturers. However, some dealers report a trickle of standard makes such as Philco, General Electric, Ingersoll, Crosley and Emerson and said his stock of name sets has improved a little.

Only one dealer quizzed answered truthfully that he was "receiving nothing." He said he'd had nothing but promotion from manufacturers, most of which fizzled out. Another store reported its receipt of radios was "slow." When sets hit sales floor of dealers, apparently they don't last long. A few dealers accept orders for future delivery but most don't. One said if he did, he'd "go crazy." Dealers reported 100 per cent that radio sales are same as before OPA expired.

Rejoins Emerson

Benjamin Abrams, president of Emerson Radio and Phonograph Corporation, last week announced that Harvey Tullo has rejoined the company as director of purchases.

Wheeler Loses Sen. ICC Post; Johnson Seen As Successor

(Continued from Page 1)

the 60-year-old Johnson now is completing his second term in the Senate after two terms as governor of Colorado. He will be up for re-election in 1948.

Johnson told RADIO DAILY yesterday that he has generally followed the lead of Wheeler in radio matters. Wheeler became chairman of the Interstate Commerce Committee in 1935 and had already established his leadership on radio, railroad and other matters by the time Johnson came to the Senate.

Oppose Monopoly

The probably new chairman told RADIO DAILY he is strongly opposed to the extension of monopoly in broadcasting, and is for anything which will effectively preserve freedom in broadcasting. Unprepared to discuss the question in detail, Johnson indicated a general impression that broadcasters are today providing a good deal of freedom and fairness in political discussion.

A close friend of Wheeler, Johnson was himself aligned with the isolationist bloc in the Senate prior to Pearl Harbor. Once we were in the war, however, he shifted over to support the administration. He is second ranking member of the powerful Senate Military Affairs Committee

and chairman of its sub-committee on veterans affairs.

Johnson said he cannot venture any opinion on the question of clear channels or superpower. Insofar as newspaper ownership of broadcast facilities is concerned, he was unprepared to discuss the question in detail but said he is strongly opposed to the extension of monopolistic control of the media of communications—the newspapers and radio.

He thought he would probably support any move by the FCC to prevent single control of any town's only newspaper and only radio station. He re-called also that he had generally supported the ill-fated Wheeler-White bill of three years ago, following Wheeler's position.

And he declared that he intends to look thoroughly into the broadcasting picture now in order that he might be prepared to offer leadership next year.

Joins NBC Guest Relations

Durwood Hyde, whose program, "Sackrat Serenade" was a favorite of the forces stationed on Guam, has joined NBC's guest relations staff as a page. The program was broadcast over WXTU, Guam's Armed Forces Radio Station.

Labor Gov't Against Proposed BBC Inquiry

(Continued from Page 1)

latter to be renewed next January. The peer said the inquiry should begin long before the 1951 expiration date.

Morrison's principal reason for refusing immediate BBC inquiry is said to be due to non-conclusion on what to do about web until government knows whether it will have any additional wavelengths at its disposal. European conference, which will rule on matter, will not be held until 1948.

Opposition demands, seeking inquiry as to efficiency of BBC, also trying for greatest possible decentralization so's to create possibility of competition within the monopoly. Morrison, however, rejected commercial broadcasting, saying, "Nothing I have heard so far has convinced me that the American or Australian listener gets such consistently good entertainment as we do in this country. I find it repugnant to hear, as I have heard, a program of beautifully sung children's hymns punctuated by an oily voice urging me to buy somebody's pills."

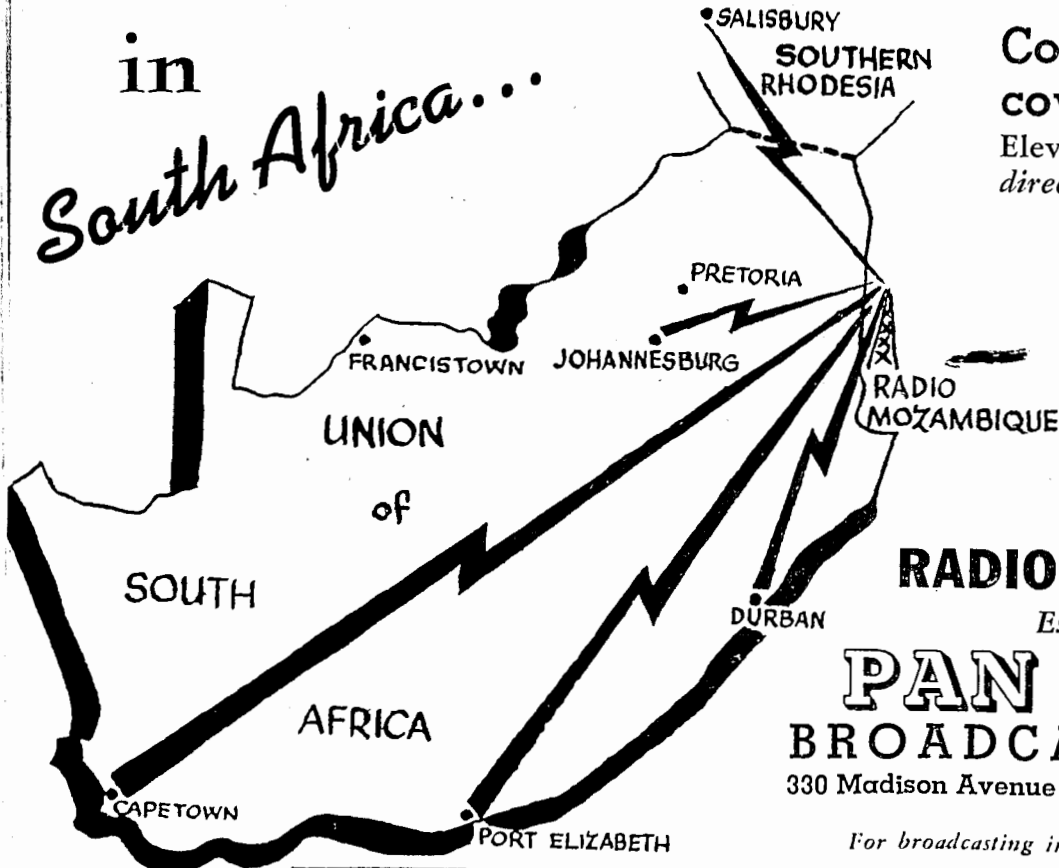
Westinghouse Names Redmond

Donald Redmond last week was appointed manager of the Northwestern Pacific territory of the home radio division of Westinghouse.

For Radio Coverage

in

South Africa...



Use Radio Mozambique

the *only*

Commercial Radio Station covering SOUTH AFRICA

Eleven available wave bands beamed by directional antenna to blanket South Africa

And that's how to get maximum coverage of a fertile market with minimum expense. Beam your sales messages directly at the centers of population—and purchasing power. Radio Mozambique, located at Lourenco Marques, transmits simultaneously on seven stations to get complete primary coverage of Capetown, Port Elizabeth, Johannesburg, Pretoria, Francistown, Durban, Salisbury, and other cities in the lucrative Union of South Africa and nearby countries.

Over one million listeners actually tune in Radio Mozambique, including audiences in Natal, Rhodesia, Cape Province, Transvaal, etc.

Give these audiences good entertainment and convincing sales messages and they'll respond.

RADIO MOZAMBIQUE 10,000 WATTS
7 FREQUENCIES

Exclusive Representatives

PAN AMERICAN BROADCASTING COMPANY

330 Madison Avenue

New York 17, New York

MURRAY HILL 2-0811

For broadcasting information on foreign countries write Dept. A

Texas Audience Okays Political Broadcasts

(Continued from Page 1)

every 10 persons, have in fact been tuning in to hear the candidates in their talks over the air.

The survey was made following the charges of Dr. Homer P. Rainey, aspirant for governor who charged the Texas Quality Network as violating the law by restricting its time for candidates on the air. The four stations comprising the web, WOAI, San Antonio; WFAA, Dallas; WBAP, Fort Worth, and KPRC, Houston, have allowed the candidates one speech each until July 13 and after that date time for all political broadcasts is to be pro-rated among the 14 candidates.

The poll, it was pointed out, attempts in no way to prove whether the TQN or Dr. Rainey were in the right but only was a survey to discover the feeling among Texas voters.

The figures indicate that a majority of 64 per cent approve of the broadcasters curtailing time for political discussion.

The questions and the figures obtained by the survey are as follows: "Have you listened on the radio recently to any of the political speeches about the Texas election this summer?"

Yes.....42 per cent
No.....41 per cent

"Do you want the radio stations to which you usually listen to broadcast political speeches this summer, even if that means cutting off temporarily some of the other programs you like to hear?"

Yes.....47 per cent
No.....41 per cent
No opinion.....12 per cent

Some of the radio stations say they will allow only a few speeches to each candidate in the Texas elections this summer. But some of the candidates say they should be allowed to buy as much time as they need on the radio to talk to the voters. What do you think? "Should the number of political speeches be limited, or should the candidates have all the time they can pay for?"

Limit speeches....64 per cent
Do not limit.....29 per cent
No opinion.....7 per cent

Survey was made in various parts of the state with the campaign now going into its final stages, and the voters having several weeks in which to listen to the politicians.

WARD To CBS Aug. 1

WARD, Johnstown, Penn., joins CBS August 1 as an optional station, H. V. Akerberg, CBS vice-president in charge of station relations announced Friday.

WANTED

Experienced local radio salesman for station 10 years old. Send full information, first letter, to Gerald J. Morey, WNLC, New London, Connecticut.

★ AGENCY NEWSCAST ★

CARL F. KRAATZ, well-known Chicago advertising executive, has announced his resignation from Schwimmer & Scott, Inc., Chicago, effective August 15, to become president and director of his own company—Teleways Radio Productions, Inc., of Hollywood, Calif. The company will build live and transcribed radio programs in Hollywood which will be sold to radio stations and advertising agencies through its own sales organization coast-to-coast.

JOSE DI DONATO, after two years with Compton Advertising, has joined the television department of Doherty, Clifford & Shenfield. He previously had been with Sonovox and before that with Radio House, Inc.

WLW Return To 500 Kw. Seen In Shouse Testimony

(Continued from Page 1)

are antiquated. Testifying during the Commission's extensive clear-channel hearing, Shouse said Crosley had "always advocated use of such power as the art would permit in order to provide stronger and more listenable signals."

Shouse said increases in power should be granted "wherever feasible" to all classes of stations—clear-channel, regional and even local. "We feel," he said, "that the increased power would have a healthy and beneficial effect on the radio broadcasting industry."

Sees No 'Derogatory' Effect

Shouse revealed that WLW does not expect to recoup the listeners it had during the years 1934-39 when it operated on 500,000 watts. But present listeners should be given the opportunity to hear a better signal, he added.

Pointing out the "vast strides" made by local and regional stations through network affiliation and better programming, Shouse denied that granting of higher power to WLW or other stations would have a "derogatory" effect on the locals and regionals in the area.

Shouse was questioned closely by Commissioner Rosel Hyde on the increase in advertising cost which would accompany power increases, but Shouse stated this would not be a probability. He previously had testified that rates on WLW increased from \$600 an hour nighttime to \$1,200 in 1934 when the station began operation on 500 kw.

New Retail Radio Store

New retail radio set outlet for New York is announced by Modell's Sporting Goods Co. Modell has handled radios previously but business has been separate entity. Now radios and sporting goods will be combined with main floor of store at 280 Broadway taken over entirely by radio and electronic equipment. Store, planned for Sept. 15 opening, will try to maintain stock of \$50,000 in electronics.

MARSHALL DRUG CO., Philadelphia, pharmaceutical manufacturers, is including radio in a full list of media to be used during the forthcoming twelve months.

LIFE INTERNATIONAL, newest addition to the export publishing operations of Time, Inc., starts this week to 70-odd countries throughout the world. It is published fortnightly in English.

COAST OFFICE of Foote, Cone & Belding is handling new Sunkist lemon campaign of California Fruit Growers Exchange. Program promotes use of cold lemonade by spot plugs several times daily on 77 radio stations.

General Foods Programs Lining Up For Autumn

(Continued from Page 1)

new complications arise, the setup on CBS will have Kate Smith, returning to the web on October 6, at 6:30-7 p.m., EST, which is a Sunday, instead of the Friday night slot at 8:30 p.m. She did her last CBS Friday program on June 25. Meanwhile she is doing her noontime news shot from Lake Placid, also for General Foods, via CBS.

On August 9, "The Thin Man," which went off June 9, returns to CBS for GF in the Friday night 8:30 p.m. time vacated by the Kate Smith Sings program. Agency on the Kate Smith Sings, is Foote, Cone & Belding. On the "Thin Man," agency is Young & Rubicam, Inc.

On Sept. 6, Fanny Brice in "Baby Snooks," resumes for Jello-O through Young & Rubicam, but instead of Sunday will be heard Friday 8-8:30 p.m., EDT, in the time held now by "The Aldrich Family." "The Aldrich Family," leaves CBS on August 16, and thereafter will be heard over NBC effective Thursday, Sept. 5, at 8-8:30 p.m., EDT. Burns & Allen, through Benton & Bowles, Inc., returns to NBC for GF also on Thursday, Sept. 5, taking the 8:30-9 p.m. time. Product is Maxwell House Coffee.

New Research Co. Formed

Formation of a new research organization, Audience Surveys, Inc., was announced recently by Robert H. Salk, to specialize in research in radio, television, magazines and newspapers.

Send Birthday Greetings To

July 18

Harriet Hilliard Adele Ronson
Marvin Mueller Red Skelton
Hal Styles

NAB Committee Sets Study Of Free-Radio

(Continued from Page 1)

mestic and international radio. Availability of co-ordinating this study with that of similar committees including those of the press and the motion picture industry, was fully discussed and action on this will be taken at a later date.

Justin Miller, president of the NAB presided at the meeting at which there were six members in attendance. Miller stated after the conference: "We are all of the firm belief that the First Amendment to the Constitution of the United States guarantees the freedom of radio. We nevertheless realize that there are forces in our midst who would impair if not destroy this guarantee. We have formulated for Board consideration series of recommendations which, if approved, will, we believe, enable the industry to perform its important functions as a medium for the dissemination of news and information. I shall present these to the Board at its meeting two weeks hence."

Members in attendance were Eugene Carr, WPAY, Portsmouth, Ohio; Henry P. Johnston, WSGI, Birmingham, Ala.; William S. Hedge, vice-president of NBC, representing Niles Trammell; Frank Stanton, president of CBS; Don Petty, NAB general counsel, and C. E. Arney, Jr., NAB secretary and treasurer. Other committee members are: Mark Wood, president of ABC; Harold Hough, WBAP; Edgar Kobak, president Mutual and James W. Woodruff, WRBL.

Common ground for radio, press and films for fighting any possible encroachment on "freedom of speech" as it concerns the respective industries, developed some time ago and culminated in a dinner given by the American Civil Liberties Union.

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER

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METROPOLITAN 4477

COAST-TO-COAST

— MASSACHUSETTS —

MANCHESTER — WKBR, 1240 kc., with 250-watt power will begin operations September 1, with Yankee network affiliation. . . . SPRINGFIELD—WMAS received a citation from the American Legion Auxiliary for its efforts in arranging programs of veteran interest. Presentation was made by the department vice-chairman, Gladys R. Catchepaugh, to Station Manager Robert Donahue during the weekly broadcast. . . . The Regional Broadcasting Corp., of Chicopee received a building permit from the city to construct its station and transmitter at a cost of approximately \$50,000. . . . BURLINGTON—Milton Carter, former New York native, is now heading the newly formed talent bureau at WCAX. . . . BOSTON—Priscia Goodnow, as a result of two weeks field work at WCOP last spring, now a full-time member of the news staff.

— CONNECTICUT —

HARTFORD—WTIC assigned Bob duBar and Bob Tyrol, two of the station's play vets, to air the radio welcome to S 722 which steamed up from Saybrook to Hartford last Sunday for permanent headquarters of the Hartford units of the Naval Reserve. . . . WDRS's station manager, Walter Haase, has accepted an appointment to the publicity committee for the New England Air Show at Bedford, Mass., Army Air Base, August 15 through 18. . . . WDRS now is airing a weekly quarter-hour, wire-recorded show directed by one of the 31 agencies financed by the Hartford Community Chest, giving the nod on where the contributors' "cabbage" goes. . . . BRIDGEPORT—C. N. Bristol, formerly assigned to employee work and general foreman of the Park Works, has been named superintendent of the York, Pa., Boundary Ave. Works of the General Electric Company's Mining Device Division.

— UTAH —

SALT LAKE CITY—Ben Burdette and Vincent Clayton, two KSL transmitter technicians, were awarded degrees by the University of Utah in recent graduation ceremonies. . . . Arch L. Madsen, assistant to the manager and director of commercial operations at KSL, is the new manager of KID, Idaho Falls, it was announced by Cecil E. Hart, president of the Idaho Radio Corporation, operators of the outlet. . . . He will retain his position as secretary-treasurer of the R. C. . . . Marking its third contract renewal, ZCMI, department store, has agreed to continue its "Pale Moonlight" program, featuring the poetic usings of Jerry Burns over KDYL three nights weekly.

PICTURE OF THE WEEK



When Gov. Thomas E. Dewey of New York visited General Electric's "Electronics Park" at Syracuse the other day he was presented with a new self-charging portable radio—symbolic of the products to be made at the \$20,000,000 plant when completed. Dr. W. R. G. Baker, vice-president in charge of the Electronics Department, (right) made the presentation.

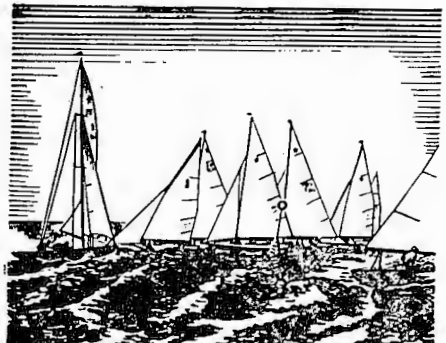
PROMOTION

Magazine Tieup

A radio magazine tie-in covering three networks and several local stations has been announced by Science Illustrated, the new McGraw Hill monthly. "Exploring the Unknown" on Mutual will dramatize the leading article each month commencing in September; "Hobby Lobby" (CBS) will announce a contest to pick the outstanding science hobbyist on its August 1 spot; Maggi McNellis (NBC) will review the woman's article each month on both her network and local shows. August feature will be on science-fashions. Other tie-ins arranged include Margaret Arlen (WABC). Deals are pending with ABC, WNEW and Jinx Falkenburg on WEA. Promotion is being handled by Newell Emmett Public Relations executive George F. Foley, Jr.

"Hires" Show Birthday Sunday

"Sunday Party With Hires," marking first year anniversary, will present tunes most liked by listeners during the past 52 weeks when program is heard over ABC Sunday, July 21, at 6 p.m., EDT.



Yankee Web Assigns Man To Cover Peace Confab

(Continued from Page 1) peace conference in Paris which begins on Monday, July 29. He will originate his coast-to-coast broadcasts for Sunday, July 28 and Sunday, August 4 at 2:30 p.m., EDT, from the French capital. Cunningham is sponsored on WNAC and Yankee Network stations by the Martini Hall Co., makers of Victor Coffee and Red Lily Tea.

Chesterfield Buys Time On Texas State Network

(Continued from Page 1) clubhouse report on major league baseball activities and important news. Texas outlet scheduled to carry the show from 8:30 to 9 p.m., CST, Mondays through Saturdays, are KFJZ, Fort Worth; WRR, Dallas, CACO, Waco, KNOW, Austin; KABC, San Antonio; KXYZ, Houston, KRBC, Abilene and KGKL, San Angelo. Newell-Emmett, New York, is agency for the Liggett and Myers Tobacco Company.

Pratt Heads IRE Committee

Haraden Pratt, of Mackay Radio and Telegraph Co., has been elected chairman of the administrative committee of the Radio Technical Planning Board, it has been announced. Others elected to serve as board officers for a period of one year beginning October 1, 1946, are J. L. Middlebrooks, National Association of Broadcasters, Inc., vice chairman; George W. Bailey, president of the American Radio Relay League and executive secretary of the Institute of Radio Engineers, Inc., secretary; and Will Baltin, Television Broadcasters Association, treasurer.

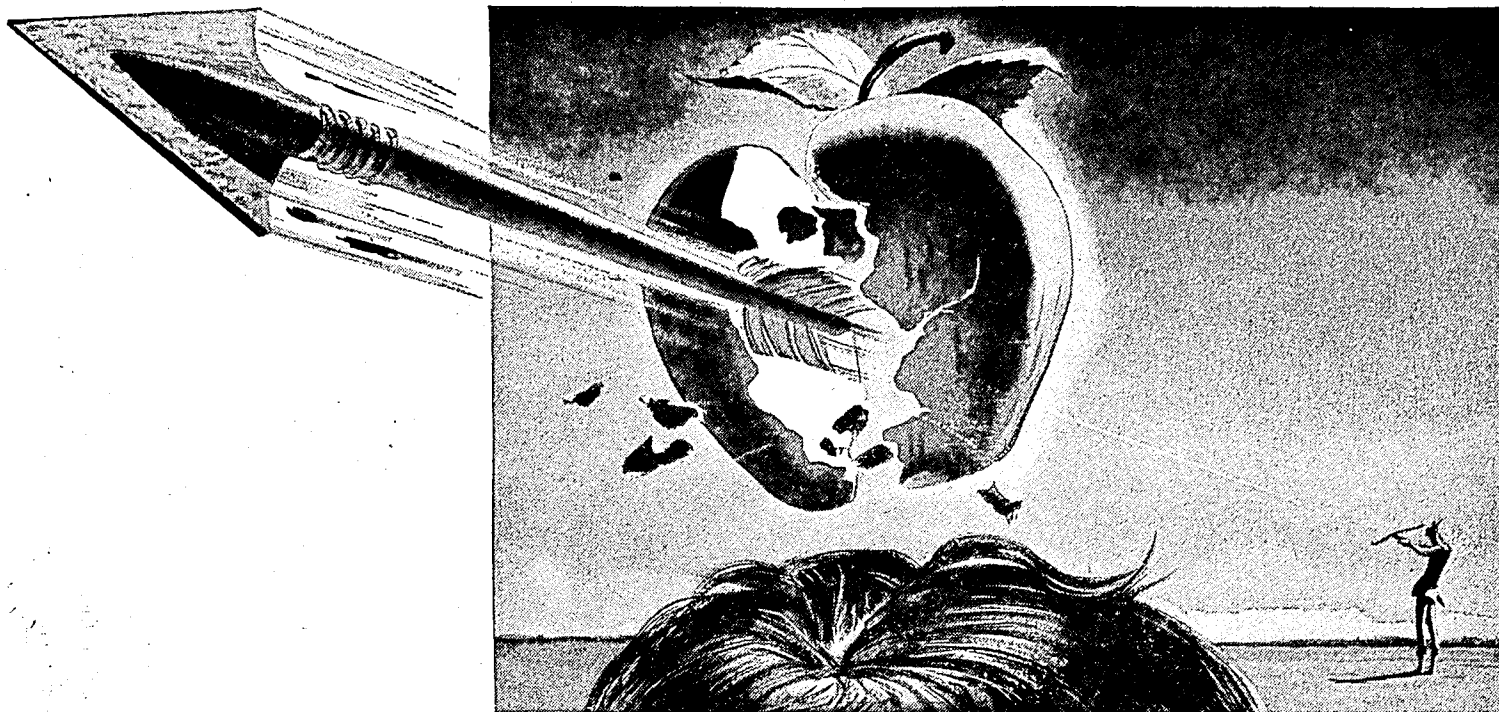
rounding the halfway mark

Our stations tell us happily of the plus signs in their ledgers as they round the halfway mark this year. Put Weed and Company's staff of seventeen men to work and watch the plus signs multiply.

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L. S. TOOGOOD RECORDING CO. 121 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

V & V get Cashman in Hollywood

WEED AND COMPANY RADIO STATION REPRESENTATIVES New York • Boston • Chicago • Atlanta Detroit • San Francisco • Hollywood



CONTROL!

Only **MOTION PICTURES** give you **Control**
 — Showmanship Control vital on **TELEVISION** programs

Only Film can guarantee: perfect lighting — absolute focus — flawless dialogue.

Only Film can make possible: repeat performances of uniform quality — identical selling messages — selective marketing.

Only Film eliminates: costly rehearsals — telephone line charges — time zone differentials.

Now available for sponsorship . . . Two exclusive Series. In 13, 26 or 52 week installments.

Telereel *

Write for details and arrange for private screening.

Send for booklet:

"Film—The Backbone of Television Programming."



In Television . . .
 Film removes the question mark!

RKO TELEVISION CORPORATION

Dept. RY, 1270 Avenue of The Americas, New York 20, N. Y.

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

OL. 36, NO. 14

NEW YORK, N. Y., FRIDAY, JULY 19, 1946

TEN CENTS

FCC Approves Web Plans

Commission OK Given WINS-Crosley Deal

Washington Bureau, RADIO DAILY
Washington—Sale of WINS to Crosley Corp., for \$1,700,000 was approved yesterday by the FCC.
Purchase of the station from Hearst Radio followed a rocky path before Federal Commission approval. Commissioners Clifford J. Durr and Paul A. Walker again expressed dissatisfaction with the sale and entered their protests.
The sale was first turned down by the Commission, largely on the grounds of the proposed payment by Crosley of \$400,000 worth of "broadcast time," which the FCC indicated

(Continued on Page 7)

Sedgewick Testifies As Critic Of The CBC

Montreal—CFRB's explanation of what lies behind the CBC's decision to take over the frequency of the Toronto station was heard by the Dominion House of Commons Radio Committee today when Harry Sedgewick, president of Rogers Radio Broadcasting Co., Ltd., who own CFRB presented a prepared brief according to Mr. Sedgewick the

(Continued on Page 3)

Ford Signs Dinah Shore To Replace Bob Crosby

West Coast Bureau, RADIO DAILY
Hollywood—Dinah Shore has been signed to replace Bob Crosby for Ford Motor Company over CBS starting in September. She will be heard Wednesdays 6:30 to 7:00 p.m.

Beauty Note

San Francisco—Ina Shippey, KPO-NBC news writer recently selected as "the most beautiful news-writing girl in America," in a contest conducted by the International News Service, has been appointed assistant manager of the station's news and special events department. John H. Thompson recently took over as the manager of the department.

Pioneer

In observance of its fifth anniversary on July 17 as the nation's pioneer independent FM station, WBCA, Schenectady, devoted programs and newspaper space to scores of telegrams of congratulations. Among them were messages from Edwin H. Armstrong, inventor of FM; Justin Miller, president of NAB; Edgar Kobak, president of Mutual; Charles R. Denny, acting chairman of the FCC, and Dr. W. R. G. Baker, vice-president of General Electric.

All Tele-Studio Men Will Be I. A.—Walsh

Chicago—The International Alliance of Theatrical Stage Employees (IATSE) will claim jurisdiction of all workers in television studios, technical and otherwise, it was stated here yesterday by Richard Walsh, president of the theatrical international, who is in Chicago for the general convention of the organization, which opens on Monday. Walsh made the all-embracing claim of jurisdiction in the face of the statement

(Continued on Page 3)

Wendell Heads Operations Of Federal Organization

Edward N. Wendell, who has been associated with the International Telephone and Telegraph Corporation since 1925, has been appointed vice-president in charge of the Federal Telephone and Radio Corporation,

(Continued on Page 3)

FM Channel-Reservation Plan Made Official By Commission

Following oral argument last week, the FCC yesterday gave final approval to its plan to reserve one out of every five Class B FM channels.

The Commission revealed that a new plan incorporating changes which have occurred in its allocation plan is "being prepared." At same time, the FCC hinted that it might

Commission Okays ABC Stock-Sale Plan And Gives Conditional Approval To King-Trendle Deal

Magazines' Radio-Use For Publicity Growing

Magazine publishers are increasing use of radio time on a national scale, with emphasis on spot announcements, as indicated by surge of new buying and renewals on web and local stations the past few weeks. With the appearance of new publications on the nation's newstands, both popular and business-news type, magazine executives are felt to be aware

(Continued on Page 8)

Three Tele-Station CPs Granted By Commission

Washington Bureau, RADIO DAILY
Washington—Three CP's for new television stations in as many cities were granted yesterday by the FCC. The grants were made to the Philadelphia Inquirer in Philadelphia; the Chronicle Publishing Co., San Francisco, and Scripps-Howard Radio, Inc., Cleveland.

New York FM Hearings To Extend Into 3rd Week

FM hearings for allocation of five of the nine assignable channels in the New York area will extend into next week, since only two-thirds of the 18 applicants have been heard in

(Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday approved ABC's stock sale and gave a conditional okay to the net's proposed purchase of King-Trendle Broadcasting Corp.

Commissioners Clifford J. Durr and Paul A. Walker dissented from the approval of the King-Trendle purchase for

(Continued on Page 7)

RCA Demonstrations Via Tele Road Shows

Predicated on the success of in-store television demonstrations at Philadelphia, Memphis, and more recently in Pittsburgh, RCA has plans for road-showing their television equipment to department stores in key center cities throughout the country, RADIO DAILY learned yesterday.

During a recent demonstration at

(Continued on Page 8)

Community Stations Form Mayflower Group, Boston

Boston—Formation of the Mayflower Group of community stations was announced yesterday following a meeting at the Hotel Statler. Tentative

(Continued on Page 2)

Reunion

When CBS' "Columbia Workshop" marks its 10th anniversary Sunday, July 21, Irving Reis, now a movie director will come back into the fold to direct, taking up where he left off years ago, for the day. Wm. N. Robson will produce, but one Artie Shaw, an unknown when Reis first produced, will script, act in, conduct the band and write incidental music for "The Pled Piper."

(Continued on Page 7)



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

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FINANCIAL

(Thurs., July 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	198 3/4	198	198	- 1/8
CBS A	37 1/2	37	37	+ 3/8
Farnsworth T. & R.	13 1/4	13	13 1/8
Gen. Electric	46 3/4	46 1/4	46 1/2	+ 1/8
Philco	33	32 3/4	32 1/2	- 1/2
RCA Common	14 5/8	14 1/4	14 1/4	- 1/4
RCA First Pfd.	94	94	94	+ 1 1/4
Stewart-Warner	22 5/8	22 1/2	22 1/2
Westinghouse	32 1/2	32	32	- 1/8
Zenith Radio	34 1/4	34 1/4	34 1/4	+ 1/2

NEW YORK CURB EXCHANGE

	10 7/8	10 5/8	10 3/4	Bid	Asked
Nat. Union Radio	10 7/8	10 5/8	10 3/4	8	8 3/4
OVER THE COUNTER					
Du Mont Lab				18	20
Stromberg-Carlson					

"Columbia Workshop" Marks 10th Anniversary

CBS's "Columbia Workshop" celebrated its 10th anniversary yesterday as one of radio's earliest laboratories of new writing and production techniques.

In May, 1941, the program was interrupted for the special "26 by Corwin" series, resuming in November of that year. The first series was terminated on September 7, 1942, and the present series began on February 2, of this year.

Robert J. Landry, CBS director of program writing, is supervisor of all "Workshop" productions which are heard over WABC-CBS on Sundays from 4 to 4:30 p.m., EDT.

Coming and Going

ROBERT SAUDEK, director of public service for the American Broadcasting Co., is at the University of Wisconsin today for a speaking engagement. He is on a cross-country lecture tour.

SIGMUND ROMBERG, composer and conductor, who planed east this week, led the Robin Hood Dell Orchestra in Philadelphia last night. He will occupy the podium tomorrow at the Lewisohn Stadium, New York, and will return to the Coast by plane on Sunday.

ROBERT HELLER, producer of the Columbia network's "Assignment Home," off for a holiday at Ausable Forks in upper New York State.

HENRY P. JOHNSTON, managing director of WSGN, affiliate of ABC in Birmingham, left last night by plane for the home offices in Alabama after having conferred at the New York offices of the network.

JOHN MAYO, ubiquitous mobile emissary of the Lang-Worth Library, visiting in Portland, Me., this week, discussing music—and other subjects—with Murray Carpenter, general manager of WPOR.

CLIFFORD EVANS, news chief at WLIB, has returned from an extended trip to Mexico, Guatemala, El Salvador and Honduras. While in Mexico City, he covered the presidential election by transcription.

ROBERT MERRILL, Metropolitan Opera baritone featured on the RCA-Victor program over NBC, is vacationing briefly in the White Mountains. He'll be back in time for the Sunday broadcast.

DAVID M. KIMMEL, sales manager of WLEW, Lawrence, Mass., is in Gotham for conferences with the national representatives of the station.

DWIGHT COOKE, roving reporter for CBS, and G. W. "JOHNNY" JOHNSTONE, director of public relations for the National Assn. of Manufacturers, have arrived by plane in Atlanta, Ga., where tomorrow they will cover the "Cross Section—NAM" broadcast that will originate at the plant of the Auto-Soler Co.

GENE HAMILTON, now on a three-week vacation, is spending one of them in Cooperstown, N. Y., and will follow this with a fortnight at his Baldwin, L. I., home, where he will prepare for the "Lower Basin Street" revival.

TED MALONE, who plans to spend a few weeks broadcasting his ABC program from California, is now in Mansfield, Ohio, where tomorrow he will participate in the dedication of that city's new airport. He'll broadcast from Mansfield today-over the network.

JOE McCAFFREY, Washington commentator for CBS, is spending a few days in New York before leaving for Poughkeepsie, his home town, where he'll sojourn for the remainder of his three-week vacation.

STUBBY KAYE, radio and night club comedian, has returned from a tour of the Purple Heart Circuit and will appear Monday as a guest on "Headline Edition" program over WJZ.

ALAN GALE, comedian, is in St. Louis for an engagement, opening tomorrow, at the Chase Hotel.

WILLIAM L. SHIRER, Columbia network news analyst, broadcast yesterday and will do so again next Thursday from the Lake Placid Club. He'll resume his programs from New York on July 28.

GENE CARR is here from WPAY, Portsmouth, Ohio, for conferences with officials of CBS.

Community Stations Form Mayflower Group, Boston

(Continued from Page 1)

list of stations included in the group follows:

WHYN, Holyoke; WHAI, Greenfield; WBRK, Pittsfield; WESX, Salem; WOCB, Cape Cod; WNBH, New Bedford; WNAB, Bridgeport; WKNB, New Britain; WNHC, New Haven; WNLC, New London; WNOC, Norwich; WSTC, Stamford; WATR, Waterbury; WKXL, Concord; WKNE, Keene; WLNH, Loconia; WHEB, Portsmouth; WKBR, Manchester; WCOU, Lewiston; WAGM, Presque Isle; WJOY, Burlington; WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury. Bertha Bannan, radio representative, will handle sales.

Bergen Television Series Gets Underway On Coast

Los Angeles—Edgar Bergen and Patrick Michael Cuning launched their joint television production enterprise Saturday when work was started on "Bergen's Barnyard," in which the radio star will introduce three new television characters. The Bergen dummies are "Effie" and "Sarah," the tele-chickens and "Willie the Worm." Bergen is recording their voices.

Cuning is directing the production, which is being made on Telecine (film). A new teleminicature technique is being used and also a new type of television camera.



Big scoop

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

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

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

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

And remember . . . there are 100 stations in this 6th largest city.

W-I-T-H belongs on any small station list.



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

TOM TINSLEY, President
REPRESENTED BY HEADLEY-R

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.

LEN STERLING

LA 4-1200

AGENCIES

SUPPORT ADVERTISING AGEN-
CIES, in annual election of of-
ficers, have named as president, Paul
Summing, who is president of Na-
tional Export Advertising Service,
Robert F. Kendall, of Gotham
Advertising Co., is vice-president;
Eugene Frededburgh, of Export Ad-
vertising Agency, secretary-treasurer,
Richard Hobbs, of Irwin Vladi-
mir Co., Illinois, western regional
president.

THE CALIFORNIA BAKING CO.,
San Francisco, bakers of Holsum
bread, announce the appointment of
Pacific Coast Advertising Co.,
San Francisco and Hollywood adver-
tising agency, to handle their adver-
tising effective immediately.

THE DISSOLUTION of the ad-
vertising firm of Coulter & Grinstead,
San Antonio, Tex., two new agencies
now made their appearance:
GRINSTED, under his own
name and **ROBERT G. COULTER**,
reorganizing the firm of Coulter &
Grinstead. Both agencies will have main
offices in San Antonio.

WILLIAM A. LAURIE, JR., who
recently returned to the Detroit office
of Maxon, Inc., as executive on
the Goderham & Worts account after
a lengthy period of service in the
Army, has been elected a vice-presi-
dent of the agency.

MAIES A. NEEDHAM, formerly of
Wiley, Wasey & Co., and of the Army
Forces, has joined Boyle-Midway,
New York, household division
of American Home Products Corp.,
as advertising administrative assistant
for James Ryan, director of advertising
and merchandising.

COL. EUGENE J. O'CONNELL
rejoined Kelly, Nason, Inc., as
assistant manager and personnel director,
after serving four years in the Army.

Towne On Three Webs
George Towne, and his orchestra,
now broadcasting via three net-
works, ABC, NBC, and Mutual, from
the Palm Health Inn. Incidentally,
they are doing a set of Decca trans-
missions this week.

KSJB Jamestown North Dakota
Represented by
North Central Broadcasting System, Inc.

P. ISSUED—NOW CONSTRUCTING
5000 WATTS
600 ON THE DIAL

CBS—MBS

**Sedgewick Testifies
As Critic Of The CBC**

(Continued from Page 1)

CBC's intended acquisition of CFRB's wavelength is not for the purpose of expanding its national network coverage into areas not now adequately served by it "but is designed to take over for the CBC station in Toronto, CJBC, the audiences which CFRB has developed."

"CBC has two stations in Toronto," and Mr. Sedgewick argued: "It is difficult to understand why CBC would want two 50,000-watt transmitters operating in Toronto alone, when it only operates three transmitters of that power in all the rest of Canada, namely, one at Sackville, N. B., one at Watrous, Sask., and one located in Montreal."

Describing CFRB as a pioneer in Canadian Radio Broadcasting and in developing radio, Sedgewick said it had held its license 17 years, and added that none of the four alternate wavelengths offered it by CBC would give similar coverage, taking over any of them would, he said, cost CFRB's owners \$300,000 at the least for land and building, and new antenna and transmitter.

"There has been no public demand from among the areas served by station CFRB for its removal from its present wavelength, nor has there been any public demand that CBC operate another high-powered station in this area reaching only the listeners now served," Mr. Sedgewick contended.

**All Tele-Studio Men
Will Be I. A.—Walsh**

(Continued from Page 1)

by the International Brotherhood of Electrical Workers that the IBEW, and no other union, will speak for the operators of television cameras.

Looking into the future of television, Walsh declared the tele stages would be plentifully supplied with stage hands; that in this category would be included all persons handling in any manner any material whatever on the studio sets.

**Wendell Heads Operations
Of Federal Organization**

(Continued from Page 1)

domestic manufacturing affiliate of I. T. & T., it was announced yesterday. Mr. Wendell has been with FTR since its formation in 1942 from predecessor companies, and has served as the head of the concern's radio division and manager of its telephone division. In 1944 he was made a vice-president of FTR.

WBT Plans New FM Station

The FCC has granted a construction permit and engineering approval to the Southeastern Broadcasting Co., for a frequency modulation station with a radiated power of 160 kw., Charles H. Crutchfield, secretary-treasurer of Southeastern and general manager of WBT, Charlotte, announced yesterday.

**SOMETHING HAS HAPPENED TO
DAYTIME RADIO
IN IOWA**

Here is a preview of results of an independent mail survey made by The Reuben H. Donnelley Corporation for KXEL: 3,673 cards mailed throughout 71 Iowa Counties—1,778 returns . . . 48-plus % response!

QUESTION: Daytime, at least 3 times a week, we listen to Station—?

***ANSWER:** **61.3%** said **KXEL**

58.2% said **WHO**

50.8% said **WMT**

JOSH HIGGINS BROADCASTING CO.
Waterloo, Iowa

Represented by John Blair & Company

50,000 WATTS—CLEAR CHANNEL—ABC
KXEL

*To show the wide scope of this survey, more than 60 stations were named, with KXEL the favorite!

WMAQ *Clothes*



News in Simple Terms

SINCE February 1944 Bond Clothes has been sponsoring straightforward, clear-cut news reports tailored to fit the requirements of WMAQ's vast, yet discriminating audience.

Feeling that the need for accurate news reporting is more important than ever, Bond's has constantly maintained its schedule of fifteen minutes of news, seven nights a week at 11 o'clock. Recently returned from service, WMAQ's veteran newscaster, Myron Wallace, reports local and national news in a lucid style that has won him thousands of regular listeners in America's second largest market.

Year after year, high ratings testify to the effectiveness of forceful local features . . . and to the tremendous popularity of the NBC Parade of Stars. Year after year satisfied sponsors renew on WMAQ.

FIRST IN CHICAGO

WMAQ 

50,000 WATTS 670 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

CHICAGO

By BILL IRVIN

J. OREN "BUCK" WEAVER, director of WBBM's department of education, will re-enter the Army on July 22 with the rank of lieutenant colonel in the Quartermaster Division in Washington, D. C. Since his discharge from the Army Paratroops, Military Intelligence Service, last October, Weaver has been handling WBBM's educational activities, the job he held before entering service. His Army duties included those of executive officer in the Pacific areas with the Information and Education Division. He entered the service as a commanding officer of psychological warfare in combat and served in Africa, Sicily, France and the Pacific. He was decorated with the Legion of Merit, the Army Medal for Military Valor on the Field and a French decoration making him a private first-class in the French Army. Among the WBBM public service programs for which he has been largely responsible since his return to the station last year are "Democracy U. S. A." and "A Time for Decision."

Installations of radio-telephones in automobiles in the Chicago area will begin on Aug. 1, the Illinois Bell Telephone Company has announced. Installation of the Chicago transmitter for the service is under way in the Morton Building, 208 W. Washington St. Service in the Chicago area is being delayed by the lack of equipment, according to telephone company officials. Similar service has been in operation in St. Louis since June 1.

Ralph Berger, owner of the Latin Quarter, one of the finest theater cafes in Chicago, has engaged veteran broadcaster William L. Klein to produce his nightly radio show, Latin Quarter Prevue, broadcast direct from the stage of the cafe, 11:30 to 11:45, nightly on WIND. Klein, who is chief producer of United Broadcasting Company, is a pioneer in broadcasting, having a record of 18 years of radio behind him as well as a distinguished two-year period of war service overseas, from which he recently returned. Serving through the Psychological Warfare Branch, he was chief producer of the American Broadcasting Station in Europe (London).

WBKB, the Balaban and Katz television station, televised its first baseball game Monday, when it took its cameras to the Cubs baseball park for the game between the Cubs and New York Giants.

Everett Mitchell, agricultural director of the NBC central division, will speak on "Radio and the Rural Pastor" at the Georgia Rural Life Conference at Atlanta, Ga., on July 15.

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



Memos Of A Midniter. . . !

• • • Every once in a while a rumor turns into fact . . . those reports that have been tossed about kilocycle lane to the effect that Dinah Shore would CBSucceed Bob Crosby for the Ford Motor Co. proves true . . . series will start in September though the J. Walter Thompson execs are still seeking a comedian. . . Paul C. Monroe of the Biow Agency writes to inform us that an item that appeared in this space July 11, was wrong . . . writes P. C. M. and we quote:—Ray Bolger series for Philip Morris definitely not dropped but new audition will take place Aug. 2 . . . no truth in the report that Ethel Merman and John Conte will fill the Tuesday nite spot in the fall . . . Margaret Whiting series to be heard for six weeks and not 13 . . . unquote:—(you're quite welcome, Paul). . . Whitford Carter, former news editor at WOR, celebrates his first anniversary next week as Herald-Tribune radio news writer and broadcaster, his up-to-the-minute WORdage heard Saturdays and Sundays at 11:15 p.m.

★ ★ ★

• • • Thanks to John F. Royal and Warren Wade, a grand lady of the legitimate theater, who was the toast of Broadway as the star of "Conscience," back in 1924, has found her future in a new art—Television. Her name is Lillian Foster and for years she trouped the country as a leading lady in stock and last season was featured with the road company of "Ten Little Indians." . . . Back in New York, she decided to audition for a role in a television sketch, "The Weak Spot," and did so well as the whimsical old lady drummer on the program that she was immediately signed for the Aug. 4 WNBTelecast of "The Show Off." . . Mutual seems plenty interested in a new comedy-audition participation quiz show written by Dick Moses and called, "Opportunity Knocks." . . Radio's original "Aunt Jemima (Tess Gardell) opens Tuesday at Casa Seville, Franklin Square, L. I. . . . Paul Whiteman's "Forever Tops," written by Bill Mogle and featuring Eugenie Baird, goes ABCCommercial in September. . . NBC will audition Alton Alexander's new musical tomorrow at 4 p.m. Program "Color Music," will feature Art Mooney's Band and will "liken music to the colors of the rainbow." . . Frank Telford, director of "Molle Mystery," will CBStart a new series, "State Senator," Monday at 8:30 p.m. . . Telford rates a bow for showing partiality to ex-GI radiolites when casting.

★ ★ ★

• • • Governor of Virginia, William Tuck, has designated next Sunday as "Tivis Wicker" day in honor of ex-GI Wicker, a native of Richmond, who will be the first of new talent to appear on "International Harvester," NBCCommercial, which stars Raymond Massey and Howard Barlow's Orchestra. . . Two "Breakfast Club" alumni, Clark Dennis and Johnny Thompson will pinch-hit for Jack Owens when he vacations for two weeks starting July 29. . . Jackie Miles says they're called soap operas because they're about people who are always in hot water . . . verily, Jackie, verily. . . Larry Funk's vocalovely, "Our Gal Friday" can sing for our money on the other days of the week too . . . and she's as easy on the eyes as on the ears. . . Those "Matinee At Meadowbrook" musicals heard CBSaturdays at five, make you want to roll up the axminster . . . produced by Wendell Adams. . . New fan radio pub., New York Radio Information, carrying listing of Gotham radio programs, will debut early in September. . . Makers of Judy 'n Jill' clothes, Horowitz & Duberman, have practically closed a deal to star Johnny Desmond in a series of half-hour musicals MBSaturday mornings.

LOS ANGELES

WILLIAM GARGAN starrer, "I D In Crime," heard Monday evenings, has been renewed by the American Broadcasting Company for a other 13-week period.

Tom A. Ross, radio account executive with The Tullis Co., recently left on a week's business trip to Amarillo, Tex. Ralph H. Whitmore, radio director of The Tullis Co., left for New Orleans and Pensacola, Fla., on business.

Bob Forward has been appointed production supervisor of the Don L. Broadcasting System by Charles E. Lotti, Jr., network program director. Before joining the Army Air Force he was with KHJ as an announcer and producer.

Gracie Allen, touring the country, arrived in Louisville nursing an ankle sprained as she slipped on a rain-wet step of the train leaving Chicago. "Better be well by the time I get home," said Gracie, "I'd never convince George I haven't been putting my foot in it again!"

Dennis Day Half Hr. Show Set For NBC In October

Dennis Day, former vocalist with Jack Benny, has been signed by the Colgate-Palmolive-Peet Company for a new half-hour radio show, on NBC Thursdays, 7:30 to 8:00 p.m., starting October 3. The program titled "A Day in the Life of Dennis Day" will originate in Hollywood, according to the Ted Bates Agency. Cast will probably include Sharon Douglas Verna Felton, Joe Kearns, and Char "Bud" Dant and his orchestra. Format will be built around situational comedy with songs by Day and orchestra.

R. J. Savage Joins WBBM

Robert J. Savage, has been appointed promotion director of WBBM Chicago key outlet for CBS, effective immediately. Savage has been with WLW for six years, two of them as promotion head, during which time the station's awards included a 1945 College of the City of New York certificate.

Savage was also for seven years with the Frederick W. Ziv Co. Cincinnati, transcription producer.

YOUR VIDEO SHOW SHOULD BE PHOTOGRAPHED!

The art of photographically recording a television production is a highly specialized one and should not be assigned to any "photographer."

HAROLD STEIN offers you the same sparkling visual record of your tele show that he makes for the AMERICAN BROADCASTING CO. (WABD)

THE FEE: Fifty Dollars

Longacre 3-6177

Studios and lab:

37 West 47th Street, New York

Channel Reservation Plan For FM Adopted

(Continued from Page 1)

area in its previously announced allocation plan. However," the Commission said, "at least five but not more than 9 channels are indicated for an area, and a channel will be withheld for the period ending June 30, 1947. Two channels will be withheld if 10-14 channels are listed; three if 15-19 are listed, and four, if 20 are listed. Persons desiring to be considered for the reserved channel or channels in a given area may submit their applications prior to June 30, 1947. Such applications will be received, will be assigned a file number, and will be placed in a pending file for consideration after July 1, 1947. However, they will not be given the status of pending applications for the purpose of giving the applicant any legal or equitable right as an applicant during the interim period. Applicants for reserved channels, who file at any time during the interim period, will be given equal consideration regardless of the dates upon which their respective applications were filed."

Orders In '46 Lower by 44% Than Last Year

Connecticut—Orders received by General Electric Co., during the first six months of this year amounted to \$1,966,000 compared with \$2,956,000 in the same period of 1945, a decrease of 44 per cent, it was announced over the weekend by Charles Wilson, president. However, figures for the second quarter of this year show a considerable increase over the previous period. The improvement in the second quarter as compared with the first quarter of this year was due principally to increased business in the appliance line," Wilson stated. "Also, all of the Company's principal plants were closed by a strike, and shipments made for nine of the 13 weeks this year, first quarter figures did not include that portion of the business in appliances, lamps, which otherwise would have been reported in accordance with our established practice of recording items in orders received only when they are shipped to customers."

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780 Hollywood, Calif.

WINS-Crosley Deal Okayed; New Plans For Station Told

(Continued from Page 1)

constituted a "trafficking in licenses." Hearst and Crosley then amended their original agreement, throwing out the "broadcast time" and substituting "goodwill and co-operation" and giving Hearst a \$400,000 "credit" on any tele, FM and other broadcasting equipment which Crosley might produce. During a hearing, the Commission termed the latter agreement "vague" and insisted on inclusion of the plans in one overall agreement. On June 3, the parties filed a joint petition to re-open the record and for further hearing to permit the taking of additional evidence thereon. This petition was granted, and on June 19 and 20, 1946, a further hearing was held before the Commission. During such hearing further testimony was offered with respect to the service to be provided in the operation of station WINS in the event this application was approved; and also with respect to an amendatory agreement between the parties, dated May 13, providing for the elimination from the original contract of the provisions with respect to the use by Hearst Radio, Inc., of any time on station WINS after the transfer would take place; and changes in other details.

Commissioners Walker and Durr dissented on the grounds stated in their dissents in the proposed decision in the case and in the AVCO case, and for the "further reason that they are not satisfied as to effect of the revised contract between Hearst Radio, Inc., and the Crosley Corp., purporting to eliminate the provision of the original agreement under which Crosley was to furnish radio time to Hearst in the amount of \$400,000.

Cincinnati—Upon being advised shortly after noon yesterday that the FCC at Washington had approved the

sale of WINS in New York to the Crosley Corp., operators of WLW, Robert E. Dunville, vice-president of the Crosley Corp. and general manager of WLW, declared that the date for the absorption of the New York station by Crosley will await an agreement between the management of Hearst Radio, Inc., owners of WINS, and the management of the broadcasting division of the Crosley organization.

Spoke For Shouse

Dunville made the statement in the absence of James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Shouse is en route from Washington, where he has just concluded the presentation of WLW interests in the clear-channel hearings which are now in progress before the FCC.

Dunville said that plans for operation of the New York station will include, among other things, the realignment of program schedules to conform with the testimony given before the FCC last June 20 at a hearing before the commission on details of the purchase plan upon which yesterday's decision was based. This testimony dwelt principally with the addition of several "live" programs, replacing recorded programs now being broadcast by WINS.

It also is planned to link WLW and WINS with a direct broadcasting line, which will run through Washington, where WLW is already originating many of its news programs. This service will be expanded, Dunville said, providing WINS with the facilities of the news bureau which WLW has been operating in the Capital for some time. "Such programs as 'Report from Washington,'" Dunville added, "will be originated from the Washington news bureau and separate programs will be styled for each section individually."

New York FM Hearings To Extend Into 3rd Week

(Continued from Page 1)

complete testimony as of yesterday. Yesterday's session at the United States Courthouse in Foley Square, under supervision of FCC attorneys J. Alfred Guest and Charles Hubert, was devoted to further testimony of the News Syndicate Co. (Daily News) following adjournment of earlier testimony postponed last week.

Ten of the 18 applicants have been heard so far and the remaining eight are expected to be completed by the end of next week. Those scheduled for hearing next week are: Radio Projects, Inc., National Maritime Union, Unity Broadcasting Corp., North Jersey Broadcasting Co., Amalgamated Broadcasting System, Board of Missions of the Methodist Church, and Frequency Broadcasting Corporation.

Propose New Frequencies For Non-Federal Services

The FCC has released a proposal for the allocation of specific frequencies in the band 152-162 mc. to the non-Government fixed and mobile services, together with a minor change in the general allocations previously made for this band.

The proposal attempts to reconcile a number of conflicting viewpoints within the industry, to provide the maximum degree of frequency utilization for all the services affected, to permit international co-ordination of maritime mobile frequencies, to permit the Relay Broadcast Service to have its frequency space in one block, and to comply to the maximum extent possible with specific recommendations of services represented on Panel 13 of the Radio Technical Planning Board, as furnished to the Commission by that panel.

ABC Sale Of Stock Gets FCC Approval

(Continued from Page 1)

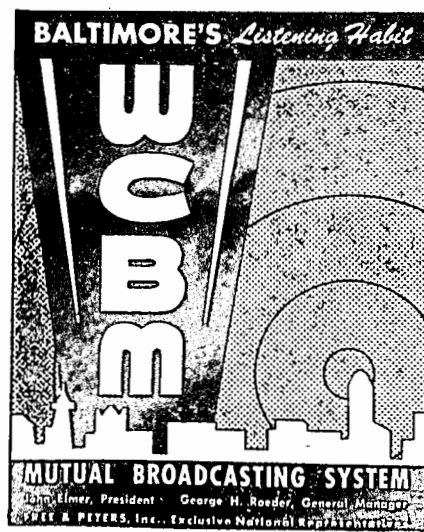
\$3,630,000, of which \$2,953,423 was labeled "goodwill" by ABC witnesses. Commission consent to the net's purchase of King-Trendle is subject to the "conditions that the fixed assets of WOOD and the net profits of that station from this date to the date upon which the Commission may give its consent to the transfer of WOOD to its ultimate purchaser, be held in trust by ABC and that the AVCO procedure be followed with respect to the proposed sale of stock to Liberty Broadcasting, Inc." Under the tentative agreement worked out, ABC would sell 23.9 per cent of the capital stock of King-Trendle (representing WOOD) for \$850,000 to Liberty Broadcasting, Inc. ABC's stock sale still must be approved by SEC but hitch in that agency's approval was anticipated here.

Financing Plans Revealed

Officials of the net told the FCC during a one-day hearing that 950,000 shares of common stock would be offered for sale, with an expected net return of about \$13,200,000. Under the "transfer of control," holdings of Edward J. Noble, chairman of the board, would be reduced from 71.39 per cent to 36.52. Paper value of the Noble's stock, however, would increase from approximately \$4,799,951 to \$7,276,085 as a result of the stock sale. The net's executive also revealed that about 200 ABC affiliates will be given the opportunity to purchase a total of 100,000 shares.

Plan Expansion Program

Based on testimony of ABC toppers, approval of the stock sale set off a vast expansion in FM and tele. Of the net return expected from the stock sale, about \$3,200,000 will be used for capital expenditures in FM and tele; \$4,000,000 will be spent in pre-payment of the company's 2 per cent notes; \$2,800,000 would be paid for King-Trendle (after sale of WOOD), and the remainder will be used for AM equipment and studios and such buildings as required when leases with NBC run out.



RCA Demonstrations Via Tele Road Shows

(Continued from Page 1)

Kaufmann's store in Pittsburgh, RCA in collaboration with the store staged a series of 34 separate programs. Remote pickups were included with institutional daily programs showing how Kaufmann's bureau of standards tested merchandise scientifically at the Mellon Institute Laboratories. The demonstrations were brought seven miles by wire from the Institute to television receivers in the store.

Store programs, presented daily between 10 a.m. and 4 p.m. on the hour, originated in a specially built, glass enclosed, 20 by 40-foot television studio on the 11th floor of Kaufmann's,

Fair Attraction

Next stop in the RCA Television show will be the Iowa State Fair at Des Moines, August 21 to 30th. This exhibition will be under canvas and is designed to give midwesterners an insight into educational and entertainment value of video.

where customers could see the telecasts in production. Four cameras, four trees of 16 500-watt photofloods each, two microphone booms, facilities for televising slides and miniature settings such as turntables, a complete control console equipped with camera monitors and an output monitor, a synchronizing generator, and two turntables to provide music to accompany slides and pantomime presentations were installed in the studio and control room. Slides indicating the time of the next show and images of turntables carrying merchandise kept the screen from being blank between shows.

From this studio, programs were sent by direct wire to ten RCA-Victor direct-view and projection receivers in eight strategic viewing locations in the store. Each receiver was installed in a miniature jade-toned bandshell of plywood which improved acoustics, shaded receivers, prevented observation of the screen from extreme angles and furnished an attractive setting. On these screens customers saw plays and demonstrations showing merchandise sold in the various departments and the growth of Kaufmann's during its 75 years.

Elaborate settings were developed for the shows produced by Joseph Jenkins of the RCA-Victor staff. For example, air travel costumes were presented against a wall-size photomural background of a PCA plane fuselage through the open door of which models emerged. Both Pittsburgh and New York models participated in the programs along with

WANTED

Experienced local radio salesman for station 10 years old. Send full information, first letter, to Gerald J. Morey, WNLC, New London, Connecticut.

COAST-TO-COAST

WASHINGTON—"The Veteran Wants to Know" is the new series now being offered by WOL, enabling vets of the second war to speak with a new clarity and forcefulness to all parts of the nation, placing their problems before a panel of distinguished Americans. . . . Subsequent programs presented in co-operation with the U. S. Veterans Administration will in the same manner enable former servicemen throughout the country to place problems confronting them and their families before such panels of Americans in all phases of government, industry and the professions. . . . Programs will originate from Washington and New York with Winthrop Sherman and Tom Slater acting as moderators at these points respectively.

—OKLAHOMA—

OKLAHOMA CITY—The "Oklahoma Roundup" Gruesome Twosome, Hiram Higsby and Lem Hawkins, will give out with their own version of "Cement Mixer," July 20, over KOMA and the entire Columbia web. . . . "Y's Up," quiz show with students from the two "Y" organizations competing bowed last Saturday over KOMA in the ayem slot. . . . Allan Page, program producer, has announced that the show will run for at least 13 weeks, running for 30 minutes based on the "quipmaster" idea.

—OHIO—

CANTON—Paul Gilmor, formerly with the H. J. Heinz Co., Pittsburgh, has joined the sales staff of WHBC. . . . He was recently released from the Signal Corps where he held the rank of first lieutenant, having served in both the ETO and Pacific theaters. Newest addition to the WHBC staff is Eleanor Witt, secretary to the program director, Richard Neher. . . . Robert G. Clayton, formerly associated with WKBZ, Michigan, has joined the WHBC announcing staff. . . . He served 58 months in the Armed Forces Radio Service. . . . **PORTSMOUTH**—Leonard Savory, former radio operator and gunner with the Eighth Air Forces, has replaced Harry Hamer as continuity director at WPAY.

drama students from the Carnegie Institute of Technology.

Merchandise shows included Simmons mattresses and blankets, Royal Lace doilies, Eversharp pens, Wear-ever aluminum, Textron, Charter House furniture, Quaker Lace, and other wares. The Quaker Lace programs—dramatic commercial sketches and closeups of curtains and table cloths showing their delicate detail against dark backgrounds—sold \$19,000 worth of Quaker Lace products at Kaufmann's in two days, the store disclosed.

Gets PW Post

Lester N. Hatfield, Flushing, N. Y., formerly chief sales engineer, has been appointed chief engineer of Press Wireless Manufacturing Corp., a subsidiary of Press Wireless, Inc., A. Warren Norton, president, announced yesterday.

—INDIANA—

FORT WAYNE—Arthur Feldman, who recently returned to this country after several years abroad as a correspondent for ABC, has announced plans for a new radio station here to operate on the present wavelength and power of WGL, contingent upon WGL's request for a new wavelength and higher power being granted. . . . **KOKOMO**—WKMO has introduced a radio monthly newspaper featuring local and CBS radio news for listeners of North Central Indiana. In addition to news and features, the four-page sheet carries special columns by William Randolph, Joe Jordan, Madge Dalzell and Ann Ginn, all of the WKMO staff.

—NEW JERSEY—

TRENTON—Frank Wellman, WTTM sales manager, who at present is vacationing at Stone Harbor, has acquired the only seaplane base in Trenton, along the Delaware River. . . . **NEWARK**—"Hunger Marches On," March of Time prepared appeal for greater food saving efforts, will be aired by WAAT Monday evening from 8:00 to 8:30. . . . Program will feature true famine stories from Greece and China stressing the incompatibility of starvation and democracy. . . . **PATERSON**—WPAT is preparing a novel series of weekly programs in behalf of the Paterson Recreation Dept., which will bring before the mike youngsters in an interesting series depicting their many activities in the Paterson playgrounds. Series is scheduled to begin in two weeks.

—CALIFORNIA—

OAKLAND—Bank of America is sponsoring a transcribed series entitled "A Thought for Today," featuring Garthwaite five times a week over KROW. . . . Marsh Air Service, located at Hayward Municipal Airport, has purchased a schedule of announcements on KROW to publicize their plane instruction, rides and rentals. . . . The Andrew Sisters recently appeared in a special interview with Doug Mitchell on KROW in connection with a local stage appearance. . . . Oakland Stadium bought announcements on KROW to promote motor car speed races.

—CANADA—

MONTREAL—"The Stork Club," CJAD program featuring tips to mothers and expectant mothers on baby care, also meaning and origin of their names, is being produced by the Associated Broadcasting Company, Ltd. . . . **EDMONTON**—Bruce Alloway of the CJCA sales office has been transferred to CFAC, Calgary. Succeeding him is Doug Greig of the announcing staff. Jack Wilson was added to the announcing staff to replace Doug. . . . Beth Gibb, formerly of CFAC, has been added to the CJCA continuity staff on a part-time basis to help relieve staff writers during the vacation season. . . . Doris Tingle, for the past eight years office secretary at CJCA, has accepted a position in Vancouver. Her departure resulted in the promotion of Phyllis Turninga, former receptionist, to the traffic dept., with the addition of Lynne Sharpe as staff receptionist.

Magazines' Radio-L For Publicity Growi

(Continued from Page 1)

of the sharp rise of competition both an advertising and circuit viewpoint. Also figured important in current thinking is the release of most production items from control and the subsequent high output and advertising thereof many household items in high demand.

Crowell-Collier Signs

Latest of the top-circulation magazines to launch a sizable radio campaign is Crowell-Collier Publishing Company for "Colliers" through the Kudner Agency, Inc. Company is currently spending \$10,000 a week for chain breaks on 51 stations in the 14 largest metropolitan markets. Nine announcements are used twice weekly—publication—in a 13-week test drive. If the campaign is successful, Colliers will expand it and buy time regular basis.

Curtis Publishing Company, "Holiday" is also buying heavy although no figures on expenditures are disclosed. Through BBD&O, Curtis is using one-minute spots and minute programs in 60 markets throughout the U. S. Although the campaign is on a month-to-month basis, it has been repeated since inauguration last month.

"Holiday" is participating in on the Allan Prescott and Patt B. show on WJZ and also on Drake's "Sunrise Serenade" "Housewives Protective League" Curtis has bought time for the "Sunday Evening Post" on WJZ's Knight (currently running 52 weeks in addition to time on WEA, WABC, WHN, WQXR and WIN.

New St. Louis Tele Station Planned For March

St. Louis—KSD, owned by Dispatch, reveals plans for black and white television and expects to air before March, 1947. Station will cover 35- to 40-mile area, limited demonstrations of television this fall with program transmitted to department stores and other places.

Send Birthdays Greetings To

July 19

Irene Hubbard Frank Ho
Merlin H. Aylesworth

July 20

Irving Fields Henry W. La
Murray Forbes Don Stev

July 21

Elsie Hitz Fulton H
Allyn Joslyn Art Fran

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 36, NO. 15

NEW YORK, N. Y., MONDAY, JULY 22, 1946

TEN CENTS

Co-Op Programs Growing

Grant Power Jumps; Other FCC Activities

Washington Bureau, RADIO DAILY

Washington—The FCC on Friday granted KGO, ABC-owned station in San Francisco, an increase in power to 50,000 watts. The station now operates on seven and one-half kilowatts. The grant brings to three the ABC-owned stations operating on the present FCC ceiling of 50 kw. ABC's other high-powered stations include WJZ, New York, and WENR, Chicago. The net's fourth station, KECA, Los Angeles, operates with 5 kw.

The Commission's action on KGO came as clear-channel stations concentrated their drive to raise the

(Continued on Page 6)

Godfrey Signs 5-Yr. Pact With Columbia Network

Arthur Godfrey, early-morning star WABC in New York and WTOP Washington, D. C., yesterday was signed to a new 5-year contract by Frank Stanton, CBS president. The agreement continues Godfrey's daily shows on the two CBS outlets through '51.

Godfrey currently is broadcasting

(Continued on Page 2)

FCC Defines Allocations For Fixed, Mobile Services

Washington Bureau, RADIO DAILY

Washington—The FCC on Friday stated the service allocations of specific frequencies to non-government fixed and mobile services in the bands 42-44 mc. and 72-76 mc. and assured FM

(Continued on Page 5)

Femme Authority

NBC has assigned Kay Byrne, the present New York State woman golf champion, to join Bill Stern in covering the All-American Golf Tournament at Chicago's Tam O'Shanter Country Club July 25-28, it was announced by Clarence L. Menser, NBC vice-president in charge of programs. Kay won the New York State women's championship last year.

Another 'First'

Washington—Looking toward the establishment of a radio-communication service for power utilities, as provided for in the FCC's report of allocations of May 25, 1945, the Commission has granted construction permit to the city of Columbus, Ohio, for an experimental Class 2 radio station. This is the first application and authorization of its kind.

Detroit Tele Station Sked To Open Nov. 15

Detroit's first television station will become a reality on Nov. 15, next, when WWJ will have its newly-ordered DuMont transmitter and other equipment in full operation. Oldest commercial outlet in the United States, will also be the first newspaper-owned station to actually enter the tele field, according to Leonard F. Cramer, vice-president of the Allen B. DuMont Laboratories, Inc., which has signed to deliver and install the modern video equipment in

(Continued on Page 6)

Robinson, GM Huddle On Crosby-Disk Marathon

West Coast Bureau, RADIO DAILY

Los Angeles—Hubbell Robinson, Jr., of Foote, Cone & Belding, is still in a huddle with Bing Crosby and General Motors relative to Crosby going on

(Continued on Page 7)

FCC Defends Plea Of 'Atheist' Who Charged Denial Of Time

Washington Bureau, RADIO DAILY

Washington—Freedom of speech cannot be predicated on the "mere popularity or public acceptance of ideas," the FCC said Friday in a precedent-setting decision concerning the right of an atheist to propound his views on the radio.

While denying the self-styled atheist's petition for revocation of licenses of three California stations, the Commission defended the peti-

Survey Reveals 38 Co-Op Shows On Nets; Mutual Tops List, ABC Is Second; NBC And CBS Also In Field

By M. H. SHAPIRO

Managing Editor, RADIO DAILY

Army Football Sked Sets \$500,000 Budget

U. S. Army Recruiting, through N. W. Ayer & Son is launching a \$500,000 football schedule via ABC and MBS, the games revolving around the West Point team at home and away, with expectation that both webs will clear as many stations as possible. Expected that from 300 to 500 outlets may take the games, all depending on how well prior commitments can be cleared.

ABC has a problem since the Sat-

(Continued on Page 2)

Foreign-Voice Broadcasts Of State Dept. To N. Y. C.

Washington Bureau, RADIO DAILY

Washington—All foreign voice broadcasts by the State Department are to originate in New York after August 1 due to reorganization and

(Continued on Page 5)

Four GI Joe's Set Up Home Radio Insurance

A form of home radio repair insurance will be offered, beginning this week, to New York set owners by a partnership of four war vets oper-

(Continued on Page 3)

Crosley Broadcasting Now Separate Firm

Cincinnati—The FCC on Friday approved the formation of a new organization to be known as the Crosley Broadcasting Corporation, comprising WLW and all other broadcasting properties formerly operated as part of the Crosley Corporation of Cin-

(Continued on Page 7)

Glenn Taylor Named Head Of Ayer On Coast

Glenhall E. Taylor has been appointed manager of the radio division of the Hollywood offices of N. W. Ayer & Son, Inc., it was announced Friday by H. L. McClinton, vice-

(Continued on Page 2)

Aviation Note

The pigeons of St. Patrick's Cathedral probably felt a kinship to Mark Finley last Saturday. The public relations director of Don Lee-Mutual flew in from the Coast to be married in the Lady Chapel to Maeve O'Reilly, who arrived the same day, also by plane, from Dublin, Ireland. Ceremony was performed by Father Mulvaney, who flew in from North Dakota.



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

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FINANCIAL

(July 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

Aquacentennial Attraction

Minneapolis — Don McNeill's "Breakfast Club," heard over ABC from Chicago, will be the featured radio attraction at the Twin-City Aquacentennial summer carnival here on Friday, July 26. Show will appear at the Minneapolis Auditorium before a crowd of 13,000 spectators.

Correction

An error in telegraphic transmission of the FCC approval of the ABC stock sale plan in the Thursday, July 18, edition of RADIO DAILY gave the impression that a hitch in SEC approval was anticipated. The correct version is "ABC's stock sale still must be approved by SEC but no hitch in the agency's approval was anticipated here."

Connect in Connecticut



Coming and Going

WILLIAM S. PALEY, chairman of CBS, and DONALD W. THORNBURGH, vice-president of the network, to New York from the West Coast via American Airlines.

JACKIE KELK, who has been vacationing in Bermuda, returns to New York in time to guest tonight on the NBC "Supper Club" program.

FLORENCE SCHNEIDERMAN and FRANCES LEEDS, both of WLIB, are vacationing, the former at Woodbourne, N. Y., the latter in the wilds of Connecticut.

ROBERT J. SAVAGE, newly-appointed promotion director of WBBM, Columbia-owned station in Chicago, who conferred at network headquarters here last week, left Saturday for the Windy City, where today he takes up his new duties.

BOB DUREN, formerly chief announcer at KOMA, Oklahoma City, has left for St. Louis, where he has been engaged by the Veterans Administration to write, produce and announce programs for the organization.

DAVE HARMON, radio writer who until last month was with the Perry Como show, has returned from a Bermuda holiday.

ROBERT WALDROP, commentator and author of the transcribed "Treasury Salute" radio series, "Stories from the American Notebook," now being broadcast over more than 870 stations, leaves today on a trip through the middle west to gather material for future scripts.

ARTHUR HULL HAYES, manager of WABC, left Friday for vacation, but steadfastly declined to divulge where or how he would spend the four weeks.

ROBERT SHAYON, Columbia network producer, left late last week for Washington, D. C., on business.

DINAH SHORE and her secretary, CONSTANCE STONE, to New York by plane. Dinah is booked for four weeks at the Paramount Theater.

FRANCINE TROSTLER, secretary to Bill Leonard, of "This Is New York" on CBS, is back on the job following a fortnight of ease at Lake St. Catherine, N. Y.

DINTY DOYLE, special events director of WABC, is expected back today from Los Angeles, where he spent two weeks on business and pleasure bent.

Army Football Sked Sets \$500,000 Budget

(Continued from Page 1)

urday afternoon time belongs to the Texaco Co., sponsoring the Metropolitan Opera through the Buchanan Co. It is believed that the Met and Texaco will be amenable to starting a few weeks or so later with its radio sked. Other stations on Mutual have skeds for Saturday afternoon wherein the time belongs to Atlantic Refining Co. also for football.

Present plans call for the first game to be heard Sept. 21, and each Saturday thereafter for 11 games. Harry Wismer will announce. Mutual announcer had not been definitely set on last Friday.

While ABC will do the West Point and away-from-home games, Mutual will concentrate on picking the best game of the week; judged on past performance of the two opposing teams in question.

Army and Navy game, however, will probably not be heard under Army Recruiting auspices since it belongs to Gillette Safety Razor Co. A few other games may run into conflict with previous commitments, but the sked will be set up in time.

Glenn Taylor Named Head Of Ayer On Coast

(Continued from Page 1)

president in charge of radio. He succeeds Herbert C. Sanford, who has resigned. Taylor's appointment becomes effective August 15, the announcement stated.

Prior to coming to Ayer, Taylor was president and supervisor of Pacific Coast radio activities for Young & Rubicam. He was also at one time musical director of NBC's Pacific Coast division and has been affiliated with other stations of the nation in varied capacities.

Finch Telecommunications Appoints Graybar Electric

Finch Telecommunications, Inc., manufacturer of facsimile equipment, has appointed Graybar Electric Company a distributor for all its facsimile products, Capt. W. G. H. Finch, president, announced. This appointment provides sales and distribution of Finch products through a modern communications distributing network, comprising 91 sales offices and warehouses in the principal cities.

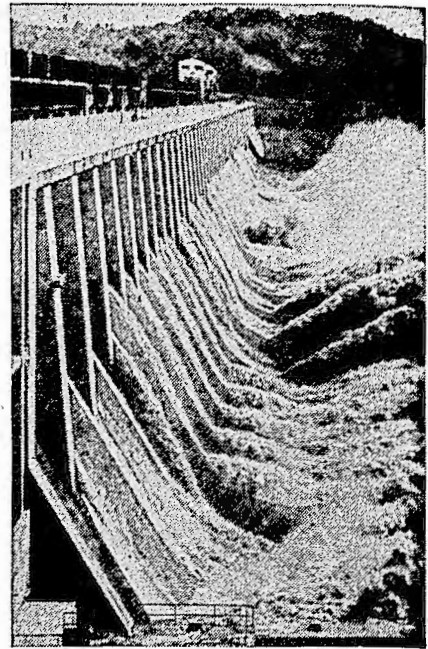
Godfrey Signs 5-Yr. Pact With Columbia Network

(Continued from Page 1)

22 hours a week. In addition to his WABC and WTOP shows, he handles "Arthur Godfrey's Talent Scouts," network program heard Tuesdays at 9-9:30 p.m., and the "Arthur Godfrey Show," CBS network program heard Mondays through Fridays at 11-11:30 a.m.

Heads KSFO News Dept.

Robert Hansen, of station KSFO, San Francisco, has been appointed director of the news and special features department of that station.



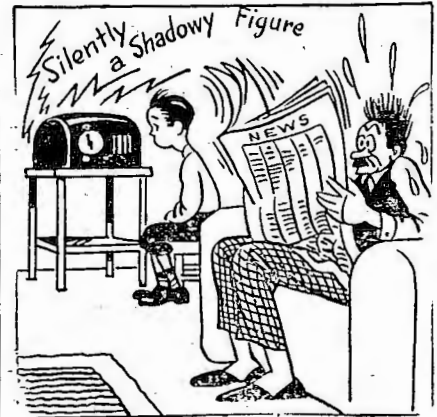
Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

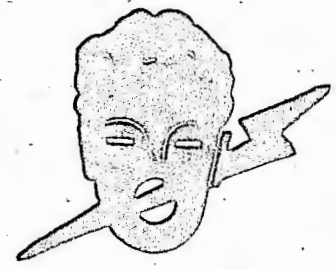
W-I-T-H, Baltimore's successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H.

For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town.

W-I-T-H belongs on any list that wants to make sales.



"That Green Hornet on WFDF Flint is going to wreck that kid's nerves."



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

Co-Op Programming Growing; 38 Shows Now On Networks

(Continued from Page 1)

removed from the experimental stage. More than 800 affiliated outlets from east-to-coast have at least one co-op show sold daily while others have as many as six to 10 daily, according to a study made by RADIO DAILY. Unusual example is the Mutual-Don Lee affiliate in San Francisco, KFRC, which sells one co-op (Fulton Lewis, etc.) three times within approximately 24 hours; the original broadcast, the repeat, and the transcribed version which is heard the next morning.

35 On Major Webs

Currently the four major networks are offering 35 co-op programs. Mutual, has 11; ABC, also 11; NBC offers 9, and CBS has four.

Mutual, which more or less started co-op sales seriously, has 552 total individual sales among its affiliated outlets. Top such sales is Fulton Lewis, sold on 197 stations. Mutual's second best-seller is Cedric Foster, also a commentator, on 107 stations. These current figures compare with 28 stations for Lewis and 98 for Foster, as of July 1, 1945. Lesser co-ops show proportionate increases on the year. Bill Cunningham, now on 37 stations had only 20 sales a year ago and Elsa Maxwell, now on 28 had but one local station sales at this time last year. Complete co-op setup on Mutual follows:

Mutual Co-Ops

Title	Local Sponsors
Cecil Brown	45
Bill Cunningham	37
Cedric Foster	107
Arthur Hale (Richfield Oil in East—Central zone time block)	4
Frazier Hunt	31
The Johnson Family	18
Fulton Lewis, Jr.	197
Inside of Sports (Bayuk Cigars on 111)	12
Captain Midnight (Ovaltine on 115)	29
Elsa Maxwell	28
Erskine Johnson ("In Hollywood")	44
TOTAL	552

As of July 28, next, Elsa Maxwell now will have a new co-op in the pot, titled, "Tell Your Neighbor."

ABC Rates Second

American Broadcasting Co. is second in line as a purveyor of co-op programs, from the viewpoint of going after the business aggressively. Of course ABC did not start as early as MBS. It now has a fairly large sales setup actively plugging the co-ops as well as building them. Picture on ABC is as follows:

ABC co-op programs are, Martin Agronsky, H. R. Baukhage, Cliff Edwards, Power's Charm School, Ethel

and Albert, Headline Edition, John B. Kennedy, Walter Kiernan (East only), Raymond Swing and Elmer Davis, as a team; Dick Tracy, and Harry Wismer. According to RADIO DAILY's study, these 11 programs each have an average daily station list taking the shows, of about 41, or an aggregate daily programming of 455 times, each day for the strips. Thus, if all stations taking the program were selling it locally, there would be 455 sales of the ABC co-ops. However, all stations taking the programs in this case are not necessarily sales. Baukhage leads, and is heard on about 90 stations, with Swing-Davis and Agronsky and a good handful of stations behind, in the 60's.

NBC's Co-op Line-up

NBC with nine programs available on a co-op basis is not pressing the issue. However, a sale is a sale and readily accepted. Picture on NBC's co-op's follows:

NBC Co-Ops

Title	Stations Carrying	Local Sponsors
Veteran's Advisor	89	11
Maggie's Private Wire	33	7
Robert St. John (Facts and Faces)	51	15
News of the World	80	20
Richard Harkness	80	30
Sunday World News Roundup	89	14
World News Roundup	73	42
Robert McCormick	62	34
H. V. Kaltenborn	30	13
(Excludes Kaltenborn's Pureoil outlets)		
TOTAL	587	186

CBS Co-op Shows

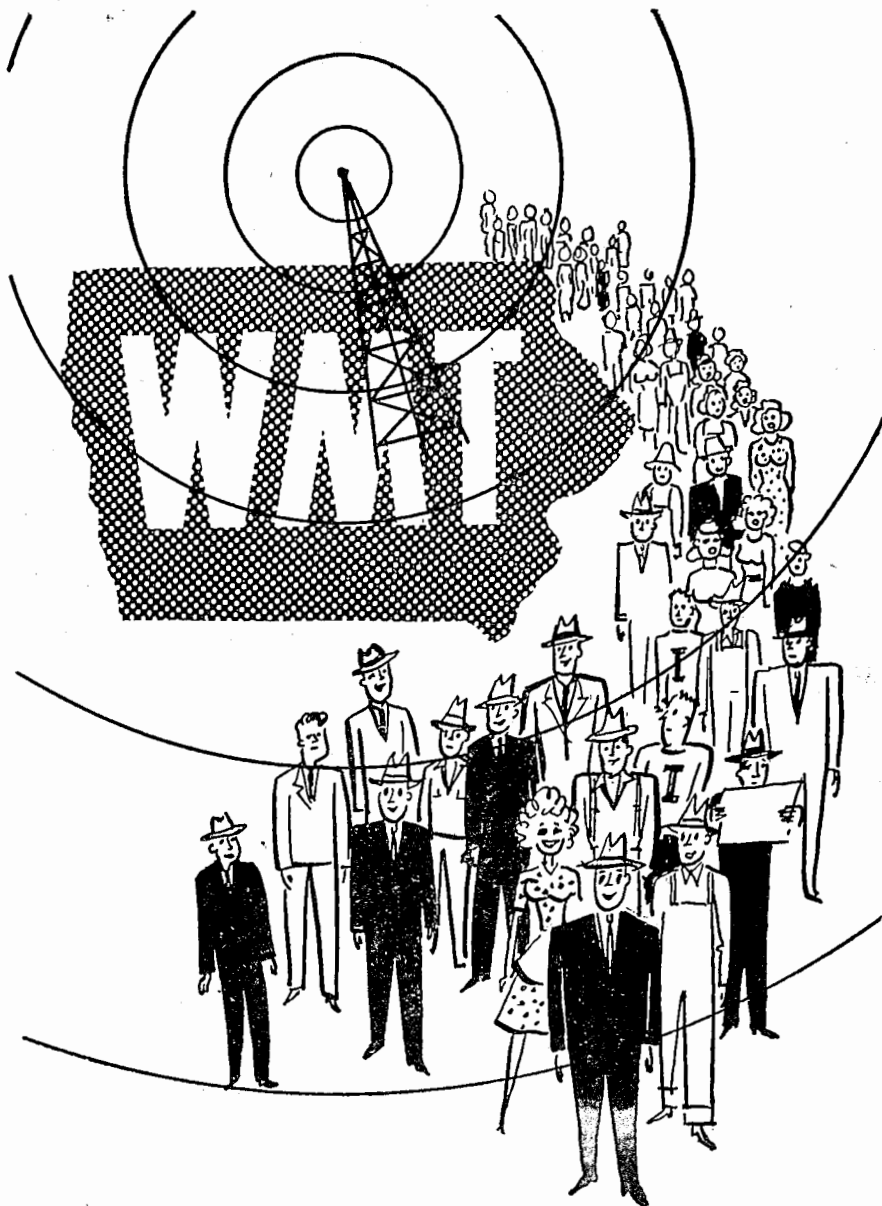
CBS as in the case of NBC, has not gone in for a heavy drive on co-ops, but has available for such sponsorship locally four such programs. They are: "House Party" on Tuesdays and Thursdays and daily 8 a.m. to 9 a.m. and 11 p.m., EDT, news periods. Co-ops sold on CBS outlets reach a total which is somewhat below the 100 local-client mark.

How strong either CBS or NBC go after their co-op program building presumably will depend upon the fall business setup. MBS and ABC appear definitely committed to full exploitation of the co-operative program's possibilities—"possibilities" that have amply proved to be worthwhile.

Four GI Joe's Set Up Home Radio Insurance

(Continued from Page 1)

ating as The Service Guarantee Co. Plan offers all repairs and parts replacements of table sets for \$4.50 per year. Yearly service for floor model radios is scaled at \$6 and a radio-phono combination, in either model, costs \$1 extra. The four vets, who maintain their own radio repair man, will launch their service with newspaper advertising, circulars and a house-to-house campaign.



With the **LARGEST** Population Coverage* of ANY Station in the State **REACHES** the Sales-rich **AGRICULTURAL-INDUSTRIAL** Eastern Iowa Market *Completely!*

* 3,500,000 consumers with the **BIGGEST** per capita income in the country **PLUS** the largest daytime primary area (within its 0.5 MV Line).



KATZ Agency will tell you how you can cover Eastern Iowa completely on WMT.

Member Mid-States Group

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

CHICAGO

By BILL IRVIN



California Commentary . . . !

● ● ● Pat McGeehan, star of "The Adventures of Bill Lance," is able to enjoy a three weeks vacation in Vancouver, B. C., because his scripter had "Bill" conveniently shot on the July 6 broadcast and it will take "Bill" three weeks to recover. . . . Bob McAndrews, NBC

Los Angeles

Western division sales promotion manager, was recently elected vice-president of the Pacific Advertising Association for District 5 (Southern California and Arizona). H. Q. Cox, manager of KGW, Portland, was re-elected vice-president for District 3 (Oregon). Vernon Churchill, assistant to the vice-president of the Oregon Journal, was elected president. McAndrews' territory includes the four ad clubs in Los Angeles Long Beach, Pasadena, San Diego (senior and junior), Santa Barbara, Phoenix and Tucson. . . . Bob Burns is spending part of his summer vacation in lining up cast, announcer and conductor of his new program which he heads, as a package, for Anacin. Program debuts Sept. 29 over NBC. . . . Kay Kyser has given Lucy Ann, his featured singer on the "College of Musical Knowledge," an eight-week leave of absence and she will join her brothers and sister in a cross-country tour with their "Town Criers" singing group.



● ● ● Meredith Willson's random suggestion on a recent program that his listeners write to his friend, Dentist Hardy Pool in Mason City, Iowa, brought results startling to Pool, he has advised Willson. Seventy-five letters and postcards a day are pouring into his office from all over the country. One man wanted to send his dog to Pool during vacation, and another wondered whether Willson would now get his dental work free. Bob Garred, six-foot 200 pound CBS news reporter, may soon be seen on the screen. Garred, who also narrates for film shorts, has received an acting offer.



● ● ● Bob Crosby tells a good story on Brother Bing. It seems that the boys' mother wanted to bet on a certain Crosby horse called "Auntie Kitty." Even Bing had lost faith in the equine, and had remarked, on seeing the horse had been entered, that it had no business on the track. Of course, he talked his mother out of placing a bet. "Auntie Kitty" won and paid off fabulously, something like \$180. That night Bing had trouble getting into the house, his mother feeling he should be locked out. . . . Sam Edwards, who plays "Dexter Franklin" on "Meet Corliss Archer," didn't notice the heat during a recent rehearsal and broadcast. He was air-conditioned. During the script, Sam had a scene where he sips a long, cold soft drink. To get the proper sound, effect Producer Edna Best had Sam sip ice-water through a glass tube. He estimated that he drank more than a quart of ice-cubed liquid during the afternoon.



● ● ● Imperial Potentate William H. Woodfield, Jr., of San Francisco, appointed Les Peterson, radio chief at Metro-Goldwyn-Mayer, as one of his aides-de-camp for the Shrine Victory Convention conducted in San Francisco the latter part of July. Peterson was at one time the youngest Shriner in the country and is a member of San Francisco's Islam Temple. . . . The Ronny Mansfields are expecting a visit from the Stork the first week in October and are hoping for a boy. They have a daughter, Maureene, three-and-a-half, and if the long-legged bird leaves a girl she will be called Aileen. . . . Producer Bill Lawrence of "Encore Theater," who made a trip to New York to attend the Louis-Conn fight, came back with a new program idea for fall airing with Al Jolson in the star spot. . . . Elizabeth Waldo, noted Hollywood violinist who was featured in Republic's "Song of Mexico," leaves July 25 for Rio de Janeiro for concert appearances and two programs weekly on which she will star over Brazil's largest network.

SAN FRANCISCO

WABC publicity director J. E. (Dinty) Doyle was here from New York, visiting his daughter (a University of California student). Doyle is a former San Franciscan. He was the first one to introduce a speaker at the local Press Club's famed Gang Dinner, and the Gang had him back as honor guest at last week's Gang Dinner when Frank Bartholomew, vice-president, of United Press, gave a "Report on Bikini."

Harry Elliott, head of Elliott Advertising Agency, has come up with a new idea: It's "Auto News," a new KFRC Sunday morning program directed toward auto dealers, instead of buyers. With Mel Venter across the mike from him, Elliott presents news of the week holding interest for the dealers, gossip from Auto Row and forecasts of possible deliveries. Neat angle is that prospective buyers listening in feel they are getting inside dope.

KPO-NBC General Manager John W. Elwood has just returned from his first vacation in four years with a new 1946 Oldsmobile which he drove from the factory.

Milt Samuel, Coast publicity director for Young & Rubicam, has been vacationing in San Francisco for a few days, accompanied by Mrs. Samuel and their two children. A year ago Milt was here directing the ABC publicity for the U. N. Conference.

Robert F. (Bob) Laws, KGO promotion and publicity manager, has two new jobs. He's been elected chairman of the newly-formed Bay Area Media Promotion Association, and chairman of the radio department of the San Francisco Advertising Club.

KFRC announcer Alan Lisser headed a two-hour session of the San Francisco State College Radio Workshop, speaking on "Opportunities in the Field of Radio Announcing."

Jack Berch Show Traveling

The Jack Berch show, sponsored by Prudential on ABC, will take to the road this month and will originate in Boston on July 24; in Chicago on August 7, and Detroit on August 8.

BALTIMORE'S *Listening Habit*

WABC

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Raeder, General Manager
FREE & PETERS, Inc. Exclusive National Representatives

LEN STERLING

LA 4-1200

THE WEEK IN RADIO ★

FCC Okays ABC, Crosley Deals

By JIM OWENS

FCC approved ABC's stock sale and gave conditional okay to the network's purchase of King-Trendle Broadcasting Corp. . . . Commission also approved long pending sale of WIS, New York, to Crosley Corp. Commissioners Durr and Walker dissented final opinion, considered price (\$100,000) "too high." . . . Seventh annual edition of RADIO DAILY's "Shows of Tomorrow" lists over 700 new shows available throughout U. S. Most programs head the list.

Best pool broadcast of the underwater atom blast at Bikini is set for Wednesday at 5:35 p.m., EDT. Webs has cut staffs for this one, but ample coverage will be provided. . . . Radio programs becoming more available in New York retail stores a RADIO DAILY survey shows. . . . British Labor Gov't refused to permit inquiry into BBC. Chief reason for refusal is said to be confusion as to number of wave-lengths at Government's disposal.

N.B.'s Freedom of Radio Committee established proposals regarding gathering of news, etc., and will be placed before Association board shortly. Study to be co-ordinate with press and picture. . . . A Texas poll shows listeners approve of political talks on local stations. . . . Sen. Edwin C. Johnson will probably succeed Senator Wheeler as head of the Senate Interstate Commerce Committee.

Survey of FCC applicants for first six months of this year shows FM new with many AM applications being. FM is felt to be the key to coming battle between radio and television. . . . German civilians in U. S.

zone prefer radio to press, chiefly for news which is uncolored. . . . Richard Walsh, IATSE prexy, declared that all television studio workers will be under his unit's jurisdiction. . . . Surge of spot and participation buying shows national magazines getting more radio-wise in advertising.

Most leading colleges and universities are including radio (and some tele) in summer and regular fall courses. Move is cue to recognition of both on same plane as other professions. Following oral argument, FCC made its FM reservation official. CBS' vice-president, Joseph Ream asked Commission for larger band to "hasten its development." . . . At the New York FM hearings, ABC's prexy Mark Woods said the network would continue with FM and Tele regardless of FCC action on its stock issue. Hearings will continue through this week. . . . RCA's intra-store tele demonstrations have been so successful company will "road-show" the system in other large department stores.

Majority of Los Angeles area stations report heavier business this summer than last. Winter prospects also remain bright for new business. . . . Station owners in Canada suggested re-organization of CBC to separate stations and networks from administrative power of its board. FCC economist Dallas Smythe defended the Bureau of Census radio survey against clear-channel broadcasters' charges. . . . ABC and CBS will co-operate an eight-week tele seminar for returned vets.

**Foreign-Voice Broadcasts
to State Dept. To N. Y. C.**

(Continued from Page 1)

Consolidation, it has been announced by William Benton, assistant secretary of State. Kenneth D. Fry, acting chief of the international broadcast division of the State Department, will be in charge of merger whereby some 50 persons will transfer from San Francisco to New York. Samuel H. Richard, veteran of San Francisco office will head Far East section in new set-up.

Broadcasts in eight languages will cover news, commentaries, music and informational Americana. Seven hours of air time slated daily, beginning at 5 p.m., EDT.

**FCC Defines Allocations
For Fixed, Mobile Services**

(Continued from Page 1)

broadcasters still operating in the 42-44 mc. band they will be "protected" until January 1, 1947.

Guard Band Provided

To avoid interference to the reception of FM broadcasts from FM stations still operating in the band 42-44 mc., each such FM station will be "protected" by the provision of an 800 kc. guard band about its center frequency in the area in which it is located. As soon as receivers for the new FM bands 88-108 mc. are generally available, it is expected that these FM stations will no longer use the band 42-50 mc., and the guard bands will no longer be required. In any event the 42-44 band is to be cleared for non-government fixed and mobile operations no later than January 1, 1947. Before that date, the Commission will consider whether FM broadcasting stations now operating in the 42-44 mc. band shall be authorized temporarily to continue low-band operations by shifting to the 44-50 mc. band or whether they shall be required to confine their operations exclusively to the 88-108 mc. band.

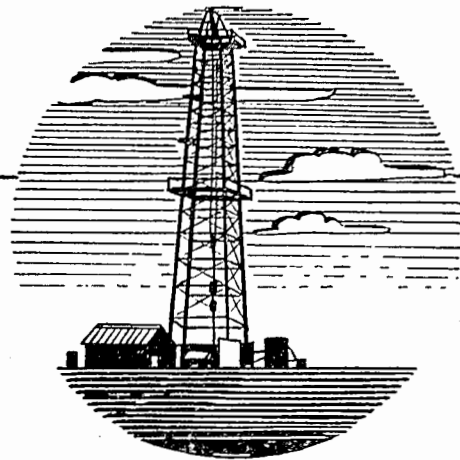


**Fulton
Lewis, jr.**

sells oil

IN

TULSA,



drugs in Muscle Shoals, real estate in Tucson, and hundreds of various products and services for more than 180 other national and local advertisers. He *sells*, first because he's built up a large and *faithful* audience, second because they *want* to hear what he has to say, and third because his listeners are mature men and women who know what they want . . . and who buy when they want it.

**AND HE'LL SELL
YOUR PRODUCT, TOO!**

Effective local tie-ins are accomplished by insertion of local advertisers' commercials. Fulton Lewis, jr., is available for local sponsorship in a few choice markets. Wire, phone or write for complete information.



COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM



1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

**V & VV
get Cashman
in Hollywood**

Grant Power Jumps; Other FCC Activities

(Continued from Page 1)

power limit to 500 kw. "or higher." Led by WLW, Cincinnati, many of the high-powered stations have called for further increases before the FCC's clear-channel hearing, which begins again today.

The KGO grant was one of nearly a score standard actions taken by the Commission on Friday. The list includes CP's granted and the okaying of numerous power increases.

CP's Granted

CP's for new standard stations were awarded the following: David M. Segal and Henry N. Fouse, doing business as Texarkana Broadcasting Co., Texarkana, Tex., to operate on 1400 kc., 250 watts, unlimited; Caribbean Broadcasting Corp., Arecibo, P. R., to operate on 1280 kc., 1 kw., unlimited; Raymond V. Eppel and James P. Ryan, doing business as Mitchell Broadcasting Assn., Mitchell, S. D., to operate on 1490 kc., 250 watts, unlimited; Dickinson Radio Assn., Dickinson, N. D., to operate on 1230 kc., 250 watts, unlimited.

Also Annapolis Broadcasting Corp., Annapolis, Md., to operate on 1190 kc., 1 kw., daytime; John W. Davis, Portland, Ore., to operate on 800 kc., 250 watts, daytime; W. Walter Tison, Tampa, Fla., to operate on 1110 kc., 1 kw., daytime; Egon A. Hofer, David L. Hofer and John M. Banks, co-partners, doing business as Radio Dinuba Co., Dinuba, Calif., to operate on 1130 kc., 250 watts, daytime.

Also Caprock Broadcasting Co., Lubbock, Tex., to operate on 1590 kc., 1 kw., unlimited; Central Broadcasting Corp., Flint, Mich., to operate on 600 kc., 1 kw., day, 500 watts, night.

Granted Power Increases

The following stations were granted power increase:

Airfan Radio Corp., Ltd. (KFSD), San Diego, from 1 to 5 kw. (Commissioner C. J. Durr voted for hearing); Superior Broadcasting Service, Inc. (WCAZ), Carthage, Ill., from 250 watts to 1 kw., also change frequency from 1080 to 990 kc.; Inter-City Advertising Co. (WAYS), Charlotte, N. C., from 1 kw. to 5 kw., daytime; KVGB, Inc., Great Bend, Kans., from 250 watts to 1 kw., also change frequency from 1400 to 1590 kc.

At the same time, the Commission granted license renewals for the period ending May 1, 1949, to the following stations:

WDAF, Kansas City; WGAN, Providence; KGAN and Aux., Portland, Me.; WICC, Bridgeport, Conn.; WPRO and Aux., Providence; WREC and Aux., Memphis, Tenn., and WSJS, Winston-Salem.

New Applicants Listed

Nine applications for new standard stations in eight states and Puerto Rico were announced last week by the FCC. They include:

Port Frere Broadcasting Co., Wilmington, Del., to be operated on 1250 kc., 500 watts, daytime; Louis Ramos Rodriguez, San Juan, P. R., to be operated on 620 kc., 5 kw., unlimited;

Former Exclusive CABs Sign For Hooper Service

Following the recent discontinuation of coincidental and other radio surveys by the Cooperative Analysis of Broadcasting and the offer of C. E. Hooper, Inc., being accepted in servicing such CAB clients not in the Hooper fold, the latter organization last week announced 29 formerly exclusive CAB subscribers have signed for their services.

The following firms are listed by Hooper as having signed up: Bristol-Myers Co.; Campbell-Ewald Co.; Doherty, Clifford and Shenfield; Donahue and Coe, Inc., E. I. du Pont de Nemours; Electric Auto-Lite Co.; Grey Advertising Agency; H. W. Kastor and Sons Adv. Co.; Kiesewetter, Wetterau and Baker; The Kroger Co.; Lang, Fisher and Stashower; LaRoche and Ellis, Inc.; M and M Limited; MacFadden Publications, Inc., and N. A. Mack and Co., Inc.

Also Marschalk and Pratt; Maryland Pharmaceutical Co.; J. M. Mathes, Inc.; Nash-Kelvinator Corp.; Needham and Grohmann, Inc.; Paris and Peart; Procter and Gamble; Rubsam and Horrmann Brewing Co.; Sterling Drug, Inc.; Stockton, West, Burkhart, Inc.; Charles M. Storm Co.; The Texas Co.; U. S. Rubber Co., and Wallace-Ferry-Hanly Co.

Scalpone Upped By Y & R; Now Agency Stockholder

Alfred J. Scalpone, in charge of program development for Young & Rubicam, Inc., on the Coast, has been promoted to head radio production at the agency's Hollywood offices, by Tom Lewis, vice-president in charge of radio. This places Scalpone in the Y&R stockholder group.

Scalpone came to the agency from school and started as a messenger, later learning the business in all of its departments. In 1939 he went to the Coast for the agency as a producer. He is credited with having originated the comedy integrated commercials with Burns & Allen 15 years ago. During the war he was with the Army for a year and a half, working on special programs.

Bernard Frant, Louis Glasier, co-partners, doing business as Wyandotte Broadcasting Co., Wyandotte, Mich., to be operated on 1310 kc., 250 watts, daytime; The Messenger Publishing Co., Athens, Ohio, to be operated on 730 kc., 1 kw., daytime.

Additional Applicants

Also Walterboro Broadcasting Co., Walterboro, S. C., to be operated on 1490 kc., 250 watts, unlimited; Raymond M. Beckner and Melvin B. Williams, doing business as the Royal Gorge Broadcasting, Canyon City, Colo., to be operated on 980 kc., 250 watts, daytime; Hollywood Community Radio Group, Gardena, Calif., to be operated on 1530 kc., 1 kw., daytime; Community Service Broadcasting Corp., of Amsterdam, N. Y., Amsterdam, N. Y., to be operated on 1490 kc., 250 watts, unlimited; Radio Anthracite, Inc., Shamokin, Pa., to be operated on 1480 kc., 1 kw., unlimited.

Court Rules For Spector In Serutan Contract Case

In the court action between the Serutan Co. and ad agency Raymond Spector, Inc., the Appellate Division of the First District has unanimously affirmed an order of Justice Shientag denying the motion of Serutan to dismiss the complaint of the agency in the latter's action against the manufacturer for \$1,300,000. Agency alleges a contract made in December, 1942, was not the usual client-agency relationship—that in consideration of Spector's agreement to concentrate on advertising of Serutan, Nutrex and Journal of Living, and refrain from accepting any further new accounts without client's permission, the agency was given an exclusive for all advertising of those products. But complaint alleges that Serutan breached the contract in May, 1945.

However, at this time Spector claims to have placed \$1,500,000 of contracts and orders on which they would, under regular agency procedure, be entitled to \$225,000 commission. The Appellate Division unanimously upheld the complaint, vacated the stay, and gave Serutan 10 days in which to answer. The trial is scheduled for early fall.

BMB Skeds 6 Meetings For Radio Advertisers

Broadcast Measurement Bureau is skedding a series of six Wednesday meetings from 2:30 to 4 p.m., beginning July 24, to acquaint radio advertisers with BMB's forthcoming audience reports and their uses. Networks and stations subscribed \$1,230,000 for the survey. BMB soon will publish station and network audiences by counties and cities for entire U. S.

Pre-publication clinics will analyze BMB in terms of specific problems confronting advertisers and agencies. Each clinic will be complete in itself, with same format, although questions may arise from week to week.

Bureau invites clinic attendance from all interested advertisers, agencies, stations, networks, station representatives and retailers. It requests those intending to be present to notify headquarters not later than 4:30 p.m. of the Tuesday preceding the meeting.

NBC Television Show To Do Street Interviews

New York City's night life will be shown to television set owners when NBC's weekly video show "In Town Today" moves out from the WNBT studio to the sidewalks starting Thursday, August 1.

NBC's cameras will scan the town to bring viewers on-the-spot interviews with important as well as little-known personalities visiting the City. Local television "vistas" will range from the out-of-town newsstand at Times Square to Shubert Alley, from Chinatown to the "21" Club, etc.

In these pickups, Ben Grauer will supply the commentary and interviews which will be aired via the image orthicon camera.

Detroit Tele Station Sked To Open Nov.

(Continued from Page 1)

time to comply with the terms of FCC license issued to WWJ.

Contract with DuMont calls master control equipment, video audio transmitters, motion picture film studio equipment, film electropickup chain, film projecting equipment and a specially designed antenna. Television tower will be atop Penobscot Building, Detroit's high office structure. This site was acquired eight years ago in anticipation of commercial television. Temporary studios will be located in the W. Building. Plans call for new larger facilities when the pre-quarters are enlarged. Adjoining building has already been acquired for purpose and building awaits relation of CPA rulings.

Bannister Manager

Harry Bannister, now general manager of WWJ and its FM outlet, act in the same capacity for the station. E. J. (Dick) Love has been appointed television technical director.

WWJ is an NBC affiliate, owned the Evening News Association, which publishes the Detroit News. Will E. Scripps, son of the founder is publisher and W. J. Scripps is director of television and radio. Negotiations for DuMont were handled by Herbert E. Taylor, Jr., manager of transmission division, and Don Stewart, territory sales representative.

Col. Field Leaves Army; Joins Galaxy Production

West Coast Bureau, RADIO DAILY

Los Angeles—Colonel Arthur Field has left the Army to become executive producer for Galaxy Productions, transcribed radio show with headquarters in Hollywood. Colonel Field was Deputy Director of the Adjutant General's Office and been technical director on several television pictures with Army background. Field announced that they were making four new shows to their catalog within the next 30 days, and are working on a new plan of operation. Transcribed productions which believe will be of prime interest every independent station in country.

Mutual To Air Landing Of Jet Plane On Carrier

Washington Bureau, RADIO DAILY

Washington—The first attempt by the Navy to land a jet plane on a carrier Franklin D. Roosevelt will be aired today by WOL, Mutual here, with Bill Brundige directing the operation as it was recorded over the week-end. Program was heard at 4:45-5:00 p.m., EDT.

The plane is the McDonnell Phantom and during the broadcast Mutual carry the voice of the pilot and personnel involved in the experiment.

FCC Defends Plea Of Coast 'Atheist' Who Charged Denial Of Radio Time

(Continued from Page 1)

by sale or otherwise, for the broadcasting of talks on atheism. It is Scott's contention that the question of existence or non-existence of Divine Being is, in itself, a controversial issue and that in refusing to give time available for arguments in support of the atheistic point of view, the stations were not presenting a fair balance of the issue.

In its unusual opinion, the FCC said: "The First Amendment of our Constitution guarantees both religious freedom and freedom of speech. While these guarantees are expressed in terms of limitation on governmental action, they are far more than narrow legalistic concepts. They are essential aspects of the fundamental philosophy underlying the form of government in this way of life which we call American."

"Disbelief Also Free" Freedom of religious belief necessarily carries with it freedom of disbelief, and freedom of speech means freedom to express disbeliefs as well as beliefs. If freedom of speech is to have meaning, it cannot be predicated on the mere popularity or public acceptance of the ideas sought to be advanced. It must be extended as fully to ideas which we disapprove as to ideas which we approve. Moreover, freedom of speech must be as effectively denied by denial of access to the public of means to make expression effective—whether on public streets, parks, meeting halls, or on radio—as by legal restraints or punishment of the speaker.

It is true that in this country an overwhelming majority of the people possess a belief in the existence of a Divine Being. But the conception of the nature of the Divine Being is as varied as religious denominations and sects, and even differs with the individuals belonging to the same denominations or sects.

Diversity Of Conceptions Cited So diverse are these conceptions that it may be fairly said, even as to professed believers, that the God of one man does not exist for another, and so strongly may one believe in his own particular conception of God that he may easily be led to say, 'only my God exists, and therefore he who denies my God is an atheist, irrespectively of his professed belief in a God.' For example, the early Christians

were to the Romans atheists because they denied the existence of the pagan gods in which the Romans believed."

Underlying the conception of freedom of speech, the FCC said, is "not only the recognition of the importance of the free flow of ideas and information to the effective functioning of Democratic forms of government and ways of life, but also belief that immunity from criticism is dangerous—dangerous to the institution or belief to which the immunity is granted as well as to the freedom of the people generally."

Don Lee States His Case

Defending its right to ban Scott from the air, Don Lee Broadcasting System, licensees of KFRC, told the Commission that it was its "firm belief that it would not be in the public interest to lend our facilities to Mr. Scott for the dissemination and propagation of atheism."

NBC (KPO) said "it is difficult to imagine that a controversial public issue exists in the usual sense of that phrase, on the subject of the existence of a God merely because of the non-belief of a relatively few."

KQW told the Commission Scott's talks would not be in the public interest.

While not passing on what course of action would be followed if all stations were included in a petition, the FCC said Scott and others should have an opportunity to express their views.

Recognizes Stations' Difficulties

"We recognize," the Commission said, "that in passing upon requests for time, a station licensee is constantly confronted with most difficult problems. Since the demands for time may far exceed the amount available for broadcasting, a licensee must inevitably make a selection among those seeking it for the expression of their views. He may not even be able to grant time to all religious groups who might desire the use of his facilities, much less to all who might want to oppose religion. Admittedly, a very real opportunity exists for him to be arbitrary and unreasonable, to indulge his own preferences, prejudices, or whims; to pursue his own private interest or to favor those who espouse his views, and discriminate against those of opposing views."

Sees Peoples' Interest As Factor

"The indulgence of that opportunity could not conceivably be characterized as an exercise of the broadcaster's right of freedom of speech. Nor could it fairly be said to afford the listening audience that opportunity to hear a diversity and balance of views, which is an inseparable corollary of freedom of expression. In making a selection with fairness, the licensee must, of course, consider the extent of the interest of the people in his service area in a particular subject to be discussed, as well as the qualifications of the person selected to discuss it.

"Every idea does not rise to the

dignity of a 'public controversy,' and every organization, regardless of membership or the seriousness of its purposes, is not *per se* entitled to time on the air. But an organization or idea may be projected into the realm of controversy by virtue of being attacked. The holders of a belief should not be denied the right to answer attacks upon them or their belief solely because they are few in number.

"The fact that a licensee's duty to make time available for the presentation of opposing views on current controversial issues of public importance may not extend to all possible differences of opinion within the orbit of human contemplation cannot serve as the basis for any rigid policy that time shall be denied for the presentation of views which may have a high degree of unpopularity. The criterion of the public interest in the field of broadcasting clearly precludes a policy of making radio wholly unavailable as a medium for the expression of any view which falls within the scope of the constitutional guarantee of freedom of speech."

The Commission said that a projection of the stations' attitude towards Scott would have prohibited Jefferson, Jackson, Lincoln and others from the air, pointing out:

"The first two were denounced with particular vigor from the pulpits of some of the wealthier and better established churches, and the label of 'atheist' was freely attached to Jefferson by those who had come to feel that their favored positions, which were threatened by his social, economic, and political philosophies, were rewards which the Deity bestowed upon them because of their special virtues and accomplishments."

Three New Accounts Set Three Renewals On WEA

The Metropolitan Life Insurance Co. has purchased the Tuesday, Thursday and Saturday segments on WEA's 5 p. m. news. Kenneth Banghart is the newscaster. The contract, effective immediately, is handled by Young and Rubicam.

The Metropolitan Life Insurance Co. is currently represented on three other WEA programs: participation in the Mary Margaret McBride broadcasts and announcement schedules on the Bill Herson and "Your Not So Early Bird" programs.

Three recent renewals have been signed by sponsors on the Mary Margaret McBride program on WEA. The three renewing accounts are: Albert Ehlers, Inc., for Ehlers Tea and Coffee with Weiss & Geller the agency; Griffin Manufacturing Company for Griffin Shoe Polish, the agency being Birmingham, Castleman & Jierce, and Dif Corporation for Dif Household Cleaner, with Grey Advertising Agency handling the account. All contracts are for 52 weeks.

Crosley Broadcasting Now Separate Firm

(Continued from Page 1)

Announcement of the approval reached James D. Shouse, who becomes president of the new corporation, just 24 hours after the FCC approved the transfer of WINS, New York, from Hearst Radio, Inc., to the Crosley interests.

Irving B. Babcock, president of the Crosley Corporation, will be chairman of the new organization, whose activities are now segregated from the manufacturing and other activities of the Crosley Corporation.

Other Officers Listed

Other officers are Robert E. Dunville, vice-president and general manager; Elmer J. Boos, vice-president and treasurer; J. J. Rockwell, vice-president in charge of engineering; Harry M. Smith, vice-president in charge of sales, and R. S. Pruitt, New York, secretary.

Pruitt also is secretary of the Crosley Corporation, of which the new organization is a wholly-owned subsidiary.

The re-assignment is in compliance with wishes of the FCC, expressed when it approved transfer of the Crosley Corporation to the Aviation Corporation last September.

Directors of the newly-approved Crosley Broadcasting Corporation are Shouse, Dunville, R. C. Cosgrove, Powel Crosley, Jr., Victor Emanuel, Babcock, Walter A. Morgenson and Pruitt.

Smith Completing Arrangements For CBS Peace Coverage

Howard K. Smith, CBS head of European news, is now in Paris completing arrangements for the peace conference which begins Monday, July 29. Latest correspondent added to CBS five-man contingent at peace-line-up is David Schoenbrun, special Columbia correspondent in Paris. Schoenbrun, veteran newspaperman, has done several broadcasting jobs for CBS previously.

Other three CBSers at Paris conference will be Larry Lesueur of its Washington office; Don Pryor, Paris bureau head, and Stephen Laird, newly-signed full-time correspondent for the web.

Robinson, GM Huddle On Crosby-Disk Marathon

(Continued from Page 1)

with a recorded program over the ABC network. Nothing was signed here up to late Friday afternoon and it was hoped this would be the final one in a series of rumors and negotiations, and that the deal would be consummated within the next 72 hours or so.

ABC it is understood is all set for the program, so is Crosby. Whether FCC and GM finally close over the week-end or within the next day or so is the question.

Send Birthday Greetings To

July 22

Joe B. Carrigan Shirley Howard
Jack Edwards, Sr. Audrey McGrath

AGENCIES

CAN MANUFACTURERS INSTITUTE, through Benton & Bowles, Inc., has planned a schedule for the next 12 months that will top a million dollars in billings, it was announced Friday by Gordon E. Cole, advertising director.

ARMONDO CARLONI has joined the creative staff of Green-Brodie, New York advertising agency, as assistant to Cecil Baumgarten, art director. Carloni received his honorable discharge from the Army in 1944.

DAVID W. DOLE, associate radio director of Henri, Hurst & McDonald, Inc., Chicago, will deliver talks at two-day lecture session in radio education at University of Wisconsin, July 22 and 23. Subject of Dole's talks will be, "The function of radio department personnel in agency operation and the improved use of audience measurement data in radio time buying and selling."

KELLY, NASON, INC., is inaugurating a radio and magazine campaign for Unexcelled Chemical Corp., advertising its product, UNXLD 448, an insect repellent.

JOSEPH HERSHEY MCGILLVRA, INC., has been appointed the exclusive national representative of WEDO, Pittsburgh-McKeesport, Pa., which went on the air July 14.

UOPWA Withdraws Plea To NLRB Regarding NBC

NBC on Friday received from John A. Penello, acting regional director of the NLRB, a notice that the United Office and Professional Workers of America has withdrawn its petition requesting appointment as bargaining agent at NBC.

The UOPWA previously had notified the labor board that a vote in the guest relations department at NBC had resulted in a majority in its favor. Guest relations would comprise pages, guides, receptionists, ticket clerks and cashiers.

Will Cover Fight

Don Dunphy and Bill Corum will broadcast over ABC a description of the 15-round middleweight title bout between Champion Tony Zale and Rocky Graziano in Yankee Stadium Thursday, July 25, at 10 p.m., EDT. Airing is part of Gillette's cavalcade of sports.

Hooper Diary Operation Expands

Following the resignation of Gordon Buck, who has headed the firm's family listening diary service. C. E. Hooper, Inc., announces the promotion of Ted Buck to diary production manager. Contact and development work on the diary has been transferred to New York, including machine tabulation and publishing.

COAST-TO-COAST

—NEBRASKA—

NORTH PLATTE—KODY recently completed arrangements with the extension service of the University of Nebraska to do two farm service programs weekly, beginning July 23. . . . Show will feature county agents, 4-H Club leaders and members, officials of the Nebraska School of Agriculture and Agronomists from the U's experimental farm. . . . **OMAHA—FM** station KOAD in inviting listeners to appear on "Music of the Nations," hit the proverbial jackpot when one listener responded with the latest Czech records that she had brought back to this country only two weeks ago. . . . This Omahan had gone to Europe before the war and was unable to get back for four years.

—PENNSYLVANIA—

PITTSBURGH—James D. Westover, former WGL program manager and music director, has joined the KDKA announcing staff. . . . Westover, local frequency winner in the H. P. Davis National Memorial Announcers' Award in 1945, brings the Pittsburgh station's total of Davis award winners to five. . . . **PHILADELPHIA—**After 22 years in the radio field, Erva Giles, WFIL music librarian and former staff soprano, will retire next month. . . . The United Press Radio News has been added to the news gathering facilities utilized by WFIL and WFIL-FM. . . . The outlet extended all-out co-operation to the Lions International Convention in Philly from July 16 to 19. . . . Roger W. Clipp, WFIL general manager, is vacationing in Canada's north woods. . . . He will return to the outlet on the 22nd.

—NEW YORK—

NEW YORK—Eloise Davidson, director of the New York Herald-Tribune Home Institute, Geraldine Rhoads, editor of the magazine "Today's Woman," and other eminent "ladies of the press," recently guested on the WMCA "This Woman's World" program with Susan B. Anthony and Eunice Hill. . . . Feature discussion consisted of "Should Housekeeping Leave the Home?" . . . On the occasion of the Washington meeting of the National Committee on Atomic Information, WOV recently aired a roundtable discussion on "Is the Atom Already Out of Hand?" . . . **LONG ISLAND—William Levy**, former stage actor recently released from the Armed Services, has joined the sales force of WWRL.

—MISSOURI—

KANSAS CITY—John Battison, who came to KMBC early this year from England and Canada, where he was a member of the RAF since 1937, has been appointed a staff member in the capacity of developmental engineer. . . . In this capacity, he will devote his time and talents to KMBC's future technical planning which includes television, facsimile, and the enlargement of the outlet's present AM and FM facilities. . . . **ST. LOUIS—Army Air Force veteran Willard Scott**, WWVA announcer before the war, has joined the announcing staff of KMOX. . . . Two new discussion programs were introduced recently by KXOK with civic interest as the principal theme.

—CONNECTICUT—

HARTFORD—Each Wednesday nite during the summer season WDRC is broadcasting the music of Tiny Quinn and his orchestra direct from the Crescent Beach Ballroom. Show consumes a half-hour. The remote is nearly 50 miles from Hartford. . . . **NEW HAVEN—WELI** has a two-way tie-up with Chapel Playhouse, summer theater at Guilford and Shartenbergs department store in a weekly half-hour program entitled "Playhouse Personalities." Show features interviews with the star of each week's play with WELI staffer Jack Ryan as emcee. . . . **NORWICH—Dick Landsman**, recently released from the Army in which he served as public relations officer for the Fifth Air Force in Japan, has been added to the sales promotion staff of Eastern Connecticut's new AM outlet, WNOC. . . . Other servicemen to be added in preparation for the outlet's mid-August opening are: Clayford Holt as chief engineer, and Robert Blair as engineer.

—IDAHO—

BOISE—Weekly quarter-hour series, "Career Calling," now airs over KIDO in co-operation with the Marine Recruiting Service. . . . "KIDO Radio Reporter" is the new publication, carrying a complete list of the outlet's program schedule together, with interesting notes and pictures on what's happening behind the mike. . . . It was an eight-pound baby boy to KIDO chief engineer Jimmy Johntz and his wife on July 6. . . . Pat Coffee, free-lance photographer on special assignment for The Saturday Evening Post, was interviewed recently over KIDO while in Boise "shooting" pictures to appear in the magazine soon.

—SOUTH DAKOTA—

YANKTON—WNAX has completed arrangements with the United States Weather Bureau to air a daily weather forecast direct from the U. S. Weather Bureau Office at the Sioux City, Iowa, Airport. . . . In doing this the outlet will be able to give their farm audience valuable farm service which will aid the farmer the year-round in protecting his stock. . . . A five-state forecast, North Dakota, Nebraska, Iowa, Minnesota and South Dakota, will be given, with emphasis placed on the northwest areas from which most of the storms come.

—OREGON—

PORTLAND—George Bruns, KEX music director, has organized his own orchestra and is now playing and broadcasting from the Midtown Ballroom. Bruns played and arranged for such bands as Sterling Young, Paul Pendarvis, Harry Owens and Jack Teagarden, also worked with Hollywood and movie orchestras. . . . Jean Porter, formerly featured at the Showboat in San Diego and Chez Paree in Chicago, handles the vocals. . . . "Talk of the Town," a weekly quarter-hour show featuring news of the city and the surrounding area, has moved from Tuesday to a Sunday evening slot. . . . Ken Mason, recently celebrated his own birthday, together with the second anniversary of his program, "News Dramas."

PROMOTION

Queen For A Year

"Queen for a Day," top Mutual time program, will name a "Queen of the Year" next month, with the winner getting a free trip to Hollywood and a contract with Cecil B. DeMille to act with Gary Cooper and Paul Goddard in "Unconquered." Winner of the "Queen of the Year" title will be whatever woman is nominated the most letters received from listeners throughout the nation during the twelve months "Queen for a Day" has been broadcast from Hollywood with Jack Bailey as master of ceremonies. The contest will close August 10, and the winner will be announced within a few days thereafter.

Promotional Sign

WAY, Charlotte, noted for its promotional activities, is erecting series of huge signs atop various buildings in the city. Newest to be constructed is a brilliantly illuminated sign at the intersection of one Charlotte's busiest thoroughfares the corner of Seventh and MacDowell Streets. Future plans call for similar signs at leading edifices on every major entrance into Charlotte's teeming business section.

Station Rep. Concern Acquired By Meeker

Radio Advertising Co. station representative organization formerly identified with Paul H. Raymer Co., has been acquired by Robert D. C. Meeker, who will serve as general manager. No changes in office management are contemplated either at New York or Chicago. Meeker, recent from service with the Marine Corps and has had both agency and newspaper experience before the war. RAC list has added the Mason Dixon station, WDEL, Wilmington; WKLB, Harrisburg; WGAL, Lancaster; WRAW, Reading, and WORK, York, all in Pennsylvania and previous on the Raymer list. Other stations added are, WMGY, Montgomery, the new HOX, Panama City.

Louis J. F. Moore, manager of New York office continues, also Robert Swatz, as manager of the Chicago office. Company maintains offices in Los Angeles and San Francisco and will open additional offices shortly in Detroit, Philadelphia, Baltimore and other cities.

Cover Explosion At One

Boston—The Yankee Network news service sent a special crew to One resort town on Cape Cod last week to get on the spot interviews by Lester Smith with eyewitnesses of a gas explosion that rocked the entire Buzzard's Bay area, killed nine people and injured 75. Smith also gave graphic description of the tragedy. With him were Malcom McVane newsman, and Jack Moakley, engineer, who was at the controls of the wire recorder.

Set-Production Booming

Pass Bloom Bill; Aids Private Shortwaving

Washington Bureau, RADIO DAILY
 Washington—Leaving the way open private international shortwave broadcasting whenever broadcasters indicate a strong desire to engage in its pursuit, the House over the week-end passed the embattled Bloom bill providing statutory authority for the State Department's international information program. The bill, long debated back and forth between the House rules and House foreign affairs (Continued on Page 7)

Radio News Editors Name New Committee

Portland, Me.—Appointment of a seven-member Advisory Council for newly-organized National Association of Radio News Editors has been announced by acting director John F. Han, news editor of WCSH in Portland. The Council will formulate a tentative constitution and by-laws for the organization to be presented at first national meeting this fall. Members of the advisory council (Continued on Page 2)

Melvin Heads Publicity For F. C. & B. On W. C.

West Coast Bureau, RADIO DAILY
 Hollywood—Appointment of Jack Melvin as publicity director of F.C. & B., headquarters in Hollywood, has been announced by Don Belding, chairman of board. Melvin, who had agency as West Coast publicity director last March, formerly represented Joan Davis, Milton Berle and other radio programs.

Cooperation

Spartanburg, S. C.—When the Spartanburg Herald-Journal press broke down on July 19 and prevented delivery of the morning paper, WSPA stepped into the breach and broadcast the headlines and leads on all stories. Sterling Wright, station news editor, not only read all the news but also read the funnies and other features in the paper.

Denied

Washington—The FCC has denied CBS' petition to be allowed to apply for an FM station in Washington and participate in the forthcoming oral argument. Commission in June adopted a proposed decision looking to a grant of eight of 11 original applications and gave three other applicants a chance at the one remaining channel during oral argument. CBS first applied for a new FM station on May 28.

Radio Safety Drive Aid Valued At \$1,000,000

Radio made the major contribution during the first six months of the Safety Drive, developed by the Advertising Council in co-operation with the National Safety Council, wherein it is reported that well over a \$1,000,000 in advertising support was donated. Role of the broadcasting industry, however, was such that it is held impossible to compute the value of the support inasmuch as the type (Continued on Page 7)

"Fighting Senator" On CBS Sold By L. G. Cowan, Inc.

"Fighting Senator," presented by Louis G. Cowan, Inc., new producing firm, debuts on CBS, Monday, July 29, at 8:30 p.m., EDT, as a summer replacement for the Joan Davis show. Lever Brothers is the sponsor and the (Continued on Page 2)

Second Test Of Atomic Bomb Will Be Delayed, Is Report

Special to RADIO DAILY
 San Francisco—Reports from network radio listening posts here yesterday indicate that Baker Bikini tests may be postponed a week because of adverse weather conditions. Also that radio may be blacked out until after the explosion to prevent any chance of a premature detonation as occurred with photographic bomb in test last week. However, as

June Figures Exceed Pre-War Record; Still Short Of Capacity, Says RMA; 1,052,957 Is Estimate For Month

15 New Local Clients On Web Co-Op Shows

Fifteen additional co-operative program sponsors have been sold between NBC and ABC, with 10 of the local clients taking the ABC shows and five the NBC. All of the accounts are new and sold the past few days. Stations concerned, shows and sponsors are: KPHO, Baukhage, sponsored by Arden Farms, Inc.; KFBK, (Continued on Page 3)

Clear Channel Hearing Recesses Until Aug. 5

Washington Bureau, RADIO DAILY
 Washington—The clear-channel hearing recessed yesterday until August 5, when the full Commission will once again sit to hear argument on the proposed revision of engineering standards. Yesterday's session saw (Continued on Page 3)

New \$250,000 Transmitter Ordered For KGO, Frisco

KGO, which last week received an okay from the FCC to increase its power from 7,500 to 50,000 watts, will have installed a new transmitter costing \$250,000, it was revealed yesterday (Continued on Page 6)

Although still short of capacity, June production of radio receivers exceeded the industry's pre-war figures, according to the Radio Manufacturers Assn., which estimates that 1,052,957 sets of all types were produced during the month. This compares with 1,100,000 monthly average in 1941. Added to the figures of RMA are those of various new companies in the field whose total output is not known.

First six months of 1946 saw over 5,000,000 sets produced, including FM (Continued on Page 3)

Sedgwick Heard Again On CBC's Activities

Montreal—Rates paid to privately-owned radio stations associated with the CBC network are set by CBC without any negotiation with the station, the radio committee of the Canadian House of Commons was told yesterday by Harry Sedgwick, president of CFRB, Toronto, and chairman of the Canadian Association of Broad- (Continued on Page 7)

Radio-Phone Service Ready For N. Y. Soon

Two-way radio-telephone service for motor vehicle and boat operators in New York area is anticipated for late summer or early fall by New (Continued on Page 2)

Tele Fight Relay

Television coverage of the Tony Zale-Rocky Graziano middleweight championship fight at Yankee Stadium in New York, Thursday night, will be relayed by NBC to the Philco station in Philadelphia and General Electric's station in Schenectady. In New York it will be seen and heard over WNBT, NBC tele outlet, in Schenectady over WRGB, of General Electric.

RADIO DAILY



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FINANCIAL

(Mon., July 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	198	197 5/8	197 5/8	- 1/8
CBS A	36 5/8	36 3/8	36 3/8	- 1/8
CBS B	36	36	36	- 7/8
Crosley Corp.	29 1/8	29 1/8	29 1/8	- 7/8
Farnsworth T. & R.	127 1/8	127 1/8	127 1/8	...
Gen. Electric	46 3/8	46	46 1/4	+ 3/8
Philco	32 1/2	32	32 1/8	...
RCA Common	14 1/4	14	14 1/4	...
RCA First Pfd.	94	93 1/2	93 1/2	- 1/2
Stewart-Warner	21 3/4	21 3/4	21 3/4	...
Westinghouse	32 1/8	31 5/8	32	- 1/8
Zenith Radio	33 1/2	33 1/2	33 1/2	- 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	10 3/4	10 3/4	10 3/4	- 1/2
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OVER THE COUNTER

	Bid	Asked
DuMont Lab.	8	8 3/4
Finch Telecomm.	12 1/2	13 1/2
Stromberg-Carlson	18	20
WCAO (Baltimore)	40	...
WJR (Detroit)	35	...

WOR Will Commemorate Anniv. Of World War II

WOR will mark first anniversary of World War II termination on August 13-14 when women's commentator program by Martha Deane becomes showcase for veterans representing 16 eastern cities in project called, "One Year After—The Veteran Reports." Vets will relate personal experiences and describe what industry, labor, government and community organizations have done for their welfare "one year after." Eastern Airlines will fly out-of-town participants to New York where they will be guests of WOR for two days.

Coming and Going

W. H. SUMMERVILLE, general manager of WWL, New Orleans affiliate of the Columbia network, is in New York for conferences with officials of the web.

DAVE DRISCOLL, director of news and special features for WOR, now is three days up on a three-week vacation spent on the eastern end of Long Island. Last reported skimming through Suffolk County in new Packard, with quick-freeze trailer unit attached.

ROBERT SANVILLE, director for CBS, left Saturday following the "Assignment Home" program for Nantucket, where he'll spend three weeks.

WALTER WHITE, of the Kline-Howard Agency, Hollywood, has completed three weeks in New York on business and now is in Chicago on his way back to the Coast.

CARLTON D. BROWN, president of WTVL, is in town from Waterville, Me., for confabs at the headquarters of ABC, with which the station is affiliated.

JACKSON LEIGHTER, president of WLIB, is on the West Coast visiting KLAC, Los Angeles, and KYA, San Francisco, both Thackrey-owned stations. He's due back in New York on Thursday.

O. B. HANSON, vice-president of NBC in charge of engineering, has started his vacation, which he will spend aboard his yacht cruising along the Atlantic Coast. O. B. plans to be back at his desk around August 12.

KENYON BROWN, general manager of KOMA, has returned to Oklahoma City following a business trip of two weeks in California.

WILLIAM BURKE MILLER, assistant manager of WEAJ, is back at the station following a week spent on his farm in South Wallingford, Conn.

PAGE MORTON, songstress, has returned from a three-day hospital tour along the eastern seaboard, and is opening again at the Village Barn.

DAVID SUTTON, sales manager of KMOX, St. Louis, a visitor yesterday at the New York offices of CBS.

JESSYCA RUSSELL, New York editor for Magazine Digest, is back at her desk after having spent three weeks in New Hampshire.

JACK BANNER, of Banner & Grief, publicists, is traveling ahead of Prof. Quiz, currently in Richmond, Va., and headed for Roanoke and Norfolk.



Married woman

Natives do it better. They have a way of putting labels on people and things that define, describe, fit and identify.

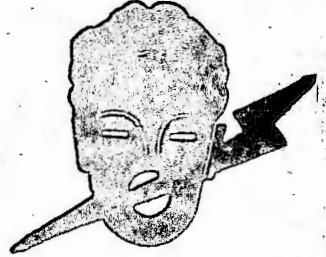
She's a coastal Zulu from South Africa in that picture. She's married. She wears the kind of headdress that proves it.

We have no such sure identification of radio stations. None of the call letters say "We're married to our audience." Too bad.

That's the reason a little station like W-I-T-H, the successful independent in the sixth largest city, has to run ads telling you:

W-I-T-H delivers more listener-per-dollar-spent than any other station in this big five-radio-station town.

And that's a fact.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-R...

Radio-Phone Service Ready For N. Y. Soon

(Continued from Page 1)

York Telephone Co., whose application is pending before FCC. Communication will be possible with any telephone in Bell system for radio-telephone equipped vehicles in New York City, Westchester and Nassau Counties and part of north Jersey.

The customer himself may install equipment in vehicle or boat but charge for company installation is \$25 and monthly rental is \$15. Minimum monthly service charge of \$7 will cover 15 to 20 three-minute calls. Above minimum, tentative rates are set for 30 to 40 cents for three-minute conversation in greater New York area.

Motorist or boat operator places call by lifting receiver and pressing button to signal operator. Driver receives call when a special telephone operator sends signal ringing bell and turning on light in vehicle. Telephone company plans for two 250-watt transmitters—one in firm's long-lines building in lower Manhattan and the other in Mount Vernon.

"Fighting Senator" On CBS Sold By L. G. Cowan, Inc.

(Continued from Page 1)

new weekly dramatic serial will substitute for Joan Davis for nine weeks.

Story of the "Fighting Senator" is based on a newly elected state senator who takes to the air in a crusade against political bosses and racketeers. Richard Coogan, star of the Broadway production of "Hasty Heart," has been cast for the male lead. Louise Fitch appears opposite him. Music for the "Fighting Senator" is composed by Lynn Murray and the writers for the show are Joe Ruscoll, editor, Joe Liss and Larry Menken. Research is by Morris R. Werner.

Radio News Editors Name New Committee

(Continued from Page 1)

are: John Murphy, chairman, news editor of WCKY, Cincinnati; Jack Shelley, news editor of WHO, Des Moines; Milo Knutson, news editor of KFBI, Wichita; Frank Hubbs, news editor of WMAZ, Macon, Ga.; Leslie Ford, news editor of WKBW and WGR, Buffalo; Paul King, news editor of KARK, Little Rock, and Gil Kingsbury, news editor of WLW's Washington News Bureau.

NARNE's executive committee is presently conferring on a date and place for the first convention at which the association will be formally organized.

To Televis Golf Tourney; U. S. Rubber To Sponsor

Chicago—Tom O'Shanter golf tournament in Chicago, July 25-28, will be televised by ABC which will use RCA's image orthicon cameras, it is announced by Paul Mowrey, web's national television director. Local facilities of WBKB will be used for show which is sponsored by U. S. Rubber Co.



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

Set Production Jumps RMA Report Reveals

(Continued from Page 1)

al phonograph combinations. In June a total of 17,273 FM receivers were made and it is believed that the grand total for the six-month period for types is actually near 500,000.

Of the June production, 750,000 sets were table models. Auto radios numbered about 60,000. Television set production has been more or less limited to show models so far, with about 200 having been made the past six months for display purposes, according to RMA estimates.

Detrola Production Up

Detroit—Manufacture of home radio receivers, automatic phonographs and other electronic products in the Detrola Radio plant here totalled more than 22 per cent greater for the seven months ending May 31 than the units produced in the entire year 1945, President C. Russell Feldmann, revealed. Detrola-brand radios are sold only in the state of Michigan and in export, but the bulk of the plant's output of radios, automatic phonographs and radio phonograph combinations are distributed by large department stores, chain stores and other merchandising organizations under their own brand names.

Chicago—Featuring the new Bendix radios offered dealers at Chicago Summer Furniture Mart is new realization of frequency modulation, according to L. C. Truesdell, general sales manager for radio and television, Bendix radio division of Bendix Aviation Corp. Bendix FM line begins with table model 746A, a set employing six tubes and a rectifier with Alnico V oval speaker.

The 746B radio-phonograph console is characterized by Truesdell as a moderate priced console of six tubes and a rectifier. It includes a 10-inch Alnico V speaker. Model 1116B now revealed as AM-FM radio-phonograph in middle price bracket housing chassis of 10 tubes and rectifier.

With Truesdell at Chicago Mart were E. J. Dykstra, B. K. Pond and G. Pippert, mid-west district sales managers; J. T. Dalton, manager of distribution, and P. J. Reed, assistant to the general sales manager.

Clear Channel Hearing Recesses Until Aug. 5

(Continued from Page 1)

Paul Godley, engineering consultant to the Regional Broadcasters Committee, and Dr. Lawrence Hansen of the U. S. Census Bureau, defending their findings earlier presented.

Godley was cross-examined by Attorney Louis G. Caldwell for the clear-channel group. Caldwell attacked the breakdown presented last week by Godley which indicated that clear service would not be impaired if more than one station were placed on a channel. Godley's thesis was that a much stronger regional service would result.

Caldwell hammered at him throughout most of the morning session, finally intimating that Godley's presentation might be influenced by the fact that it opened the way for good assignments for a number of leading members of the Regional Broadcasters Association. Godley indignantly denied that this was more than coincidental.

Hansen was on hand to defend the survey of listening habits made for the FCC last year by the Census Bureau. This survey was defended last week by FCC's Dr. Dallas Smythe. Both men insisted that the sampling, the questions and the survey methods generally were highly acceptable to experts in the field, and that the findings had as much validity as it is possible to get in a survey.

15 New Local Clients On Web Co-Op Shows

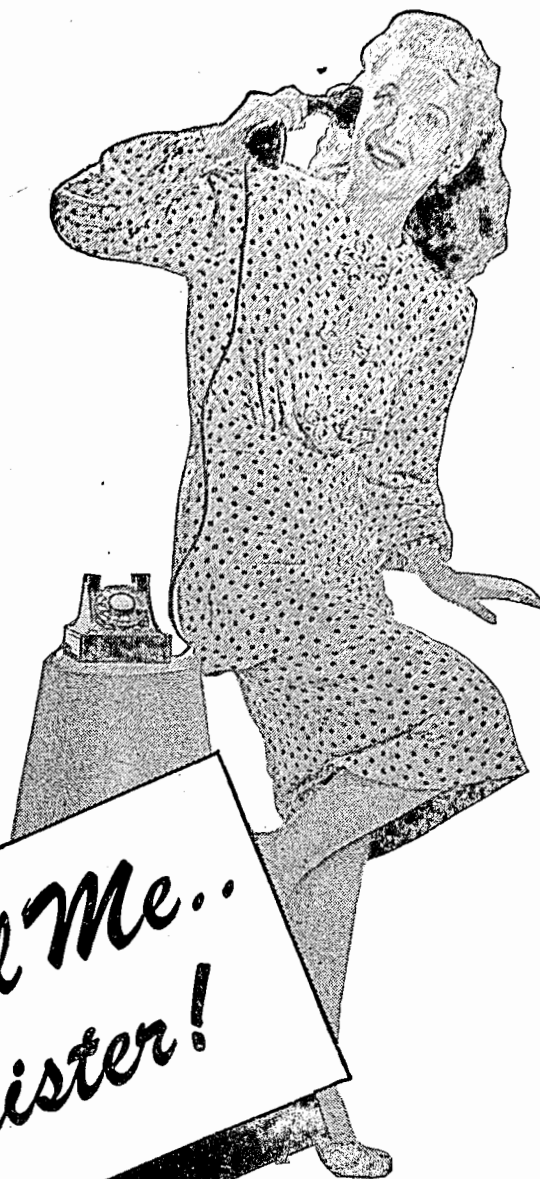
(Continued from Page 1)

Ethel & Albert, Weinstock Lubin & Co.; WSOO, Baukhage, Standard Oil Co.; WOLS, John B. Kennedy, Center Brick Warehouse; KPHO, Powers Charm School, Ex-Cell-Cis Beauty Salon; WJOI, Martin Agronsky, Gray's Concrete Products; KHUB, Swing-Davis, Hardin McCaffey Co.; KELD, Powers Charm School, El Dorado House; KFDM, Baukhage, State Finance Co., and WRLD, Baukhage, Valley Chevrolet Co.

NBC's new local sponsors are Robert McCormick on WMIS, to Colonial Baking Co.; "Facts and Faces" (Robert St. John), by WLBK, to May's Cut-Rate Drug Store; "Maggi's Private Wire," on KERO, to Nora's Beauty Salon; "News of the World," on WHIZ, to the Eckhard Co., and "World News Roundup," on WEAU, to the Buckingham Ale Co.

KBS Adds Affiliates

Keystone Broadcasting System has added 13 new affiliates, bringing total outlets to 216, according to Michael M. Sillerman, KBS president. New stations are WCTA, Andalusia, Ala.; KAMD, Camden, Ark.; KCRT, Trinidad, Colo.; WMGR, Bainbridge, Ga.; WBFH, Cartersville, Ga.; WMVG, Milledgeville, Ga.; KBYM, Billings, Mont.; WNCA, Asheville, N. C.; WBUY, Lexington, N. C.; WTSB, Lumberton, N. C.; WNVA, Norton, Va.; WMON, Montgomery, W. Va., and WDLB, Marshfield, Wis.



*Call Me...
Mister!*

Sorry, we'd like to have Betty Garrett answering our telephones, but she's featured in the Broadway show "Call Me Mister." The big radio feature in Philadelphia is WIP.

Want the features about our 14,000 square mile listening area comprising 8 million prosperous people? Call me . . . Mister!



REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERY CO.

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

GREAT PUBLIC SERVICE FEATURES HELP BUILD

Americans who like
to keep well informed . . .



Listen to ABC

AMERICAN BROADCASTING COMPANY



NEWS

To bring you first-hand reports of the bomb tests, ABC has three ace newsmen on the scene: Fred Opper and Larry Tighe saw what atoms did to Hiroshima and Nagasaki, and Cleve Roberts, familiar with preparations for the big blasts. Mean- while, award-winning analyst Raymond S. Brown, famed for his radio series on atomic power, continues to interpret new develop-



DISCUSSION

Every Thursday night a question of national importance is discussed pro and con by noted authorities on *America's Town Meeting of the Air*. This famous forum program—winner of every radio award in its field—typifies ABC's policy of presenting both sides of all major issues. On *Question for America*, Monday nights, questions selected by ABC news editors are covered from every angle.



INTERNATIONAL RELATIONS

Issues discussed at UN Security Council sessions and the Paris Peace Conference—dramatized to give historical background and to explain their significance in terms of world peace—are presented to ABC listeners Saturday afternoons on *To Live in Peace* with ABC commentator Walter Kiernan. The program features last-minute conference news, panel discussions, recordings of actual proceedings.



SPECIAL EVENTS

More people listened to ABC's broadcast of the Louis-Conn fight than to any other commercial program in radio history! Anions will tune in on the Graziano-Zale weight championship bout on July 2. Events that stir public interest—such as Mardi Gras in New Orleans, The National Open Golf Championship, the Penn Relays—all are described expertly by ABC reporters.



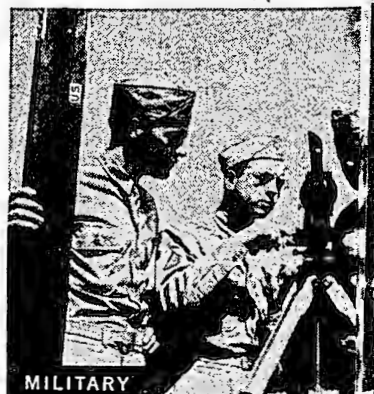
LABOR AND MANAGEMENT

ABC takes no sides in controversies, attempts to give each side a chance to tell its views to the nation. On *Labor U. S. A.*, broadcast Saturday nights, leaders in the C. I. O. and the A. F. L. relate labor's side of current affairs. On the program immediately following, the N. A. M. and the U. S. Chamber of Commerce explain many present-day problems besetting management.



FARMING

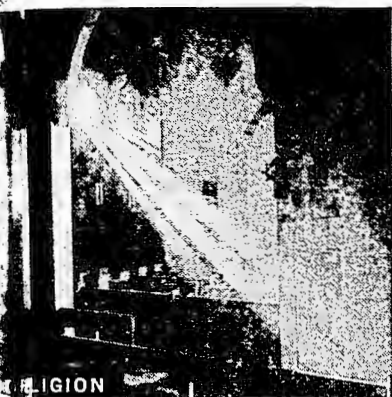
On-the-spot coverage of major agricultural events, from stock shows and sales to farm forums and state fairs, is provided every Saturday on ABC's program, *The American Farmer*. Besides keeping listeners posted on up-to-the-minute farm news, the program brings them timely discussions by U. S. Department of Agriculture experts, helps them keep pace with modern farming methods.



MILITARY

In war or peace, Americans must be informed as to the nation's military strategy. *Warriors of Peace*, an ABC Sunday afternoon program, dramatizes the peacetime activities of the U. S. Army. It helps the public understand the framework of the military organization set up for its defense—explains how the Army, during years of peace, builds up works for the nation's general welfare.

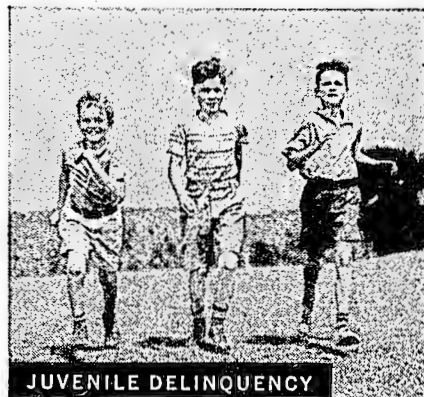
THE LOYAL AUDIENCE FOR ABC ADVERTISERS . . .



RELIGION
 ABC broadcasts the services of three faiths each Sunday. *Message of Israel* (United Jewish Women's Committee) is a worship service with traditional music and sermons by noted rabbis. *The Hour of Faith* (National Council of Catholic Men) features addresses, prayers and musical selections. *National Vespers* (National Council of Churches) has well-known Harry Emerson Fosdick as speaker.



CHILDREN
 Graduates of *Coast to Coast on a Bus* include Rise Stevens, Nancy Kelly and the Mauch twins—once-upon-a-time regulars in ABC's famous Sunday morning show by and for children. For twenty years child listeners have grown up with its melodies, stories and comedy. Madge Tucker leads a full hour of fun with Milton Cross, the Bunny Bus Chorus and radio's greatest junior cast.



JUVENILE DELINQUENCY
We—The Guilty drives headlong into the tough battle on juvenile delinquency—its causes and cures. As the title implies, the series—produced by ABC with the help of America's greatest youth organizations—pursues the theory that adults must answer for the errors of children. *We—The Guilty*, broadcast Wednesday nights, is a six-week ABC institute featuring prominent experts.



MEDICINE
 Tuesday evening, on *The Doctors Sit Over*, eminent guest doctors discuss developments in the field of medical research and practice. While this ABC program is primarily a service to physicians, dentists, public health workers and health department officials, the general public finds a wealth of interest in the subjects discussed, for the program has a wide audience.



DRAMA
 From September to May some of the finest dramatic entertainment ever produced in America is brought to ABC listeners by *The Theatre Guild on the Air*. Outstanding stage hits—dramas, comedies, musicals—are wrought into weekly radio highlights by famous players (among them, Lynn Fontanne, above) who have helped The Theatre Guild make history on the legitimate stage.



MUSIC
 Bringing the world's great music to a nationwide audience is one of ABC's services to the public. From September to May the celebrated *Boston Symphony Orchestra*, directed by Dr. Serge Koussevitzky (above), brings you the music of the masters. And for twelve years, Saturday afternoons during the opera season, the *Metropolitan Opera* has been broadcast for the enjoyment of millions.

THE FIRST AIM of the American Broadcasting Company and its affiliated stations is to keep you fully informed as to local, national and world events . . . to live up to their responsibility of presenting both sides of every issue of public interest.

To do this—and at the same time broadcast information that is of specific value to veterans, farmers, doctors, teachers and the like—ABC devotes one-third of

all its air time to programs exclusively dedicated to the public interest.

On these pages are listed many of radio's leading public service features which ABC broadcasts regularly for the benefit of the twenty-two million radio families who live within the network's reach. They are, perhaps, just one more reason why so many thinking Americans are leaving their dials set these days on their ABC stations.

American Broadcasting Company

A NETWORK OF 207 RADIO STATIONS SERVING AMERICA

AGENCIES

EDMUND B. ABBOTT has been elected vice-president in charge of radio for Shaw-LeVally, Inc., advertising, Chicago, it has been announced by John W. Shaw and Norman W. LeVally, heads of the agency whose accounts include Household Finance, Lumbermen's Mutual Casualty Co., and College Inn Foods. He will assume his new office with Shaw-LeVally, Inc., August 13. Abbott comes to Shaw-LeVally, Inc., from Dancer-Fitzgerald-Sample, where he has been Chicago supervisor for General Mills radio shows and Chicago production supervisor of all radio commercials.

D. P. ZUCKMEYER, formerly with the OWI, in the Pacific, announces the formation of a new radio-package firm to be known as Zuckmeyer Associates in New York. The permanent address of the new firm will be announced in the near future.

Atom Bomb Test Delay Indicated On West Coast

(Continued from Page 1)

with Mutual and the other networks will have practically the same men on the scene that covered the first tests.

Networks Ready In N. Y.

In New York each network has cancelled its 5:30-5:45 p.m., EDT program sked for tomorrow and is ready to cancel the following quarter-hour if necessary. However, this is not deemed likely since the underwater detonation is not concerned with weather conditions.

NBC has cancelled "Ma Perkins," at this time and will follow up with additional bomb stuff at 7:15 and 11:15 p.m. broadcasts. CBS cancels "Cimarron Tavern"; ABC cancels "Jack Armstrong," currently a sustaining, and Mutual does the same with "Captain Midnight." This is both sponsored by Ovaltine and is also a co-op in some towns. The repeats to the Coast complicate it a little since this is taken off transcribed from the line and the original show will have to go on probably at the prescribed time for the ET, since it has three different segments.

Financially, it will not be as costly for the cancellations as the fourth bomb at Bikini, but still remains an expensive public interest item for the webs.

AVAILABLE

Young radio and television technician with twenty years' research laboratory, manufacturing and servicing experience in electronics, seeks permanent post with electronic manufacturer in New York or Connecticut area. Excellent wartime record of research. Write Box 199,

RADIO DAILY

1501 Broadway, New York 18, N. Y.



Broadway Bulletin Board. . . !

● ● ● Practically every sponsor in town is looking over Peter Lind Hayes, and at the same time are knocking themselves out trying to figure out what to do with him. It all shapes up as another Danny Kaye situation. There're few who'll deny that Pedro is a sensational 'sight' comic—but the consensus of the so-called smart boys adds up to his being doubtful air property. Meanwhile, both Dinah Shore and Ginny Simms are bidding for his services, with the former leading the chase. The Dinah Shore stanza, incidentally, will be one of the heaviest budgeted shows on the air with the purse strings wide open on guests plus a big promotion plan. . . . John Garfield reportedly organizing a H'wood theatrical group on the style of the Old Vic troupe. . . . We know where you can get bets covered that Bing Crosby goes on again for Kraft—or not at all. . . . Gerry Gross and Phil Hemingway have bought out Harold F. Oxley's theatrical interest, with new firm being tagged United Artists' Management. . . . Bob Shayon currently in Washington doing research on his up-coming show for CBS on juvenile delinquency. . . . A heretofore undercover company is said to be ready to invade the fountain pen market, touching off the long expected price war.

★ ★ ★

● ● ● The Morning Mail: "Regarding a letter in your col'm of June 26th written by Mr. Ryan, of Chicago," writes Beth Barnes, CBS staff writer, "I feel moved to comment that there are many of us who make our living at writing for radio who think that Arch Oboler's radio playwriting record turns into nonsense any such ridiculous personal attacks. In a medium as ephemeral as radio, Mr. Oboler's many published books of radio plays are a printed record of original, imaginative, meaningful work. By the way, does Mr. Ryan know who won the Peabody Award for radio dramatic writing this year?"

★ ★ ★

● ● ● Small Talk: A mid-western newspaper is seeking Ben Grauer to do a direct newscast from the Senate floor. . . . Walter Jacobs' beautiful Lake Tarleton Club snuggling in the foothills of New Hampshire's White Mountains, is getting to be a popular haven for summering Broadwayites. Last week we spotted there: Rob't Merrill, Moe Gale, Charlie Cantor, Susan Miller, Mickey Aldrich, Arnold Deutsch, Sid Shalit, Vincente Gomez, Al Wilde and Ruth Bruce, to mention a few. . . . Maury Holland wants to bring "Mr. and Mrs. North" out to the Coast. . . . New Sullivan, Stauffer & Baylis Agency locating in the Aluminum Bldg. on Park Ave. . . . Beatrice Kay such an air click that two movie outfits want her for starring technicolor roles. . . . Bea Lillie, up to arrears in income tax complications, will collaborate with Harry Sosnik in a revusical for next winter. . . . Stan Kenton will guest-maestro on T. Dorsey's show Aug. 4th and flies to Pittsburgh on the 15th to ditto on the Vaughn Monroe stanza. . . . Phil Brito is dancing, as well as singing, in his first Monogram flicker, "Sweetheart of Sigma Chi." . . . The Bob Crosby show would be a good buy for a sponsor looking for a guaranteed 9 rating. . . . Bill Gernannt's "County Fair" being deluged with offers from Fairs all over the country to do remotes from their midways.

★ ★ ★

● ● ● Once Over Lightly: With the OPA situation as it is, Ida James is writing a soap opera dedicated to the American housewife, titled "Just Plain Bills." . . . Now that the 19-year-olds are being drafted, Sammy Kaye, is losing his hair worrying over what will become of Bing Crosby's horses. . . . Things are so tough in H'wood, maintains Alan Gale, that Lassie may go home. . . . Jerry Lester tells about the two bucks he dropped on a nag. "It was a photo finish," explains Jerry, "and my horse was camera shy." . . . Jackie Kelk thinks that the bellhop who married Gladys did all right, by George.

LOS ANGELES

By RALPH WILK

CALIFORNIA'S career women take over the Earl Carroll Theatre Restaurant on Labor Day, when Mutual's "Queen For A Day" show holds "Business Girl Day."

Bob Freed will substitute on the "In Hollywood" reports of Erskine Johnson over MBS beginning August 5, while Johnson vacations for two weeks, in Balboa.

Among the Tony Martin fan club that have sprung up around the country since his debut over the Columbia network, there's one Junior College group in New Orleans who've dubbed him "The Pipes."

A revision in musical format is in order for KHJ's daily "Mild and Melodious" time, with emcee Gene Norman planning to specialize in introducing the best in popular music, in contrast to the present semi-classic bill fare.

Frances Scully and her "Star Gazing" show on KECA moves to a new time on her Monday-through-Friday show. She'll be heard at 11:45 a.m. instead of her former 3:45 period.

New \$250,000 Transmitter Ordered For KGO, 'Frisco

(Continued from Page 1)

by Gayle V. Grubb, station manager. Money will be expended by the American Broadcasting Co., owner of the outlet. New transmitter will be directional, north and south and expected to more than double its daytime coverage, as well as expand the station's nighttime service area.

New equipment will be installed near Newark, Calif., on the East side of San Francisco Bay. Since the station opened in 1924, KGO's transmitter has been located in Oakland. AB also plans to install FM and television stations in this same area.

Station expects to take on the new power around January 1, 1947.

Gary Subs For Banghart

Arthur Gary, newscaster, is pinching in on WEAf for the vacation of Ken Banghart. Gary will be heard for two weeks on the station, Monday through Saturday at 6 p.m., and Sunday at 1 p.m.

Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
YEARLY MARKET
MUTUAL
DON LEE **KXO** EL CENTRO
CALIFORNIA
SEE RAYMER

Sedgwick Heard Again On CBC's Activities

(Continued from Page 1)

sters. He said that complaints from members indicated "the rates are not high enough, but nothing can be done out it because the CBC sets the rates."

Rates for commercial programs were examined by E. G. Hansell (S. MacLeod), who noted from a schedule that one station received \$88 for one-minute spot announcements, while, for a 15-minute CBC network program, the station received \$37.

"I can't figure out," said Hansell, "how a station, with all its overhead, can operate for 15 minutes for only \$37."

"Well, of course, they can't," Sedgwick declared.

Sedgwick agreed the CBC network program, which the private station is compelled to take, is desirable, perhaps, in terms of the listening audience.

Question of whether the CBC had given station CFRB adequate warning that the national system ultimately would require the Toronto station's frequency for another 50,000-watt station in Toronto was again discussed. Sedgwick said that, had CFRB known in 1941 that they were just warming up a frequency for someone else, they would have then applied for another frequency. At that time, he said, the frequency spectrum contained desirable wavelengths. Today, he asserted, it was very much overcrowded.

B. De F. Bayly, CFRB's consulting engineer, told the committee that the frequency spectrum in North America now is "so cluttered up it's almost impossible to find holes in the pattern."

"CFRB had been told," he said, "it could have its choice of four other frequencies. Actually, there were no more available. Of the four only one was nicely available for its purposes and it was in what was known as 'the paveyard end of the dial.'"

Toronto, it was said, is probably the worst area in Canada in which to try to find new frequencies because of its proximity to the United States.

Stork News

Mary Lou Forster, radio actress, and her husband, Bob Ross, singer, are the parents of a son born in New York Sunday, July 14.

Send Birthday Greetings To

July 23

Fackson Beck Gwyneth Neil
John Blair Gail Page
Earl Gammons Lillian White
Lydia Cortese

Bloom Bill Passed In House; Aids Private Int'l Shortwave

(Continued from Page 1)

committees, went through without a record vote.

A \$19,000,000 budget for the information program—nearly half that sum to be spent on shortwave broadcasts—was included in the recent State Department Appropriations Bill.

There was little debate over the bill, which has now been amended to meet the objections of Republican members of the committee.

Provisions Outlined

The State Department is prohibited from interfering with the desires of private individuals or corporations to engage in international broadcasting, or from censoring or in any way controlling the content of private broadcasts. The Department is, however, given blanket authority to lease and operate existing broadcast facilities here and abroad for a 10-year period.

The amendment which dissipated Republican objections to the bill was read on the floor by Rep. John Vorys (R., O.), active with Assistant Secretary of State William Benton in its drafting.

"This is what we made the long fight for," Vorys explained, "and it provides, you will note, for the prohibition of any Government monopoly in propaganda and provides for the separate identification of Government propaganda and private information, which is the principle for which leaders in radio and the press have been contending."

Four-Point Policy

"In approving international information activities as authorized by this act, it is the sense of the Congress:

(1) That the Secretary of State shall promote by appropriate means the dissemination abroad of information about the United States by private American individuals and agencies, shall supplement such private information dissemination where necessary, and shall reduce such Government information activities whenever corresponding private information dissemination is found to be adequate;

(2) That nothing in this act shall be construed to give the Department of State a monopoly in the production or sponsorship on the air or shortwave broadcasting programs, or monopoly in any other medium of information;

(3) That the Department of State shall invite outstanding private leaders in American cultural and informational fields to review and advise on the Government's international information activities;

(4) That all printed matter, films, broadcasts and other materials in the fields of mass media shall, when disseminated by the Government, be identified as to Government or private source.

"Let me say, Mr. Speaker, that No.

4 is a paraphrase of a resolution of the American Society of Newspaper Editors which they are attempting to promote throughout the world, and it is very proper that we make this a part of the fundamental law of our own land. Of course, there are loopholes in this amendment, and much discretion is still left to the Government, but this amendment establishes the fundamental principles we want followed. If the discretion granted is abused, Congress can act to end the abuses," it was stated by Vorys in defense of the provisions.

Radio Safety Drive Aid Valued At \$1,000,000

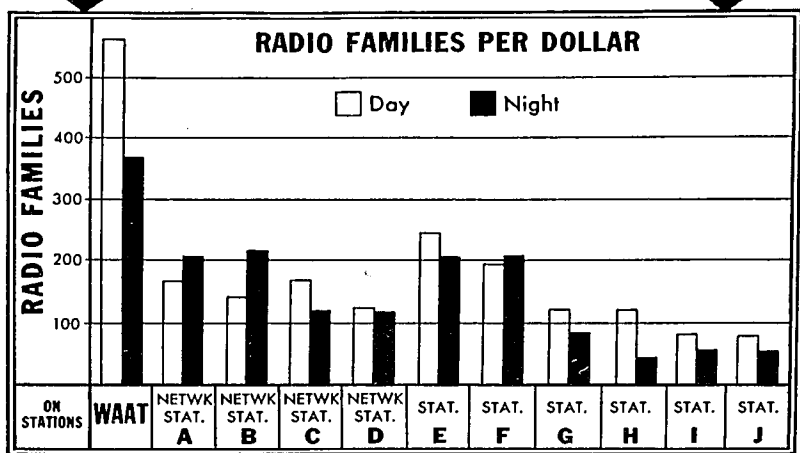
(Continued from Page 1)

of messages delivered could not be purchased.

National advertisers who supported the Safety Drive did so in magazines to some extent as well as on radio. Outdoor advertising was used, \$87,440 worth being contributed through the Outdoor Advertising Assn.; car cards, window displays, posters, etc., amounted to approximately \$165,000.

A total of 933,095,000 listener-impressions were recorded through radio time contributed by networks and advertisers participating in the Council's allocation plans.

How Far Does Your Dollar Go In America's Fourth Largest Market?



Sources: The Pulse of North Jersey, Standard Rate and Data (Excluding Talent Costs)

Proving... WAAT delivers more listeners in America's 4th Largest Market* than any other station... including all 50,000-watters.

*Do you realize this market contains over 3 1/2 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.



"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

COAST-TO-COAST

— MASSACHUSETTS —

SPRINGFIELD—A New radio broadcasting corporation with an affirmed policy of refusing any network affiliation has been formed here under the title of Springfield Broadcasting Co., and has applied to the FCC for permission to construct and operate a station on 1490 kc., with 250 watts power, unlimited time. . . . Station will concentrate on a plan in which 60 per cent of its air time would be reserved for public service programs such as airing concerts from Municipal Auditorium, athletic games, meetings and special events. . . .

HOLYOKE—William G. Dwight, editor of the Holyoke Transcript, which owns WHYN, has been named to the volunteer citizens' committee of the Civilian Production Administration, representing both radio and press interests.

— UTAH —

SALT LAKE CITY—New additions. . . . W. H. Tankersley, former KLO chief announcer and production manager, has joined the KDYL announcing staff. . . . Craig Rogers, who served in the Navy during the war with the rank of lieutenant, is now KALL's traffic manager. . . . Dick Barber, former KID and KDYL man, has been added to the KALL continuity staff. . . . Vern Bruggeman has been named chief announcer at KALL.

— OHIO —

TOLEDO—Miller Associates, Inc., is seeking the FCC nod to build a new standard radio broadcasting station in Youngstown. . . . **YOUNGSTOWN**—Will Douglas, WKBN special events director, aired complete coverage of the inaugural day proceedings at Municipal Airport. . . . Highlight of the program was the christening of Pennsylvania Airlines plane, "City of Youngstown." . . . **DAYTON**—E. C. Crane, WING publicity and promotion director, has been named chairman of the promotion committee of the newly-formed Miami Valley Public Relations Council.

— MICHIGAN —

DETROIT—Directors of International Detrola Corporation have declared payable on August 1 the company's 21st dividend, a quarterly payment of 25 cents per share, to stockholders of record at the close of business July 15. . . . E. A. Johnson, formerly affiliated with WMBD, KOIL and KXEL, has joined the staff of Creative Agency Associates of Detroit, as director of radio advertising. . . . Worth Kramer, prominent in the broadcasting industry, recently released from the Navy, has been appointed program director of WJR. . . . Jack White, has returned to the WJR news department as newscaster after serving a hitch as a lieutenant in the Infantry.

The only English-speaking Commercial Radio Station in the Caribbean Area

ZFY

GEORGETOWN,
BRITISH GUIANA

1000 WATT
6000 K



PRIMARY COVERAGE

British Guiana, Trinidad and Tobago, Grenada, Dutch Guiana, French Guiana, Eastern Venezuela.

SECONDARY COVERAGE

Tortuga, St. Vincent, St. Lucia, Barbados, Martinique, Dominica.

ZFY BLANKETS BRITISH GUIANA AND TRINIDAD'S SIZABLE MARKETS WITH STRONG SIGNALS

These two English-speaking markets are vital to every comprehensive advertising campaign in Latin America. Thorough primary and secondary coverage gives ZFY twice the normal coverage for the dollar. Over 5000 radio sets in British Guiana whose purchasing potential is the kind that brings smiles to the faces of exporters and more than 30,000 sets in the secondary area.

Operating chiefly in the daytime when short wave signals are difficult to receive clearly, ZFY has won an impressive daytime audience throughout the Caribbean islands.

The installation of a medium wave transmitter to cover the broadcast band has made possible the sale of low-priced broadcast receivers, thus doubling the number of listeners.

And don't overlook that fine Trinidad export field. ZFY's blanketing of the island enables advertisers to "grasp the ear" of those who buy.

For further evidence, get in touch with the station's representatives. For convincing proof, try ZFY for your sales messages.

Exclusive Representatives

PAN AMERICAN BROADCASTING COMPANY

330 Madison Avenue

New York 17, New York

Telephone: MUrray Hill 2-0810

Write for our booklet on all our foreign stations, now!



percent

ask for more -

WLS advertisers numbered 153 in the year 1945 (not including network). 114 of them (74.5%) had used WLS in previous years. They knew from experience just what they were buying—and they came back for more because WLS GETS RESULTS!



890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

CHICAGO 7

The
PRAIRIE
FARMER
STATION
BURRIDGE D. BUTLER
President
GLENN SNEYDER
Manager

Represented by JOHN BLAIR & COMPANY



Movies Set Radio Skeds

Atomic Bomb Test Scheduled For Today

It now appears that the atomic bomb test for underwater experimentation will go on as scheduled, 5:30 a.m., EDT, tonight and the four major networks plus many stations will cancel their programs at the 5:30-45 p.m. times as planned. In the event of delay, an additional quarter-hour will go by the board as to cancellations.

Meanwhile, it was learned yesterday that the networks had asked the navy to postpone the detonation until 10:30 p.m., when, engineers are of the opinion, reception will be far better than the hour previous. Since nothing

(Continued on Page 7)

Sarnoff Gives Views In London Interview

London—Brig. Gen. David Sarnoff, president of the Radio Corporation of America and chairman of the board of NBC, in an interview yesterday declared that he believed the next phase of development in television will come in about five years, when high frequency television has been achieved. "Color television will be a

(Continued on Page 2)

Dallas Asks FM Station; KUTA Requests 50 Kw.

Washington Bureau, RADIO DAILY
 Washington—The City of Dallas, Tex., yesterday filed with the FCC an application for an FM station—one of two FM applications reported yesterday by the Commission. The second was from Edmund Scott, Gordon

(Continued on Page 6)

Tele Set Market

Several manufacturers of table model television sets are expected to make strong bids for the retail market in the New York, Philadelphia and Washington areas this fall. Among them are RCA, Belmont, Bendix, Farnsworth and Viewtone. It is predicted that quantity production of receivers will begin next month.

'Hour Of Charm' Sold; Moves To CBS In Fall

Phil Spitalny and his "Hour of Charm" orchestra, favorites for the past ten years on NBC under sponsorship of General Electric, moves to the CBS network this fall replacing Nelson Eddy on the Electric Hour, Sundays from 4:30 to 5 p.m., EST.

The deal for Spitalny and his all-girl orchestra was consummated yesterday by the N. W. Ayer Agency in behalf of Electric Companies Advertising program, 200 electric power companies and distributor organization.

(Continued on Page 7)

Dr. Studebaker Granted New AM Station By FCC

San Diego, Calif.—The FCC has awarded a new AM station to Dr. John W. Studebaker and John Gordon Studebaker, to operate on the 1240 band with 250 watts, unlimited, in San Diego. Dr. Studebaker is U. S. Commissioner of Education.

Survey Indicates Unprecedented Interest In Radio Advertising By Major Firms For Key Cities

WIP Strike Continues; Report New Business

Philadelphia—With a strike of employees of WIP going into its second week today and 45 staff members out, Benedict Gimbel, Jr., president of the station, announced yesterday the sale of three new accounts, two local and one national, and uninterrupted operation 24 hours a day.

The strike broke at midnight July 16 when engineers and announcers

(Continued on Page 2)

Graziano Fight Is Off; Mauriello In Fri. Feature

The Tony Zale-Rocky Graziano middleweight championship fight scheduled for tomorrow night being off, due to the former's illness, ABC will fill in with music for the period and on Friday night will come up

(Continued on Page 7)

Ask NAB To Review Recording Standards

Washington Bureau, RADIO DAILY
 Washington—Full review of the NAB recording standards adopted in 1942, to bring them in line with wartime and post-war changes, has been

(Continued on Page 8)

Major motion picture companies, radio shy until wartime shortage of newspaper advertising space caused them to turn to radio for exploitation of their pictures, will enter the fall and winter season with increased radio advertising budgets, a survey by RADIO DAILY reveals. While specific figures

(Continued on Page 8)

Network Billings Up In First-Half Of '46

Any drop in network billings or loss of business, was not reflected in the gross revenue of the first six months of 1946, according to the figures which reveal sizeable increases on the whole. Mutual Broadcasting System, for the six months period ending June 30, passed the \$10,000,000 mark easily for a reported increase

(Continued on Page 2)

SMPE Observes Anniv.; Makes Plans For Video

Society of Motion Picture Engineers, which today marks its 30th anniversary, and points to many achievements in the realm of sound projection as well as in films, has a definite

(Continued on Page 7)

Radio Personnel In New York For New State Dept. Schedule

Broadcasts beamed to Russia should begin within two months, the State Department said this week in announcing that all foreign broadcasts will originate in New York following a vast-re-organization of facilities now being completed.

Assistant Secretary of State William Benton said the San Francisco and New York offices of the Department's Foreign Broadcast unit are

now being consolidated and the first combined programming from New York will begin on August 3 or 4. The only thing holding up the Russian broadcasts are "treaty details" the Department said.

The switch of the San Francisco operations is being made piecemeal, with whole language groups being flown to New York. Kenneth D. Fry,

(Continued on Page 7)

Some Romance!

Thirteen years ago "The Romance of Helen Trent" had its debut as a daytime serial on CBS, and today, July 24th, "Helen Trent" with Julie Stevens in the stellar role will continue the emotional marathon when the 3302nd script will be dealt with. Frank and Anne Hummert produce the program which is heard on WABC from 12:30 to 12:45 p.m., Mon. thru Fri.

Quiz-Ringer

Mrs. Sadie Herz, "the savant from Brooklyn," who has given many a comedy lift to many a quiz program on the webs, is the subject of a story in the July 27 issue of the Saturday Evening Post. Maurice Zolotov, author of the article says she has been on for eight years and has answered 4,000 questions. "Comedienne," 61, plays a continuous circuit.



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

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FINANCIAL

(Tues., July 23)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	197 3/8	197 1/8	197 1/4	— 1/2
CBS A	36 3/8	35 3/4	35 1/4	— 1 1/8
CBS B	35 7/8	35 7/8	35 7/8	— 1/8
Crosley Corp.	28	28	28	— 1 1/8
Farnsworth T. & R.	13	12 3/8	12 3/8	— 1/4
Gen. Electric	46 1/4	45	45	— 1 1/4
Philco	31 3/8	31 3/8	31 3/8	— 1 1/4
RCA Common	14 1/4	13	13	— 1 1/4
Stewart-Warner	21 3/4	21 1/8	21 1/8	— 5/8
Westinghouse	31 3/4	30 1/2	30 1/2	— 1
Zenith Radio	33	32 1/2	32 1/2	— 1

NEW YORK CURB EXCHANGE				
Hazeltine Corp.	21	20	20	— 2
Nat. Union Radio	10 5/8	10 1/4	10 1/4	— 1/8

OVER THE COUNTER		
	Bid	Asked
DuMont Lab.	8	8 3/4
Finch Telecomm.	11 1/2	12 1/2
Stromberg-Carlson	18	20
WCAO (Baltimore)	38
WJR (Detroit)	35

Porter Salute Via ABC Show
 Short talks by Mary Martin and Monty Woolley at the dinner held in honor of Cole Porter, composer, at the Yale Club last evening were picked up by ABC and broadcast over its "Headline Edition" at 7 p.m., as a salute directly to Porter, who is now on the Coast. The dinner was held in connection with "Night and Day," forthcoming feature film based on the life of the composer, and in which both Woolley and Miss Martin are starred.

V & VV
 get Cashman
 in Hollywood

Coming and Going

ALEX KEESE, general manager of Taylor-Howe-Snowden Radio Sales, national station representatives, has returned to Texas following a business trip to New York.

ROBERTO UNANUE, assistant director of Latin-American relations for CBS, leaves Friday for Montevideo, Minnesota, where he will make recordings at that town's "Fiesta" and will broadcast them later from New York.

BEATRICE KAYE, singing comedienne, is expected back today from Peekskill, N. Y., and will be heard tonight on her regular program over the Mutual network.

ROBERT SAUDEK, director of public service for ABC, is in Los Angeles for the "We, the Guilty" program aired today over the network.

TED HUSING, Columbia network sportscaster, is vacationing in Atlantic City. He will be joined there by JIMMY DOLAN, assistant director of sports for the web, and on Friday they will do their well-known etherial collaborating on the "Boardwalk Handicap."

EDGAR KOBAC, president of the Mutual network, is back at his desk, well tanned from a two-week vacation spent at Pine Orchard, Conn.

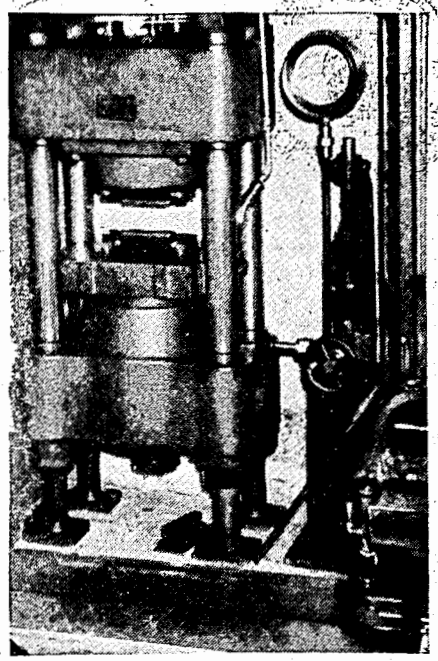
NORAN E. KERSTA, manager of the television department at NBC, has returned from Cincinnati, where he participated in the Radio-Television Summer Institute conducted by WLW and the Cincinnati College of Music.

HORACE W. NICHOLS, commercial manager of WHAI, Greenfield, Mass., is spending a holiday in Maine.

CARLETON D. BROWN, president of WTVL, Waterville, Me., an affiliate of the American network, a visitor in Gotham this week.

GLENN MARSHALL, JR., commercial manager and sales promotion director of WMBR, Jacksonville outlet of the Columbia web, is in town on station and network business.

JACK HOINES, script editor at WABC, is on vacation, which he has elected to spend traveling through New England via automobile.



Network Billings Up In First-Half Of '46

(Continued from Page 1)
 of about 13 per cent over the same period last year. First six-month period in 1945 gave the Mutual network a gross revenue of approximately \$9,006,691.

American Broadcasting System for the first six months of the current year had \$20,926,761, which is an increase of 5.8 per cent. Gross revenue for the same period in 1945 was \$20,803,000.

NBC's figures more or less estimated (not given out officially for publication) reveal an increase and allowances must be made for the atomic bomb test and other special public interest features which caused cancellations.

CBS which stood at the \$33,554,573 mark at the end of the first six-months period in 1945, indicates an increase in its gross revenue in 1946 over the same time a year ago, despite the temporary drop in business which hit most webs, but which may reflect itself in the July and August period rather than the earlier months.

WIP Strike Continues; New Business Reported

(Continued from Page 1)
 affiliated with the American Communications Association, CIO union, walked out. Since then the executive staff of the station have doubled on engineering, announcing and other operational jobs.

"Most heartening aspect of the whole thing," Gimbel declared, "has been the loyalty of our advertisers and the new business we have been able to pick up. "We have not lost a minute's air time and operate on a 24-hour basis, seven days a week."

Gimbel reported an offer to arbitrate with ACA was turned down by the union. John Murray, NLRB representative, is in Philadelphia, as government-appointed observer of the strike.

Sarnoff Gives Views In London Interview

(Continued from Page 1)
 change in the entire system as we know it at present," he added.

On the subject of international broadcasting, Gen. Sarnoff listed three necessities: the principle of freedom to listen, technical facilities adequate to make international broadcasting convenient to everyone and a better program structure.

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.

How to make money

That's a complete setup for making half dollars. The equipment includes a 200-ton pressure press, 5 sets of molds, sheet copper, 250 pounds of coin silver, a small blast furnace, scales and weights.

But take it easy. That's counterfeit money you're making.

And we're using that setup to prove that whether it's making that kind of money or selling radio time . . . if it's counterfeit you can't get away with it for long.

That's why we're so pleased when year after year smart time buyers have proof that W-I-T-H, the successful independent, delivers the genuine audience of the largest number-of-listeners-per-dollar-spent. It's the McCoy that in Baltimore radio its W-I-T-H on top of the list. You get the FM audience free.

W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

TIME BUYERS — DO YOU KNOW WHAT IS HAPPENING IN BOSTON?

WHDH is on the move!

WEEKDAY MORNING AUDIENCE

UP 80%

(Participations available in the "Carnival of Music" with Fred B. Cole)

WEEKDAY AFTERNOON AUDIENCE

UP 23.7%

(Choice spots open for participations in "Back Bay Matinee")

WEEKDAY EVENING AUDIENCE

UP 16.2%

(News, Sports and Musical programs open for sponsorship)

OVERALL AUDIENCE UP 30.7%

Comparison of May-June over March-April Hooper Station Listening Index—Share of Audience reports.

On March 18th of this year, the Herald-Traveler Corporation took over the *active* management of WHDH. A complete new schedule of programs went into effect on April 29th.

Figures shown here give the first indication of the *pulling power* of these new programs.

This is only the start. The *new* WHDH is really taking hold in the Boston Area. The increases in listeners are the result of well thought out programming, built to attract audiences and produce sales.

In planning your fall schedule of advertising, remember choice spots are still available.

WHDH

BOSTON, MASSACHUSETTS

850 on the dial

Represented nationally by John Blair & Company

NEW YORK

DETROIT

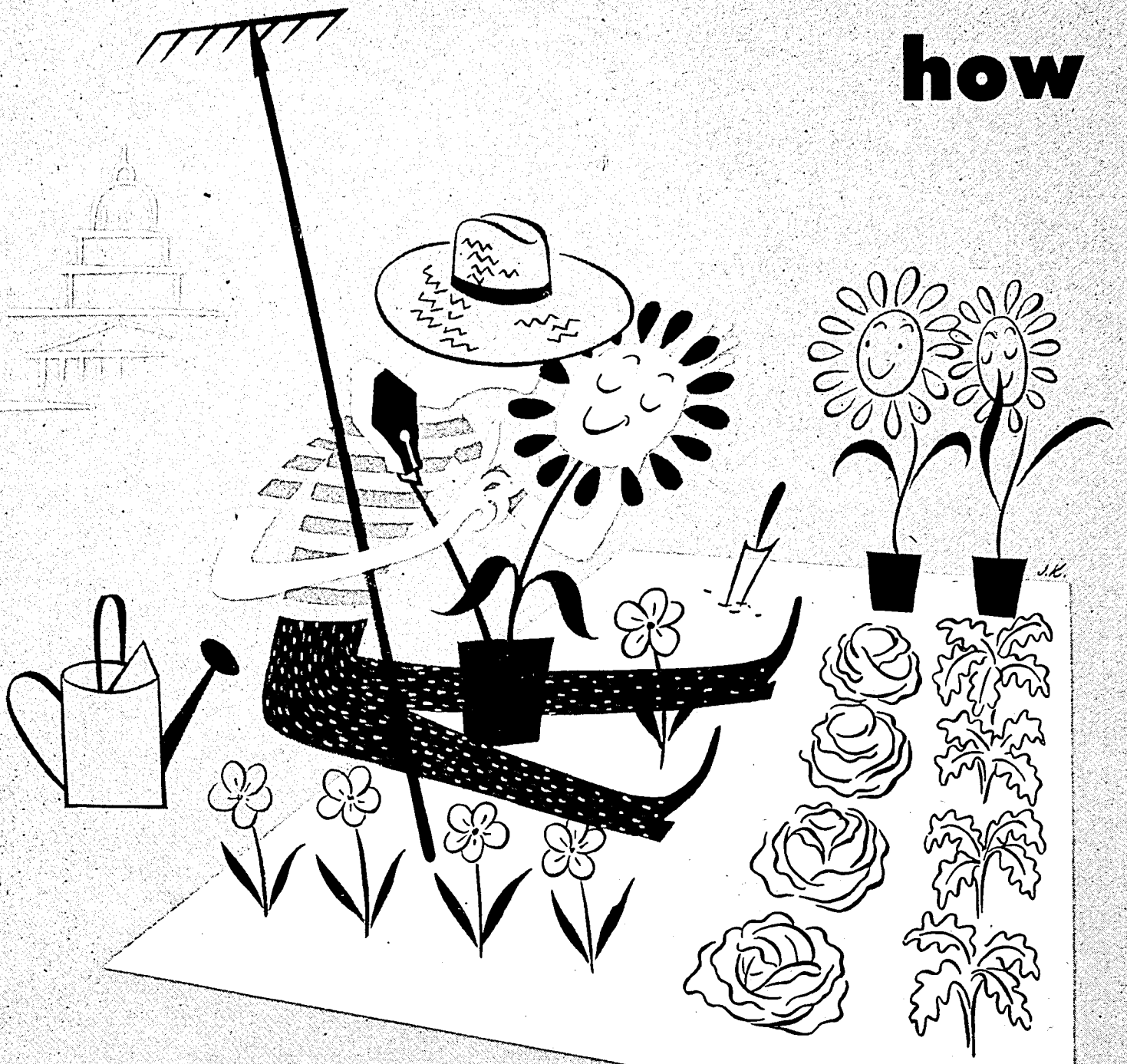
CHICAGO

ST. LOUIS

LOS ANGELES

SAN FRANCISCO

how to



lk to your garden

If anyone knows how to speak the language of gardening it's W. R. Beattie. Not that his speech is flowery—it's just that for more than 12 years Beattie has been broadcasting garden information over WRC... and as retired Senior Horticulturist of the U. S. Department of Agriculture he speaks with authority.

During the war, *Beattie's Gardening For Victory* was one of Washington's most timely war effort programs. Today, with food shortages throughout the world, home gardening is as important as ever. W. R. Beattie's new program, *Gardening With Beattie* (presented four times a week by Jelleff's Department Store), fills the need for authentic garden information—told in language everyone can understand.

Of course WRC carries the "big names" of the NBC Parade of Stars, but it also produces some of the most unusual local shows in radio. Features like *Gardening With Beattie* are evidence of programming skill and alertness that can't help paying off in sales for sponsors.



THE NATIONAL BROADCASTING COMPANY

AGENCIES

RADIO MANUFACTURERS ASSN., is advising its members to defer the preparation of advertisements and other promotional literature until the Federal Trade Commission releases to them its interpretations regarding the advertising of receivers, tube complements, rectifiers, etc. FTC is expected to publish its suggestions shortly.

FRED HORTON, formerly of the network sales staff of NBC, has joined the gravure sales staff of Metropolitan Group, effective immediately.

LESTER V. CHEEK, formerly associated with Radio Consultants, Inc., has joined the sales staff of WNEW.

Dallas Asks FM Station; KUTA Requests 50 Kw.

(Continued from Page 1)

France, Merwyn F. Planting and Hugh H. Smith, doing business as the San Mateo County Broadcasting Co. They seek a community assignment to cover 70 square miles from San Mateo, Calif.

Received yesterday also was an application from the Utah Television and Broadcasting Co., licensee of KUTA, Salt Lake City, for new assignments bringing it from five to 50 kilowatts in power. Frequency would be altered from 570 kc. to the 1030 band.

New AM stations were sought by Radio Richmond, Inc., for operation on the 620 band, with one kilowatt daytime, in Richmond, Va.; The Lansing Broadcasting Co., for operation on the 1430 band with 500 watts, daytime, in Lansing, Mich.; The McMinnville Broadcasting Co., for operation on the 1230 band with 250 watts, unlimited, in McMinnville, Tenn.; The Timberwolf Broadcasting Co., for operation on the 1340 band with 250 watts in El Paso, Tex.; James W. Bradner, Jr., for operation on the 1540 band with one kilowatt, daytime, in Galveston, Tex.; The Metropolitan Broadcasting Corp., for operation on the 1430 band with one kilowatt, unlimited, in Belleville, Ill., and Gene Burke Brophy, for operation on the 1240 band with 250 watts, unlimited, in Flagstaff, Ariz.

1906 **Henri** 1946
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.



Notes From An Aisle Seat . . . !

• • • Nothing has been signed as yet, but you can look for Ford to invade the television field in a big way before long. They'll concentrate on sporting events. . . . Altho' this will prob'ly be denied, West Coast reports are that Al Pearce's illness is of a serious nature and he isn't just on a vacation as some localites insist. Meanwhile, there's no confirmation yet about his having been signed for five half-hours a week, as had been previously reported. . . . P&G buying several new shows, including the Hedda Hopper stanza. So far as we could learn, they're dropping nothing but the Vallee and Lanny Ross shows. . . . Much activity down at Mutual these days; don't be surprised if they come thru with some top shows this winter. And with Walter Lurie down there, they can be assured of top production. Several sponsors reportedly signed with other nets are still dickering with Mutual. . . . Sales of phono records will reach 100 million this year—25 mil more than last year. . . . Offhand, we can't think of a worse commercial than the shaving marathon on the Schick stanza. . . . Strong rumor around that NBC, in order to beat the threatened strike, is putting all their musicians on 8-week notice.

☆ ☆ ☆

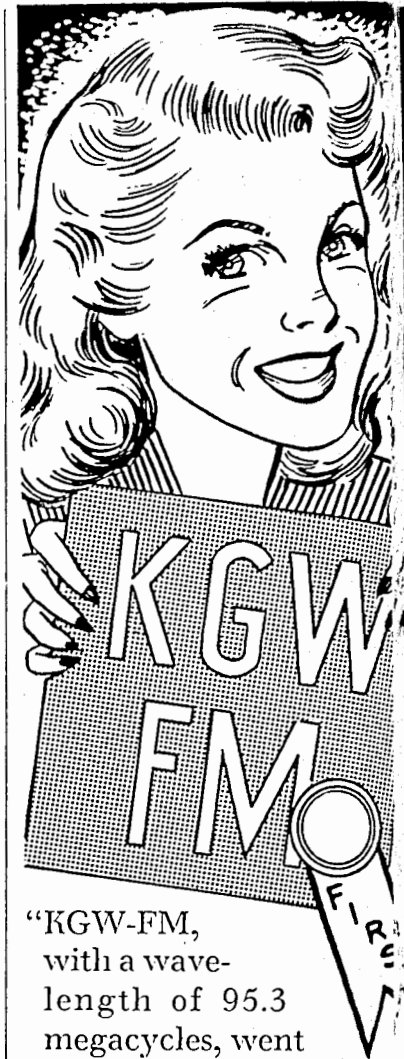
• • • The Morning Mail: "Dear Sid," writes Ray Perkins, all the way from KFEL, Denver. "In your July 5th col'm, mention was made of Irving Mansfield's 'Talent Scout,' in which you said that in 'the old days, an amateur was lucky to get a piano player to back him up.' That may have been true in the run-of-mill amateur shows, but do you remember the Feenamint Nat'l Amateur Night which I headed for over a year back in 1936? Each contestant was rehearsed with a large band directed by Arnold Johnson, with the former's nervousness reduced to a minimum by the time he was ready for the air. Incidentally, that was the first network amateur show, Major Bowes having still been on locally in N. Y. at the time. Meanwhile, the daily program here is building a nice following regionally and I think it will develop into something worthwhile. KFEL, as you know, has applied for a boost from five to 50 kilowatts and your old friend, Gene O'Fallon is exuding confidence. Love to all you dudes."

☆ ☆ ☆

• • • Broadway Ticker Tape: Average Hooper rating on air shows is 1.6 higher this year than at the same time last year. . . . Jim Lucas, out of the Army and back as program director of Associated Program Service. . . . Sidney S. Brown, Canadian writer-producer, signed by Television-Radio Enterprises. . . . Vivacious Blaine, of 20th Fox, in town for "Theater of Romance," will play the Roxy while here. . . . His medico has ordered Orson Welles to slacken his terrific pace. . . . John Wildberg will do "Anna Lucasta" on the Coast with a 'dream' cast of Geo. Raft, Edw. G. Robinson and Jane Russell, if his current plans jell. . . . Carl Brisson, the Great Dane, will resume his film work under the banner of Roz Russell Productions. . . . Nice to hear that Dave Vine is coming along so well after his lengthy illness. . . . Milton E. Krents, who's producing "The Eternal Light," offering a new package around tagged "The World's Best Broadcasts," a series intended to revive the great single-shot broadcasts of the past. . . . Ken Dolan and Shirley Ross back together again after their recent split. . . . "Memoirs of Hecate County," the book banned by the bluenoses, currently retailing for a sawbuck on the black market around town.

☆ ☆ ☆

• • • Our Hat's Off Dep't: Diane Courtney's new singing style (warm and low) via "Honeymoon In N. Y." . . . Betty Reilly's first DeLuxe record album. Betty's the Irish lass who warbles those hot Spanish tunes with Cugat. . . . Adele Clark's new ABC Saturday ayem stanza. . . . Martha Rountree's brisk "Leave It To The Girls" ainer. . . . Louie Prima's current Majestic releases. . . . Perry Como's Victor disc of "Surrender." . . . Evelyn Knight's "My Fickle Eye," via Decca.



"KGW-FM, with a wavelength of 95.3 megacycles, went on the air May 7, 1946—the FIRST Frequency Modulation station in the Northwest. Twenty-four years ago KGW became the FIRST commercial radio station in the state of Oregon.

"KGW's growth and leadership have matched Portland's development. KGW has gained a listening audience in excess of 1 million. . . . Portland has become the Northwest leading transportation, lumbering and power-producing center."

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO., INC.

Radio Personnel Here State Dept. Sked

(Continued from Page 1)
 chief of the international broadcasting division of the State Department is in charge of the move. Formerly chief of news and sports for NBC in the midwest, there will be no interruption in broadcasts as a result of the move to New York.

also said there will be no cuts in broadcasts to the Far East because of the move, which principally was for economy reasons. The last of these broadcasts was made on July 27, when broadcasts in Japanese were stopped. Of the 180 broadcast channels in San Francisco, only 50 will make the move to New York, the department said.

Roberts Heads Operation
 associate chief of the IBD of the State Department in charge of the New York Office is Wilfred Roberts, formerly on the production staff of the State Department's new foreign broadcast program calls for a 40 per cent increase in broadcasts in the English language. A total of eight languages will be beamed at the Far East, with a total of 18 languages to be used in the overall program. Broadcasts to the Far East will be in English, French, Siamese, Annamese, Dutch, Chinese, Korean and Japanese.

33 Transmitters Used
 total of 33 transmitters are scattered in various sections, including San Francisco, Delano, San Francisco and Belmont, Calif.; Cincinnati, Peabody and Situate, Mass. These will not be moved under the reorganization.

Among those expected to move to New York are Lincoln Miller, engineering in charge of communications in San Francisco and formerly with WJZ and KJAR and Associated Broadcasters on the Coast; and Harlow Ackersham, head of production in San Francisco and formerly with several local stations in the San Francisco area.

Atomic Bomb Test Scheduled For Today

(Continued from Page 1)
 has been heard in reply to this request, the tests are going ahead with the 5:30 p.m. preparation for the pick-up.

As stated in yesterday's issue of RADIO DAILY, the programming and arrangements for correspondents to pool and send in stories individually, will be costly to the webs, but not nearly so expensive as the initial test at Bikini a few weeks ago. Programs that will be cancelled by the networks are: NBC cancels "Ma Perkins," at this time and will follow up with additional bomb stuff at 7:15 and 11:15 p.m. broadcasts. CBS cancels "Cimarron Tavern"; ABC cancels "Jack Armstrong," currently a sustaining, and Mutual does the same with "Captain Midnight," which is sponsored by Ovaltine and is also a co-op in some towns.

Royston On The Scene
 Marvin Royston, former Navy lieutenant, arrived Monday at the Bikini Atoll where he was rushed in a last minute dash by the Navy to bolster the technical handling of the second atomic bomb test there. Navy is seeking to improve the radio and news coverage of the experiment and sent a special plane for Royston over the week-end, flying him to Washington and then onward to Bikini within 48 hours.

Royston was formerly with NBC and the old Blue networks, and has handled and installed radio equipment in the Pacific for the Navy. He now is a civilian research engineer with Frederick Hart & Co.

Graziano Fight Is Off; Mauriello In Fri. Feature

(Continued from Page 1)
 with a special feature. Due to the Thursday night fight being originally scheduled, nothing had been set for the regular Gillette Cavalcade of Sports, Friday.

This Friday, however, ABC will have Tami Mauriello, heavyweight contender for Joe Louis' crown, on at 10 p.m., and he will be heard as well as interviewed. Don Dunphy and Bill Corum, also Harry Wismer will take part in the program.

NBC which planned to televise the Graziano fight, will substitute another program.

New Police-Story Series Starting Sunday On MBS

The exciting adventures of a courageous police captain, John Burke, will be dramatized in a new weekly adventure series entitled "Under Arrest," which debuts over WOR-Mutual on Sunday, July 28, from 5 to 5:30 p.m.

The series is being written by Sam Ross, and Wynn Wright is the producer-director. The cast will be announced shortly. "Under Arrest" replaces "Roger Allen, Criminal Lawyer," which was formerly heard in this time period.

SMPE Observes Anniv.; Makes Plans For Video

(Continued from Page 1)
 program in television set for its Committee On Television Projection Practice. SMPE president Don E. Hyndman and executive vice-president Loren L. Ryder, yesterday reviewed the many developments brought out by members of the organization, individually and as a group, and indicated that valuable contributions toward video's progress had been made.

"With an eye toward the future of television," said Hyndman and Ryder, "in which it has already done useful service on behalf of the industry, the Society's Committee on Television Projection Practice will study the particular problem of installing and operating television in theaters."

An instructional program plus television development are among the society's projects also, which apparently will include such a program for theater operators as video approaches the theater as one of its attractions.

Hildegarde To West Coast

Hildegarde does her final Penguin Room broadcast tonight over NBC at 8:30 p.m. The chanteuse will spend August at the Mark Hopkins Hotel in San Francisco. Hildegarde's radio plans for fall are still indefinite, according to Anna Sosenko, her manager.

'Hour Of Charm' Sold; Moves To CBS In Fall

(Continued from Page 1)
 tions throughout the nation. Terms give the agency and sponsor full use of the "Hour of Charm" title and it is probable that the Electric Hour title will be changed.

Spitalny first came to NBC on April 2, 1936, under GE sponsorship. The half-hour musical program gained popularity almost overnight and the "Hour of Charm" became a highlight of Sunday night NBC programming. During the 10 years on NBC Spitalny and his all-girl orchestra became one of the nation's foremost box office attractions and on personal appearance tours set new grosses in theaters, auditoriums, fairs and civic promotions.

Present plans call for Spitalny to begin his new CBS series on September 29 or October 6. He will conclude his 10-year association with NBC on September 15.

Stork News

An eight pound, eight ounce son has been born to Mr. and Mrs. Ernest Lee Jahncke at the Harkness Pavilion. Jahncke is manager of station relations for the eastern division of the American network. The new arrival was named Carter Dickerman Jahncke.

BALTIMORE'S Listening Habit

WJZ

MUTUAL BROADCASTING SYSTEM

President George H. Bender, General Manager

A. PETERS, Inc. Exclusive National Representatives

CLEVELAND'S

Chief

STATION

GETS BIG HAND

Listeners heartily applaud Cleveland's CHIEF station again and again for the best local shows on the air. WJW has more local daytime listeners in Northern Ohio than any other regional station.

BASIC

ABC Network

WJW

850 KC

5000 Watts

CLEVELAND, O.

DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

COAST-TO-COAST

Movie Producers Using Radio In Heavy Publicity Campaign

NORTH CAROLINA - CHARLOTTE - Bomar Lowrance, separated from the Navy after serving in the Pacific, has rejoined the WSOC sales staff. . . Ralph Monaghan, having served with the AAF for over five years, has joined the WSOC bookkeeping department. . . Don McSwain, WSOC staff announcer has been awarded a membership in the Carolina Motor Club for his efforts in promoting safe driving through the weekly feature, "Let's Talk About Traffic." . . Recent guest on WSOC "On the Air" show was Jerry Colonna, stooge on the Bob Hope program. . . GREENSBORO - In response to many requests from listeners, a new series of interview-type program entitled "This Is Your Announcer" is being aired over WBIG.

CALIFORNIA - SAN FRANCISCO - Herb Kennedy, recently was transferred from the KSFO announcing staff to the news bureau. Prior to returning to the outlet, he served over three years with the AAF. . . Sandy Spillman, recently released from the Navy, has rejoined the KSFO program department. . . LOS ANGELES - Vance Graham, has been appointed news editor of KMPC and will carry out the station's news policy as well as actively supervise the operation of the news department.

NEW JERSEY - PATERSON - "Talent Scout of the Air," program conceived by Adele Hunt, WPAT director of women's activities, will bow on July 25 as a regular weekly feature. . . TRENTON - "Trenton Takes Over," a radio forum sponsored by a group of outstanding citizens debuted recently over WTTM from the Stacy-Trent Hotel. . . Another weekly feature which bowed recently over the outlet is "Talent Hunt" with Ernie Kovacs as emcee. . . Purpose of the show is to encourage and develop young artists in the community.

TEXAS - FORT WORTH - "The Sunday Serenade," KGKO half-hour Sunday show features Lillard Hill as narrator with Ted Graves at the organ. . . SAN ANTONIO - Elizabeth Hodge, formerly with the staff of KTSA, has joined the continuity staff of KABC. . . George T. Case, KABC program director, is off for a week's vacation. . . Harold T. Swenson is the new KABC control room operator. . . Tex Looney and his Western Stars, new to radio and the recording field, are now being featured over KCOR.

(Continued from Page 1) on new budgets were not available indications are that five major companies will spend, in the aggregate, \$5,000,000 for spot radio time in key center cities within the next six months. These expenditures will represent campaigns on current pictures and in most instances will be transcribed announcements. This figure does not include any live web shows which may be set later on. The biggest film spender for commercial air time is MGM, which is reliably reported to have spent \$2,000,000 for radio advertising last year. Silas F. Seadler, MGM's director of advertising, says that his company "will continue extensive radio advertising campaigns in the future as it has in the past."

Another of film's top spenders for radio plugs, though less than MGM, is RKO which will continue to lean heavily on spot announcements and participation shows to ballyhoo its products. S. Barret McCormick, RKO director of advertising and publicity, reports that the company's radio advertising budget is on the increase and may expand as much as 50 per cent.

Paramount's \$500,000 Budget Paramount Pictures is another company tossing more coin to radio advertisers and its budget for next fall and winter is reported to contain \$500,000 for air time throughout the country. Between \$5,000 and \$7,000 a month is ticketed for New York City stations alone for plugging local theater exhibits.

A strong factor adding weight to the general trend that the film industry is plugging deeper into radio advertising is the new government decree outlawing movie block booking. Under this new setup each moving picture must be sold individually and all theaters in each city and town must be given a chance to bid on it. Consequently, the movie industry itself feels that such a situation will force increasing and heavier advertising budgets than ever before, with radio benefiting proportionately.

Irving Kahn, radio manager for 20th Century-Fox, says that currently his company's radio ad budget is negligible but that actually by fall he expects it to be increased over last year. Kahn states that with his industry turning a bigger eye toward radio advertising, Fox is carefully surveying the field and laying a foundation for best time spots and type of plugs for the company's product.

A definite overall figure of what the movie industry will spend with radio next season is impossible to obtain, simply because most picture companies work on a picture-to-picture basis. Good example is Warner Brothers which, according to office of Mort Blumenstock, director of advertising and publicity, never has a pre-set budget for radio plugs, yet uses them the year round. Warners buys many transcriptions and mails

them to exhibitors all over the country, a practice also followed by other companies.

New York Stations Benefit RADIO DAILY's survey shows that picture plugs on New York City stations have increased in the last few years and WMCA reveals that its revenue from film companies last year was about \$165,000. In spot plugging a single picture, a movie producer usually buys two to three weeks time at \$1,000 per week. WMCA reports that over a period of time it carries spot announcements for all major producers including Monogram.

Most local stations come in for chunks of the picture plug deals and participation shows, although it's an ever-changing pattern as to which station handles which plugs. At the moment, the stations who reported their movie spot announcements are as follows:

WABC, 1; WHN, 4; WJZ, 5; WLIB, 1; WMCA, 4; WNEW, 3; WOR, 2; WQXR, 1. Film companies buying this current total of 21 different plugs include: MGM, RKO, Paramount, 20th Century-Fox, Warners, International and Monogram.

Will Plug Anniversary With radio stations all over the country set to tie in with the motion picture industry in celebration of the 20th anniversary of talking pictures (July 25-August 6), there is every reason to believe that movie producers will continue to seek and find in radio a solid bet for successful exploitation. No more, as was once the case, do movie exploiters shun radio for mass, saturation coverage. Today the barrier has been breached and film companies are showing their enthusiasm by bringing into their advertising departments people direct from radio who are well qualified to handle the wide medium of exploitation.

Ask NAB To Review Recording Standards

(Continued from Page 1) recommended here by the NAB's engineering executive committee. The group met this week to welcome James R. Middlebrooks, NAB's new director of engineering.

In addition, it was recommended that full discussion of engineering problems be set on the agenda for the association's October convention in Chicago.

Present at the meeting in addition to Chairman B. Porter Houston, of WCBM, Baltimore, were J. B. Fuqua, of WGAC, Augusta, Ga.; Karl B. Hoffman, of WGR, Buffalo, N. Y.; William B. Lodge, of CBS, and T. A. M. Craven, of WOL, Washington, board of directors liaison member.

A resolution praising the work of the retiring engineering director, Howard Frazier, also was adopted.

your advertising dollars are PROFITABLY spent on... WILMINGTON, DEL. Located in one of the fastest growing cities in the east. Covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia. 5000 WATTS Day and Night NBC Basic Network Represented by RADIO ADVERTISING COMPANY

Send Birthday Greetings To July 24 Bill Bates Hollace Shaw Templeton Fox Arthur B. Donegan Chuck J. Grant Jerry Wayne Glenn Riggs Hildegard Dyer



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 36, NO. 18

NEW YORK, THURSDAY, JULY 25, 1946

TEN CENTS

Senator Asks FCC Probe

Court Fight Expected Over Clear Channels

Washington Bureau, RADIO DAILY
Washington—Long before the hearings are closed and the record complete, experienced radio lawyers within and without the FCC are talking of a court fight reaching to the Supreme Court on the right of present clear-channel broadcasters to retain their exclusive frequencies. In other words, there is a strong feeling here that the Commission certainly will decide upon the breaking down of the clear channels.

Stronger regional stations, development of FM, and the results of listening surveys on rural listening (Continued on Page 6)

American Legion ET Series Taken By 410 Stations

"Play Ball," American Legion's minor baseball recorded series, has been subscribed to by 410 stations, reports Charles G. Hicks, NBC's recording sales manager of radio-recording division. Series consists of 15-minute recorded programs of baseball information in form of questions and answers by big league players and radio sports announcers.

Leo Durocher To Emcee Sponsored Quiz On ABC

F. N. Coughlan Company has signed a 26-week contract with the American network covering sponsorship of new question and answer program featuring Leo Durocher, manager of the Brooklyn Dodgers. The new series debuts over ABC, coast-to-coast, on (Continued on Page 2)

Airminded

Guy Lombardo's new venture Long Island Airlines was launched last week. Airlines carries commuters from the 23rd Street East River landing in New York to Southampton, L. I., 90 miles away. Lombardo is using 12 passenger Grumman Mallards for the commuting service. First flight carried a cargo of connecting rods for one of Lombardo's speed boats.

Anniversary

NBC will mark first anniversary of Jap surrender August 14, 8:30 to 9 p.m., EDT, when several Pacific heroes, now civilians, parade before microphone. James Harvey will produce and Ben Kagan will write script dramatizing major Pacific actions in which heroes took part.

NBC Sets Groundwork For Parade Of Stars

Parade of Stars promotion, for the fifth consecutive year by NBC, will get under way officially today with a closed circuit talk to affiliated outlets' station managers, when talks will be delivered by President Niles Trammell, Vice-President Clarence L. Menser; Easton C. Woolley, director of the stations department, Sydney H. Eiges, manager of the press department, and Charles P. Hammond, advertising and promo- (Continued on Page 6)

Condenser Litigation Ends After Four Years

Pittsfield, Mass.—A four-year-old civil suit involving two of the largest manufacturers of electrical condenser equipment in the country, used for radio transmission, based on allegations that one had pirated the secret process of the other and leading to a cross-complaint of Sherman Anti-Trust Law violations, has been (Continued on Page 4)

Second Atomic Test At Bikini Better Radio Presentation

Fifth explosion of an atomic bomb, and the second in a series of experiments by the U. S. Navy at the Bikini Atoll, in the Pacific, went off as scheduled late yesterday afternoon at 5:35 p.m., EDT (8:35 a.m., Bikini time), with pooled and other broadcasts bringing to the listening public a graphic description of the effects of the detonation as well as the actual sounds heard following the explosion.

Investigation Of Commission Sought By Tobey In Six-Point Resolution; Hopes For Action This Year

Canadian ET Series Gets Web's Sales Aid

All-Canada Radio Facilities, Inc., in collaboration with NBC Recording yesterday announced ambitious plans to enter the syndicated program field with a transcribed program titled, "Reflections," which will be marked in the United States by NBC. The Canadian company in making the announcement reported that \$75,000 has been put in the new venture (Continued on Page 2)

Radio Lending Support To Atomic Energy Campaign

Expansion of communications in the United States has given America "the world's most highly organized network for spreading ideas," Institute on World Control of Atomic Energy was told yesterday in Washington. Calling for a nation-wide campaign (Continued on Page 8)

Hollywood Vet Producers Offer First Package Show

West Coast Bureau, RADIO DAILY
Hollywood—Command Radio Productions, a co-operative venture incorporated by 27 veterans of Armed Forces Radio Service, has waxed its (Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington—A sweeping investigation of the FCC, its alleged "exercise of control over broadcasting programs," the recent re-allocation of FM frequencies, the allocation of AM and other frequencies and its general administration was demanded in the Senate yesterday by Sen. Charles W. Tobey (R., N. H.). Senator Tobey told RADIO DAILY he has discussed the matter with Chairman Burton K. Wheeler of the Senate Interstate Commerce Committee. (Continued on Page 7)

Functions Of BMB Outlined At Confab

The functions of Broadcast Measurement Bureau were explained to a trade group at BMB headquarters in New York yesterday in the first of a series of six educational clinics. Phillip Frank, secretary, conducted the meeting and it was disclosed that 1,000,000 audience sampling, was well (Continued on Page 7)

Additional Personnel Set By New Advertis'g Agency

New advertising agency of Sullivan, Stauffer, Colwell & Bayles, Inc., continues to add personnel, latest additions including John J. Van Nostrand, Jr., and Philip H. Cohen. Cohen will (Continued on Page 8)

Window Display

Lord & Taylor, New York department store, now devoting its expansive window displays to the work of industrial designers, has a section given over to television. One of the new CBS video sets is shown amid a stage setting, with the same scene appearing on the viewer of the receiver. Display, started yesterday, will continue for a week.

Coming and Going

PAUL MOWREY, national television director of the American network, is making a tour of the western states. He was in Cleveland yesterday and is in Minneapolis today.

LEON LEVINE, assistant director of education at CBS, leaves tomorrow on a three-weeks vacation, which he'll spend at his summer home in Connecticut.

ALICE BREWER WHITE, women's director of WTAR, affiliate of NBC in Norfolk, Va., is in New York this week attending fashion shows, transcribing interviews for her "The Woman's World" and lining up future guests for the program.

LILY PONS and her husband, ANDRE KOSTELANETZ, both of whom returned this week from Europe, will leave over the week-end for Mexico.

J. B. FUQUA, vice-president of WGAC, American network outlet in Atlanta, Ga., a visitor yesterday at the headquarters of the web.

JOE EATON is in town. He's the commercial manager of WHAS, Louisville, Ky., an ABC outlet.

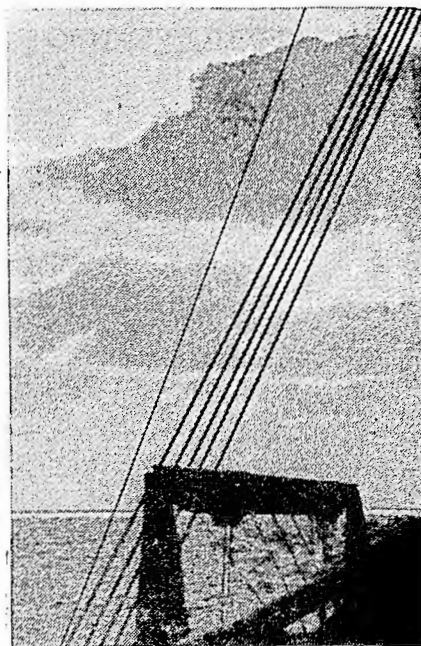
JOYCE KELLER, vocalist, arrives in New York this week to join Miff Connor's orchestra.

DINTY DOYLE, director of special events for WABC, has returned from a trip to the West Coast.

HENRY FELIX, program director at WTAC, Worcester, is vacationing in the Canadian woods.

WILLIAM TAYLOR, musical director at WMCA, leaves tomorrow on a two-week vacation in Canada.

HAPPY FELTON, quizmaster on "Guess-Who?" is commuting by seaplane to his summer home on Nantucket Island.



Fair weather

That's a sunset snapped out in the South Pacific. But blue skies and fair weather make a sailor happy on any sea.

How do the skies look for that brand of yours . . . in the battle for sales that's just ahead?

If they're stormy-looking in Baltimore . . . and you plan to use radio . . . we'd like to tell you about W-I-T-H. That's the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

It's the safe port in any storm. We toss in the F M as a free gift.

Canadian ET Series Gets Web's Sales Aid

(Continued from Page 1)

and Canadian radio artists have been used to cut the first 52 series of 15-minute programs of music, songs and verse. NBC Radio Recording Division whose programs are distributed exclusively in Canada by All-Canada Radio will handle sales on the "Reflections" series in this country.

In announcing the series, All-Canada Radio Facilities, Ltd., stated: "The fact that 'Reflection' exports Canadian talent to the U. S. A. yet keeps within Canada those artists who possess that talent is a step in the direction of retaining good Canadian radio citizens, as a whole, in their own country. A pet complaint of all and sundry (excluding the artist himself, who usually found more lucrative success) has been the talent exodus southward, as soon as the artist reached Canadian big-league. Now, under the 'Reflection' scheme (i.e. Program Syndication), the artist can make more money easier staying home in Canada disking programs all morning or afternoon, making a healthy wage (recording fees are double network fees), and being free in the evenings to cash in on network assignments.

Talent Listed

"The 'Reflections' talent includes Samuel Hersenhoren conducting the orchestra in the well-known-and-loved type of music, the CBC's Special Features Department Director J. Frank Willis, narrating poetry and poetic prose, and popular baritone Russ Titus doing the vocals. Howard Cable and Murray Ross are doing most of the special arrangements. George Taggart is the producer, and Bert Wood, program director of NBC's Radio Recording Division, has been commuting from New York to co-operate with Taggart on the series."

Burnett On Road

In New York, rumor persists that Jack Burnett is leaving FC&B publicity to set up own agency. Burnett, out of town for several weeks, could not be reached for statement.

Leo Durocher To Emcee Sponsored Quiz On ABC

(Continued from Page 1)

Sunday, October 13, from 1:15 to 1:30 p.m., EST.

The Coughlan organization, located in West Orange, N. J., will plug "Chimney Sweep," soot destroyer and aid to cleaning chimneys, furnaces and flues. Agency is Roche, Williams & Cleary, Inc.

Questions On Sport Subjects

The ABC listening audience will submit the questions on an unlimited range of sports subjects. Durocher will answer the questions and award \$5 to each listener whose question is used on the program. To the listener who sends in the best question for each program, a prize of \$25 will be given.

Goodkind Services Held

Chicago—Private funeral services for M. Lewis Goodkind, vice-president and treasurer of the Goodkind, Joice & Morgan Advertising Agency, Chicago, were held Tuesday. Goodkind died Sunday of a heart ailment at his home, 12 Country Lane, Northfield, a Chicago suburb. He was secretary and treasurer of the Central Council of the American Assn. of Advertising Agencies.

Surviving are the widow, Ruth; a son, John, and a daughter, Ann, also his parents, Dr. and Mrs. Maurice Goodkind.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

W-I-T-H

and the FM Station W3XMB
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

FINANCIAL

(Wed., July 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net. Chg.
Am. Tel. & Tel.	197	196	196	- 1/8
CBS A	35 1/4	34 7/8	34 7/8	- 3/8
CBS B	34 1/4	34 1/4	34 1/4	- 1/8
Farnsworth T. & R.	12 7/8	12 1/2	12 3/4	+ 1/8
Gen. Electric	45 3/4	45	45 3/4	+ 3/4
Philco	32	31	31	- 1/8
RCA Common	13 3/8	13	13 1/4	+ 1/8
RCA First Pfd.	93	92 1/2	92 1/2	- 1
Stewart-Warner	21 1/2	20 3/4	20 3/4	- 3/8
Westinghouse	31 1/2	30 1/2	31 1/8	+ 5/8
Zenith Radio	33 1/8	32 1/2	33	+ 1/2

NEW YORK CURB EXCHANGE

Hazeltine Corp.	20	19 1/2	19 1/2	- 1/2
Nat. Union Radio	10 3/8	10 1/4	10 3/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
DuMont Lab.	7 1/2	8 1/4
Finch Telecomm.	11 1/2	13
Stromberg-Carlson	17 1/2	19
WCAO (Baltimore)	39
WJR (Detroit)	37

Adv. Federation Sets Program For Ad Clubs

A program of advertising club activities has been supplied to the officers and directors of advertising clubs throughout the country by the club contact department of the Advertising Federation of America, it was announced yesterday.

With ad clubs setting up programs within the next month for activities for the coming season, the Federation's memorandum to club leaders suggests the following four topics:

- (1) Veterans' guidance and placement in advertising;
- (2) education and training in advertising for members and non-members;
- (3) a public relations campaign;
- (4) a campaign of public service.



L.S. TOOGOOD RECORDING CO.
121 N. LA SALLE ST., CHICAGO 1, CENTRAL 5775

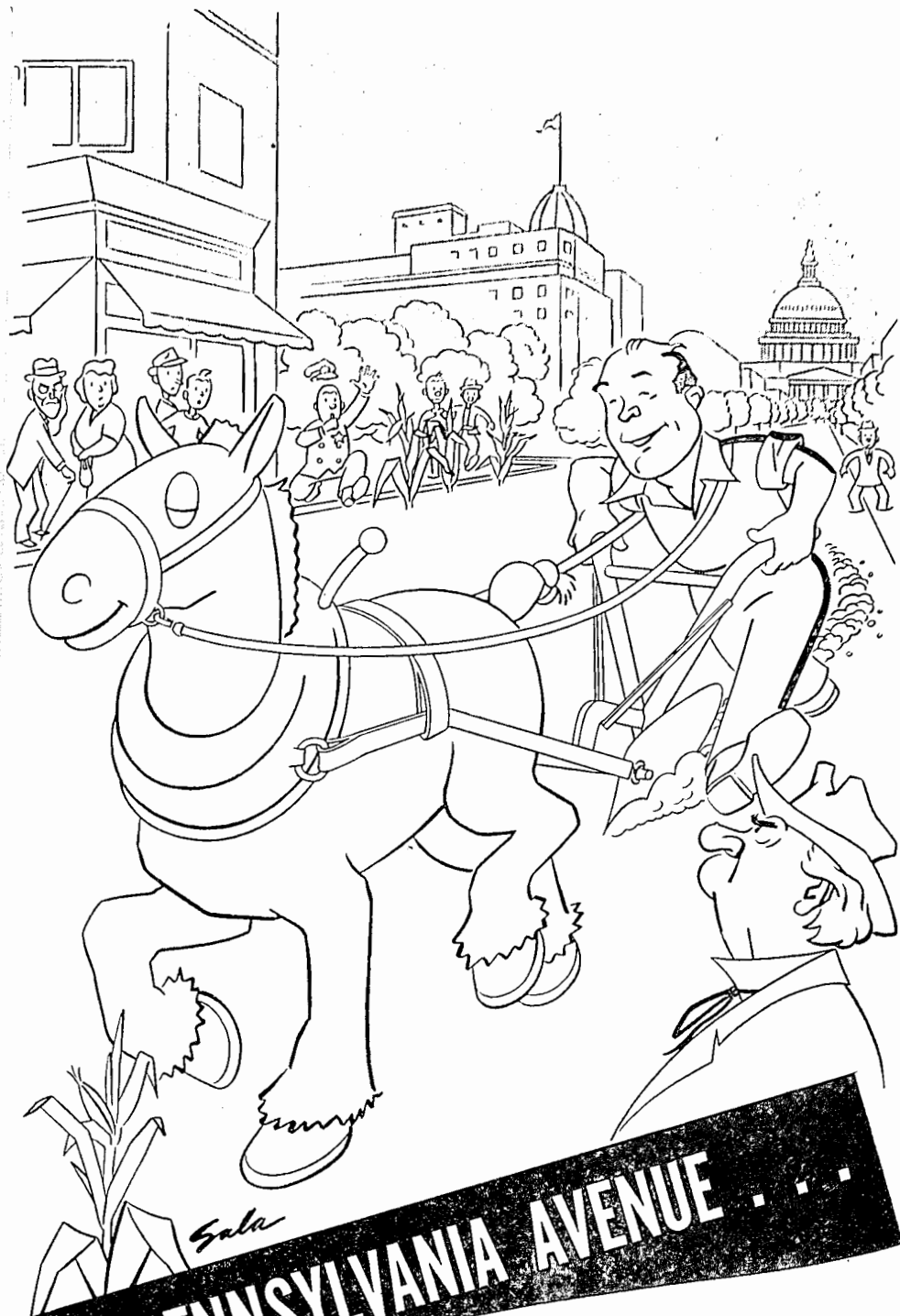
In spite of its being the SEVENTH largest city in the nation (SIXTH in sales)*, Washington still likes a touch of plain, friendly corn in its radio fare. And Easy Gwynn, Midas-like, grows corn that turns to gold at his touch! Like many of the other name personalities at the new WOL, Easy Gwynn is new to Washington. But his rating-rearing record in other metropolitan centers is almost legendary. In only six months on WIBC, Indianapolis Mutual station, Easy Gwynn grew an 11.5 Hooper rating† at 4:45-5:00 in the afternoon, Monday thru Friday—leading the second-highest station by a 187% margin. In Indianapolis, his mail pull—without giveaways or special offers—ran up to 2700 pieces of mail in a single day. In a smaller market, he pushed the mail count for one program from 30 up to 400 letters and cards daily.

At WOL Easy Gwynn makes noises like a disc jockey every morning from 6:00 to 8:00 and every afternoon from 4:00 to 5:00 (Monday through Saturday), with the usual proportions of time signals, weather bulletins, news, music and chatter in the unusual Gwynn manner.

And the corn grows tall on Pennsylvania Avenue and all along the Potomac.

To find out what Easy Gwynn's brand of friendliness can do for you in the lush Washington market, ask Katz or WOL—Washington's fastest-growing station.

* Sales Management "Survey of Buying Power," May, 1946
 † Continuing Measurement of Radio Listening, Fall-Winter, 1945-46



WE'RE PUTTING A PLOW TO PENNSYLVANIA AVENUE . . .

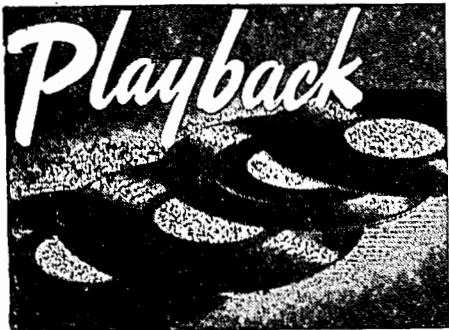
BASIC MUTUAL

A COWLES STATION

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by
THE KATZ AGENCY, INC



Michigan Ave. Memorandum . . . !

● ● ● Harry James and his ork booked for a one-night stand at the Aragon Ballroom Aug. 2. . . Eddie "Rochester" Anderson, in town for a week's engagement at Chi's South Side Regal Theater, did a guest turn on the Breakfast Club while here. Anderson reportedly has signed with Apollo, his first platter under that label—"Bagel and Laux"—scheduled for release in a couple of weeks. . . Jerry Colonna, also a Chi visitor between engagements on his current one-nighter tour. . . Bill Thompson, Fibber McGee's Wallace Wimple, Old Timer et al, is spending part of his vacation here visiting his Mom. . . Mutual network salesman Arnold Carlsen and George Clark are nursing injuries incurred in mishaps. Carlsen's car got into an Outer Drive tangle with another auto and Carlsen came out of it with assorted cuts and bruises. The same day Clark rose early to pitch hay to his horses, and ended up "out cold" when a plank fell on his head. . . Scotty Wiseman of the popular National Barn Dance team of Lulu Belle and Scotty, has received numerous bids from music publishers for his ditty, "Have I Told You Lately That I Love You?" Scotty plans to publish it himself. . . And speaking of National Barn Dancers, Baritone Phil Kinsman, former haylofter, is following the path of other Chicago radioites to the Metropolitan Opera. Phil will make his Metropolitan debut this fall singing the role of Alvis in "La Gioconda." Preceding him in making the hurdle from Chicago radio to the Met have been Norman Cordon, Vivian Della Chiesa and Emery Darcy.

As a radio man, you will read about RENDEZVOUS WITH DESTINY this week . . . read about it in a folder which was mailed to stations across the nation.

Introduced on the anniversary of the death of President Roosevelt, RENDEZVOUS WITH DESTINY is a 2-volume record album based on the speeches of this famous American leader. It is the first in a series of NBC Documentary Recordings.

This is history in the making . . . a documentary record of an era (1933-1945) when world-shaking events were taking place . . . when the world was (consciously or otherwise) girding itself for the greatest crisis in history. It was an era when the decisions of Franklin Delano Roosevelt were having an effect on every person in the country, if not in the world.

The album contains excerpts of 23 of the most important radio addresses of Roosevelt. These passages are bridged by compelling narration and vivid music which summarize the intervening history.

Every radio station with an eye to the increasing value of public service programs should have this album in its library. The album is so produced that individual speeches can be used to recall a particular period of the era. Or the entire album of two-hour duration may be played.

Further details about RENDEZVOUS WITH DESTINY will be found in the folder which will be received by every radio station. If additional copies of this folder are desired, write your nearest NBC Radio-Recording Division representative.

NBC Radio-Recording Division logo and address: AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS New York • Chicago • Washington • Hollywood • San Francisco A SERVICE OF RADIO CORPORATION OF AMERICA

AGENCIES

HERMAN LUBINSKY, general manager of Savoy Record Co. has appointed the Wm. N. Scheer Advertising Agency of Newark, N. J. to handle the expanded plans for the Savoy label promotion. Robert Walsh will be the account executive in addition to his duties as director of radio for the agency.

GERALD M. BROWN, former chief editor of the Toronto Daily Star and the Windsor Mail, has been named manager of the Toronto office of Young & Rubicam, Ltd. He will continue as manager of the Bureau of Industrial Service (Canada) Ltd, a subsidiary of Y&R, operating in the field of publicity and public relations.

MARY JANE KROLL, who was director of women's programs at WAAC before resigning to open "Coverage by Kroll," a writing-on-assignment-service for radio, has Al Prescott as her newest client. She is "covering" Manhattan for Prescott and writing his 6:30 p.m. (Monday through Friday) air-column on WABC.

Condenser Litigation Ends After Four Years

(Continued from Page 1) brought to an end in Superior Court here. Sitting in a jury-waived session Judge Frank J. Donahue issued a final decree dismissing, without costs, bill of complaint brought in 1941 by the Cornell-Dubilier Corp., of South Plainfield, N. J., against the Sprague Electric Co., of Pittsfield, then Sprague Specialties Co., and Harold E. Brafman, one of its employees. In its suit, Cornell-Dubilier alleged that Brafman, an employee prior to Jan. 1, 1941, had gained access to secret formulae and data relating to the manufacture of mica transmitting condensers for radio and power transmission, and that Sprague hired Brafman and obtained the secret information.

Portrait of Chuck Foster with caption: CHUCK FOSTER records for LANG-WORTH

★ ★ ★ Henry Hoople, co-scripter with Fred Fox of the Judy Canova show, vacationing in Chi. Hoople is a former WGN comedian. . . Jack Berch, the ABCComic, will air his Aug. 7 show from the Eighth Street Theater. . . The two ex-champs named Maxie-Baer and Rosenbloom—are packing 'em in at Colosimo's Theater Restaurant. . . ABC's Jack Armstrong serial rounds out 15 years July 31. Jim Ameche, back in Chicago radio again, played the original role. . . Curley Bradley, star of Mutual's "Tom Mix," will do a week of personal appearances, starting July 26, at Coney Island Park, Cincinnati, Ohio. . . Dorothy Doran, N. W. Ayer publicist, who has been press-agenting the Wayne King summer show, leaves Saturday for a vacash and then will return to New York.

★ ★ ★ Gene Lewis, 17-year-old son of WGN actor Forrest Lewis, is at Mackinac Island where he is appearing in a movie featuring Jimmy Durante and Esther Williams. Gene, a senior at Niles Township High School, was offered a movie contract when he and his parents were on the West Coast, but chose to return to Chicago with them to finish his schooling. . . Tom, Dick and Harry, WJJD's vocal trio, betook themselves to the Telenevs Theater last week on one of the summer's hottest days, the idea being to cool off a bit. Having cooled off, the three emerged and headed for the WJJD studios and their daily broadcast only to walk smack into a carload of detectives. After some explaining, T. D. and H. were allowed to proceed. It turned out that the cops were on the lookout for three characters who were supposed to be coatless and minus ties. And almost any Tom, Dick and Harry would have fit that description on a day that hot.

★ ★ ★ Announcer Jim Campbell is just about convinced that the unlucky 13th is his lucky day! On July 11 he received an eviction notice, on the 12th he was caught in a speed trap in a Chicago suburb and received a traffic ticket. Then came the fateful 13th, but his luck had changed. His new radio show, "Tunes for Teens," went off without a mishap. Later that afternoon he ran into a friend who repaid a long overdue debt of twenty dollars—and when he got home that night, his wife had steak for dinner!

Will you lunch with Our President?

YESTERDAY, Our President lunched with a top agency executive who *knows* his networks.

To the consternation of O.P., he discovered that his friend's conception of Mutual dated way back to 1945! So what else could O.P. do but tell the story of *today's* Mutual (today being July 23). Among other things O.P. pointed out that...

★ Mutual added 46 stations in important markets in the past year.

★ Many Mutual outlets in major markets (such as Washington, Minneapolis, Jacksonville, Pittsburgh and Canton) are going to more power and will enter more homes. WLW, KOB and WNAX are now carrying Mutual programs.

★ Further improvements are around the bend, in about 15 major markets.

★ The increasing popularity of Mutual's more than 200 single-station markets has revised old coverage ideas.

★ Mutual is continuing to sell tested programs to alert sponsors. Typical of these are: Queen For A Day, Special Investigator, Twenty Questions, House Of Mystery, Real Stories, True Detective Mysteries, Mystery Is My Hobby and Nick Carter.

★ We have many other low-cost *sponsorable* shows, such as "Married For Life," "True Confessions," "Leave It To The Girls," "Alexander's Mediation Board."

★ In the past year, 19 advertisers increased to *Full Network*—including a few who are taking a summer vacation, but will come back *full blast*.

There was much more that O.P. told his friend. For instance, he pointed out that the World's Largest Network is the Nation's Least Expensive network buy—an important consideration in these days of rising distribution costs. He emphasized that your problems are Mutual's problems because our success depends on your success on our network.

As Our President can only eat one luncheon a day, he is deputizing our 25 salesmen to take some of you to luncheon and to feed you these and other statistics along with meat and potatoes. These salesmen will try and get the point over to you that in these "new model" days, it is the "new model" Mutual which will give you *more for your money*.

Mutual

Broadcasting System

THE WORLD'S LARGEST NETWORK

NBC Sets Groundwork For Parade Of Stars

(Continued from Page 1)

tion director. Hammond will emcee the proceedings.

Unofficially, the promotion started yesterday with a small informal luncheon for the trade press, which viewed the handsome new plexi-glass cabinet to hold the promotion material for each day in the week, and labeled on each compartment, accordingly.

All-out effort will be made this year to closely integrate the work of all departments on the boost to the network shows by the individual stations. This according to Menser will result in a two-hour program of stars on Sunday, October 13, at 4-6 p.m., EST, and this will be followed on Monday, October 14, with an hour and one-half show from 10:30 p.m. to 12 midnight, with a five-minute interval for news around 11 p.m.

Roy C. Porteous, NBC audience promotion manager, who is in charge of operation, states that the first shipments of the plexi-glass Bandboxes will start this week and all will go well packed by air express.

All affiliates will be kept fully informed of all activities by Porteous, Tom Knode, assistant press department manager, and Carl M. Watson, station relations promotion co-ordinator. Succeeding talks to the one being held today will be given by the above-mentioned. A full complement of mats, pictures for reproduction, etc., will be in the promotion kits, one for each day of the week and lettered and colored accordingly. About 100 per cent co-operation by the stations is foreseen this season, which is the culmination of a steady growth over the past few years of the co-operating affiliates.

Not only are the stations in the fold 100 per cent, but clients, agencies, artists, writers and producers as well as stars are having their efforts co-ordinated for the big push.

Republic Signs Joan Edwards

Republic Pictures has signed Joan Edwards to a long-term deal. Final contract stipulations were settled this week between the singing star and Herbert Yates, president of the film company. Joan will take an eight-week vacation from her starring duties on radio's "Hit Parade" beginning August 18th and will spend this time making her first film, "Hit Parade of 1947."

V & VV
get **Cashman**
in **Hollywood**

WORDS AND MUSIC

By HERMAN PINCUS

And A Little Song Shall Lead Them. . . !

● ● ● People can't say that Redd Evans isn't doing his bit . . . We mean about the inflationary trend in commodities . . . Readers of stock market news see stories about the shortage of coffee as responsible for the increase in prices but Redd comes out with a ditty titled "They've Got An Awful Lot Of Coffee In Brazil". . . Thus when all America sings of the abundance of that beverage, how can any group of coffee brokers combat such propaganda? . . . Now if Irving Berlin, Cole Porter, Hammerstein & Rodgers, Johnny Mercer, Irving Caesar and other topnotch songwriters would follow suit and give the American public songs about the abundance of butter, meat, clothes and building materials, the road back to normalcy and prosperity would float into sight.

★ ★ ★

● ● ● **TIN PAN ALLEY-OOPS:**—Bregman, Vocco & Conn have a sure-fire hit in "This Is Always," written by Mack Gordon and Harry Warren for the 20th Century-Fox flicker, "Three Little Girls In Blue". . . ● Williamson Music has revived Bob Nolan's "Tumbling Tumbleweeds," which to us is one of the finest 'western' songs ever written. . . ● Nothing succeeds like success . . . Joan Whitney and Alex Kramer, with a string of hits including "Love, Love, Love," "Candy" and "Money Is The Root of All Evil," are banking on their latest, a torch ballad titled, "The Way That the Wind Blows". . . Published by Sun Music, the song already has been recorded by six major companies. . . ● Patti Dugan, formerly with Stan Kenton, Johnny Long and Les Elgart, has started vocalizing with Vincent Lopez' Orchestra at the Taft Hotel. . . ● Jack Egan has split with Alvin Rey and is handling publicity for Casino Gardens in Hollywood. . . ● Spike Jones, currently convulsing the patrons at the Strand Theater in Gotham, will spend his vacation in Hawaii, starting August 25. . . ● Lynn Stevens succeeds Frances Wayne as vocalovely with Woody Herman's Band. . . ● Slim Bryant, the hillbilly KDKA attraction, in Gotham to complete a new recording deal. . . ● Television execs should see and hear Roberta Hollywood at the Plantation Room of the Dixie Hotel . . . Slightly dynamic. . .

● Edwards Music Co. has lined up a trio of novelty tunes that should prove plenty useful as material for variety and comedy programs. . . "Go West, Young Man, Go West" (already recorded for Vogue by Joan Edwards); "I'm In Love With A Gal Who's In Love With Me Pal," recorded by Riley Shepard for Musicraft and "I'm Sam The Man Who Made The Pants Too Long." . . ● Chalk up another discovery by Bud Barry, ABC chief of programs . . . Adele Clark is her name and you can bet on it that her new style of vocalizing will soon be copied.

★ ★ ★

● ● ● If you go for nostalgia, you'll like the fare Joe Franklin has lined up on his "Vaudeville Isn't Dead" program via WNEW . . . featured will be Georgie Price on July 26, Joe (Silver-masked Tenor) White, July 29 and Nick (Tip-toe Thru the Tulips) Lucas July 31. . . ● In our 'Success Story' last week we profiled Patti Clayton, CBS star and gave her age as nineteen . . . Back came a sweet letter from Patti thanking us for the plug . . . But what floored us was the last line (most unlike any admission ever made by the female of the species) . . . Quote:—And Herman, I just wished to make one correction . . . I celebrated my 23rd birthday several months ago . . . Unquote. . . ● Jimmy Farrell, MBSongstar heard Mondays at 4:45 p.m. has an additional spot . . . Sundays at 1:45 p.m.

★ ★ ★

● ● ● **ON AND OFF THE RECORD:**—Gene Krupa's Columbia disc of "Chiquita Banana," backed with "You May Not Love Me," gives dance addicts a Latin rhythm back with a solid four-four. . . ● Tommy Dorsey's Victor platter of "I Wanna Go Where You Go," backed with Jerome Kern's "The Song Is You," made to order for hep-cats. . . ● Fontaine Sisters initial platter for Musicraft, "My Fickle Eye" and "It Couldn't Be True," should do plenty for this mid-western trio.

Court Fight Expected Over Clear Channel

(Continued from Page 1)

habits are expected to be important factors in the decision to be reached.

Some experienced lawyers here believe that it is with an eventual court fight in view that Attorney Louis Caldwell, for the clear-channel group is scrapping so hard to build up a strong record for his case. Any court battle will be decided, in part, at least, upon the record in the hearings before the FCC.

Although it is not possible to state flatly the views of the individual Commissioners, observers closely following the sessions believe that nearly all six of them lean toward a decision for the sharing of the tiller on clear channels. Commissioner E. Jett is certainly undecided, while colleagues cannot be said at this time to have reached definite decisions.

Can. Broadcasters To Meet

Toronto—The Annual meeting of the Western Association of Broadcasters will be held at Harrison on August 5-6. Jack Pilling of CHW Chiliwack, heads a committee which will provide transportation for Chiliwack to Harrison for the traveling by C. N. R.

Boler Hospitalized

Chicago—John W. Boler, chairman of the board of North Central Broadcasting System, is in Presbyterian Hospital, Chicago, where on Saturday, July 20, he underwent a major operation.



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Second Atomic Test Shows Good Radio Show

(Continued from Page 1)

...ment, which also had considerable unfortunate static attached, last night's description was a more lucid description.

Radar, radio and television had an important hand in the experiment of the radio correspondents on the Mt. McKinley having a fairly good report at all times as to what was going on. Thus, one reporter, Don Van Meter, was at the radar tower; Don Van Meter at the television receiver; and others at different points of view on the radar tower, 90 feet above the lagoon waters.

...te Roberts did the general story and switched on occasion to the other side at the same time, those not winning certain positions in the toss, but just as well by being able to report on their own webs at will.

...te Roberts represented ABC; Don Van Meter, CBS; Ralph Howard Peterkin, NBC, and Don Bell, Mutual.

...o explosions were heard distinctly, each a sustained boom, lasting altogether nine seconds. Mutual broadcasted 119 phone calls within half an hour, congratulating the web on clear reception. Good results were reported by listeners also to ABC, NBC and NBC.

Broadcast Runs 15 Minutes

...the time of the broadcast which ran from 5:30 to 5:45 p.m., EDT, as arranged on all webs, it was announced that Vice Admiral Blandy would speak about the results a little later. Meanwhile during course of the first broadcast, deputy officials were brought to the mike for a few minutes. While all webs cancelled their 5:45 p.m. commitments, additional shows were cancelled or moved to subsequent broadcasts by Navy radio and radio correspondents.

...roadcasts of the show were cancelled later at night. WOR via Van Meter's 6:30 p.m. news reported a recording of the explosion, which was repeated over the Mutual broadcast on the Gabriel Heatter program at 9 p.m.

...ile the pooled broadcast on the radio was halted at 5:35 p.m., the television network transcribed the broadcast minutes which followed from the radio and aired this section over the radio at 6:30 p.m.

...merican, on its "Headline Edition" at 7 p.m. last night, picked up the "Appalachian" at Bikini the report of William Lawrence, technical writer of the New York Times,

Resolution By Senator Asks Investigation Of Commission

(Continued from Page 1)

...of which Tobey is also a member, and that he has reason to hope for an investigation this year. Insisting that he could not speak for Wheeler, Tobey pointed to his introduction of the resolution yesterday as evidence of his belief that action by the committee can be obtained during 1946.

The investigatory resolution calls for inquiry either by the full committee or a sub-committee. Because of the fall elections, it is likely that a sub-committee would be named.

Unwilling to go on the record with prejudicial statements, Tobey nonetheless admitted that complaints reaching him have indicated that the Commission has been in conflict with the public interest in several ways. His resolution mentions specifically control, or censorship of broadcast material, allocation of frequencies, discrimination against rural listeners in allocation of AM and FM frequencies and the effect of the FM shift upon the broadcasting industry.

Asked whether he had noted any major change in Commission policy resulting from the departure of, first, James L. Fly and, second, Paul Porter, both former chairmen, Tobey replied, "I introduced the resolution today, didn't I?"

The body of his resolution, which will go to the Interstate Commerce Commission for action, follows:

"Resolved, that the Committee on Interstate Commerce, or any duly authorized sub-committee thereof, is authorized and directed to make a full and complete investigation with respect to:

"(1) The exercise of control by the Federal Communications Commission

who discussed the tests from the standpoint of an engineer.

Television, during yesterday's test, as in the former operation at the atoll, played a vital part in the undertaking. With transmitters on the island and receivers aboard the Mt. McKinley, the video report of the explosion was mentioned no less than 11 times directly during the course of the pooled broadcast, and numerous additional times indirectly.

John F. Royal, vice-president of NBC in charge of television, last night commented on the service provided by the video medium. "Television's unparalleled ability as a news gatherer and dispenser," he said, "was clearly proved by the radio reports of the atom bomb explosion from the Bikini atoll." He referred to the transmitters on the atoll as "eyes" serving the public in an area where no human eyes could exist.

Capt. Charles F. Horne, deputy chief of Navy communications, who served during the war with the Pacific fleet, will appear on NBC's television station, WNBT, at 8:45 p.m. tonight, and will discuss the role of video during the past war, at the Bikini bomb tests and in the post-war world.

mission over radio broadcasting programs and the extent to which said Commission claims to have the right, and exercises the right, to censor or control the operating and program policies of radio broadcasting stations, and the extent to which such censorship or control has restricted, or may restrict, freedom of speech in radio broadcasting as guaranteed by the Constitution of the United States.

"(2) The effect upon the public interest of such censorship and control or attempted censorship or control.

"(3) The manner in which the Commission has administered the matter of allocation of frequencies to broadcasting stations.

"(4) The effect which the Commission's order transferring frequency modulation from its former position in the radio spectrum would have on the rural population of our states and whether there is not involved discrimination against the farmers of America in the matter of facilities for radio reception.

Treats FM Allocations

"(5) The matter of allocation of frequencies to that type of broadcasting known as frequency modulation, and the effect to the recent re-allocation of frequencies to such type of broadcasting stations, and the reasons therefor, together with the matter of the effect of such re-allocation on the public and the radio and broadcasting industries, also the effect thereof on the measure of extent of control generally of radio broadcasting by said Federal Communications Commission.

"(6) The administration generally by the Federal Communications Commission of those provisions of the Communications Act of 1934, as amended, which relate in any manner to radio communication. The committee shall report to the Senate, at the earliest practicable date, the results of its investigation, together with its recommendations, if any, for necessary legislation."

Functions Of BMB Outlined At Confab

(Continued from Page 1)

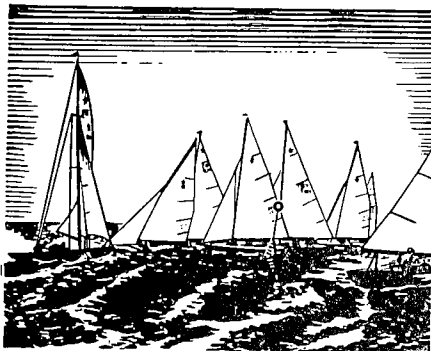
under way and that BMB hoped to complete their reports before the October meeting of the National Association of Broadcasters in Chicago.

Nine uses of the BMB survey, as suggested by advertising agencies, previously interviewed, were outlined by Frank in the BMB presentation. The nine uses are:

- (1) To help compare radio with other media under consideration for a campaign;
- (2) to evaluate stations and networks;
- (3) to determine what station to use to reach a given market;
- (4) to select stations or network to match product distribution and sales;
- (5) to select stations to supplement other media;
- (6) to allocate radio costs to sales districts;
- (7) to promote programs more effectively;
- (8) to foster dealer and distributor tie-in advertising and
- (9) to evaluate other research.

Iaricci Returns To NBC

Joseph Iaricci has returned from the Navy to NBC's general service department.



rounding the halfway mark

Our stations tell us happily of the plus signs in their ledgers as they round the halfway mark this year. Put Weed and Company's staff of seventeen men to work and watch the plus signs multiply.

Big Daytime Leadership

In the 40 daytime quarter-hour periods (Mon. thru Fri.), the latest Hooper Listening Index in the Worcester area of over 500,000, gives WTAG 31; Station B, 7; Station C, 2; Station D, 0 and Station E, 0.

WTAG WORCESTER

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

FOR IMMEDIATE OCCUPANCY

Modern Fireproof Building Fully Sprinklered

RADIO OR TELEVISION STUDIOS

Up to 25,000 Square Ft. Available
Apply Box No. 200
RADIO DAILY
101 Broadway New York 18, N. Y.

COAST-TO-COAST

—TEXAS—

HOUSTON—Reese Reinecker, for the past several years secretary-treasurer of KXYZ, has been named station manager. . . . Larry Blieden, former announcer, actor and producer of radio shows for KTHT, KPRC, KTRH and KXYZ, has joined the Interstate Players and is currently touring the southwest in the cast of "Kind Lady." . . . SAN ANTONIO — Jane Henry, 18-year-old blond vocalist, was named the winner of KMAC's portion of Mutual's nation-wide Tommy Dorsey Talent Search Contest on a half-hour show featuring 10 local singers aspiring to a career with the famous bandleader. . . . Winners throughout the country will send recordings of their voices to the judges in Hollywood, where six winners will be named to visit the film capital, expenses paid, to sing with the Dorsey organization.

—MISSOURI—

SPRINGFIELD—M. Wayland Fullington, former KWTO program director, has been placed in charge of sales promotion for the outlet. . . . William McCord, recently released from the AAF, succeeds him as program director. . . . Bill Ring, long-time announcer-producer, has been named production manager and new emcee of the "Korn's-A-Krackin'" show. . . . ST. LOUIS —Robert T. Convey, KWK president, announced that Arnold G. Stifel has been elected chairman of the board of Thomas Patrick, Inc. . . . KANSAS CITY—Latest addition to the KCMO mike staff is Jim Lantz, former KVOR, Colorado man. . . . Jim served over four and a half years in the Armed Forces. He was a member of a paratrooper outfit.

—OHIO—

CANTON—Top news story of the day, as far as Jim Dooley, WHBC news editor, is concerned, is the arrival of his daughter, Cheryl Lynn. . . . Eugene Carr, director of radio for Brush-Moore Newspapers, Inc., to New York to attend meetings of the NAB Freedom of Radio Committee. . . . Gervis Grady, commercial manager, is vacationing at Christiana Lodge, Mich. . . . DAYTON—Jack Hodgkinson, WHIO engineer, is the father of a baby girl named Susan. . . . CLEVELAND—Elmer Krause, WGAR assistant treasurer, has been awarded the Army Commendation Ribbon for initiating and installing a plan for computing combat tables of supply while serving with the Air Forces.

Send Birthday Greetings To~

July 25

Ralph Dumke William Gernandt
Nan Grey Al Pearce
Hal Peary Bill Shea

Radio Lending Support To Atomic Energy Campaign

(Continued from Page 1)

to spread information on atomic energy Daniel Melcher, director of the national committee on atomic information praised the all-out co-operation of radio and other top media.

Gen. H. H. Arnold, former chief of the U. S. Army Air Forces and Vice Admiral W. H. P. Blandy, commander Joint Task Force 1 for the Atomic Bomb Tests, will participate in the second of a series of twenty programs, "You and the Atom," on the CBS network. They will be heard on August 1 in a discussion of "What Are The Military Uses of Atomic Energy?"

"You and the Atom," a four-week series of daily programs designed to give the American public the full story of atomic energy, started on CBS Monday, July 22. Secretary of War Robert P. Patterson was the first speaker.

Dr. Lyman Bryson, CBS counsellor on public affairs, is heard on all the programs with authoritative speakers as his guests. The program will be heard Mondays through Fridays, 11:15-1:30 p.m.

Hollywood Vet Producers Offer First Package Show

(Continued from Page 1)

first show and is submitting it to New York and Los Angeles advertising agencies. It is an audience participation show titled "From Head to Toe," with Bebe Daniels and Perry Ward conducting an audience quiz on fashions. Winners of quiz receive a complete wardrobe, with items featured by America's smartest stores and specialty shops, and there also is a tie-up with Paris, with world famous designers participating and also presenting a complete outfit to winner. Robert M. Light is producer, and Frank Danzig is command supervisor of show.

Additional Personnel Set By New Advertis'g Agency

(Continued from Page 1)

be in charge of radio production in the New York office, and has just resigned from the radio department of Ruthrauff & Ryan, Inc. Van Nostrand, also late of the R&R where he was chief radio editor, will head up the Hollywood office for the new agency.

Edward Fischer, formerly co-director of the art department of Benton & Bowles, joins the agency as head art director and George Andrews, formerly head of traffic for J. M. Mathes, will head the traffic and production departments.

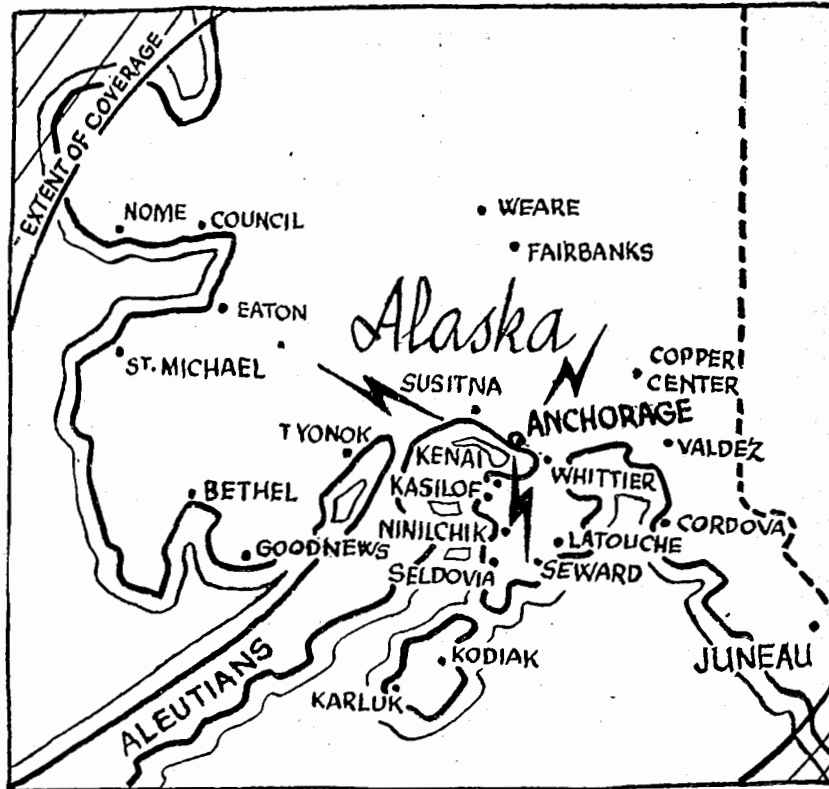
Pickets Halt Broadcast

Montreal—A radio broadcast from the strikebound plant of the Steel Company of Canada, Ltd., at Hamilton, Ont., was halted when pickets some wearing steel helmets stopped a radio station car from entering to do an actuality broadcast from inside the plant.

For "Vital Zone" Coverage in Alaska

KFQD

ANCHORAGE



Alaska's vital zone, an area within KFQD's coverage, includes:

- Most of the heavily populated cities
- Most of Alaska's purchasing power
- Purchasing "desire" THREE times that of a similar U. S. population
- A market similar to that of the U. S.

KFQD

5000 Watts 790 kc.
Anchorage, Alaska

The only "open sesame" to this rich market area is through use of KFQD— for no other station covers as many of the population centers as does Alaska's oldest station. A planned expansion of facilities—to 10,000 watts—will put KFQD further ahead of other radio outlets. Distribution of printed matter in Alaska is limited but radio reaches all—and KFQD consistently reaches most! Regular listeners in Dawson, Seward, Nome, Juneau, Fairbanks, Cordova, Kodiak, Adak, Yukon territory as well as Anchorage attest to KFQD's far-reaching transmission.

**The most coverage gives the most sales.
It's KFQD in Alaska!**

Exclusive Representatives

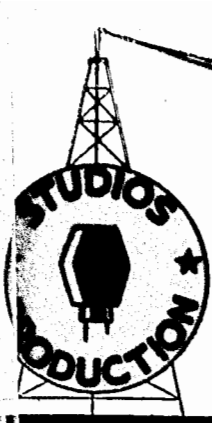
PAN AMERICAN BROADCASTING COMPANY

330 Madison Avenue

New York 17, New York

Murray Hill 2-0810

For rates and information on foreign stations write, now!



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 36, NO. 19

NEW YORK, FRIDAY, JULY 26, 1946

TEN CENTS

Outlook For Spot Business

Five Tele Stations

Promised By Jan. 1

Five new television stations are expected to be in operation by January 1, RADIO DAILY learned yesterday. The stations will be located in Washington, Detroit, Minneapolis-St. Paul, St. Louis and Fort Wayne, Ind.

First of the new stations will be WJR's operation in Detroit which is scheduled for delivery by DuMont on November 15. Next will be RCA's new station which will be erected for WRC, NBC outlet in Washington, and will probably be on the air by December 1. In St. Paul, Stanley Gibbard, general manager of KSTP,

(Continued on Page 8)

Tele Demonstration Given Of Bikini Video Technique

A demonstration of the specially designed RCA television equipment used by Joint Task Force No. 1 in the atomic bomb test Wednesday at Bikini was given over WNBT, NBC television station, last night with Capt. Charles F. Horne of the Navy participating.

During the demonstration Captain

(Continued on Page 3)

Don Lee Coin Now Ready For Tele, FCC Informed

West Coast Bureau, RADIO DAILY Hollywood—In the absence of Jimmy Lee, sole heir of the Don Lee estate, who was too ill to appear, Lewis Allen Weiss, vice-president and general manager of Don Lee-

(Continued on Page 6)

Bikini Films

First motion picture films of the second Bikini atom bomb blast are expected to be shown by New York television stations next week. Films are being flown from Bikini by the Navy for processing at the Anacostia Naval station in Washington. First clips will be made available to both newsreels and television by next Wednesday, according to Washington reports.

Winner

William P. Sweeney, ex-Army officer of Buffalo, N. Y., is the winner of the dramatic script writing contest sponsored by the fifth annual NBC-Northwestern University Summer Radio Institute now being held in Chicago. The script, entitled, "Hunger," will be broadcast on NBC, Saturday, 4:00 to 4:30 p.m., EDT.

Want CBC To Explain Refusal Of Land-Offer

Montreal—Demand that investigation be held into the reasons why the CBC had changed its mind and turned down Montreal's offer of free land in the center of the city, was made to the Canadian Parliamentary Radio Committee yesterday by Roland Beaudry (L. Montreal-St. James). The city had offered the corporation a plot of land in the area bordered by St. Denis, St. Hubert, Ontario and St. Catherine Streets in Beaudry's St. James Riding. An agreement was

(Continued on Page 5)

Yankee Web Joins BMB; Other Regionals Sought

First regional network to sign with BMB is the Yankee Network of Boston, Hugh Feltis, president of BMB, announced yesterday. Other regional networks are also expressing interest in the organization, Feltis added. The closing date for regional web subscriptions is September 1.

Okays For 7 New AM Outlets Released By The Commission

Washington Bureau, RADIO DAILY Washington—Applications for seven new AM stations were acted upon favorably yesterday by the FCC, with conditional construction permits granted in each case. Four of the new outlets are 250-watters, and three one kilowatt stations, daytime only. The locals include WAUK Broadcasting Company, Waukesha, Wis., to operate on 1510 kilocycles, daytime

Midsummer Survey Shows Advertisers Using Spots And Preparing Campaigns For Fall

New Philippine Web Launched In Manila

Manila—First station of the new Philippine Broadcasting Company network, KZPI, operating on 1,000 watts, is on the air and expansion of the network to six stations will be completed as soon as transmitter equipment arrives from the United States.

KZPI, owned by a corporation of Manila business men, is managed by

(Continued on Page 6)

ILGWU Describes Plan For Operating FM Outlet

Strong bid for an FM channel in the New York area was made yesterday by the International Ladies' Garment Workers Union, at the hearings being continued by the FCC before Alfred Guest, representing the

(Continued on Page 8)

Chicago Tele Station Sets New Air Time Record

Chicago—WBKB, Balaban & Katz video outlet here, reveals via its log that the station has set a new record for total air hours on the week, for an aggregate telecasting of 29 hours

(Continued on Page 5)

As midsummer approaches, spot business finds itself neither off the beam as far as pessimists expected, nor has it by any means exceeded its peak of a year ago as a seasonal proposition. Factors which are hitting various industries are being reflected in the present spot volume, which include the

(Continued on Page 3)

Webs And Stations To Observe AAF Day

Co-operation of all major networks and many independent stations in the celebration of Army Air Force Day, August 1, has been assured, with wide coverage planned throughout the nation. The AAF's 39th anniversary will have a countrywide buildup with the theme, "Air Power Is Peace Power"

(Continued on Page 6)

Univ. Broadcasting Offers Live And ET Packages

West Coast Bureau, RADIO DAILY Hollywood—Universal Broadcasting Company is entering live and transcribed package field, also open-end transcriptions. First package

(Continued on Page 5)

"Pooch-Sitter"

Milwaukee—Something new was added to the American vocabulary when Gaston Grignon, WISN general manager, secured a baby-sitter's counterpart, a "pooch-sitter." Seems Grignon did not desire to leave the antiquated family pet, Middy, a cocker spaniel, in a kennel during his vacation, so he gave his home to a young couple, and they served as dog watchers.

(Continued on Page 5)



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

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FINANCIAL

(Thurs., July 25)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

Table with columns: DuMont Lab., Finch Telecomm., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid and Asked columns.

Eisenhower On CBS

General of the Army Dwight D. Eisenhower and Maj. Gen. Norman T. Kirk, surgeon general of the Army, will be heard on CBS tomorrow at 4:30 p.m., EDT, in a special program commemorating the 100th anniversary of the Army's Medical Corps. Both will be picked up from Washington, D. C.

Coming and Going

LOUIS M. STUMER, HUGH HOLE and JACK HURDLE, executives of Television-Radio, Inc., leave this week-end for Ten Thousand Lakes region of Minnesota to participate in the prize-winning fishing contest conducted by KSTP, St. Paul.

"PETE" SCHLOSS, of the ABC stations department, has left on a business trip to New England. He'll be gone for two weeks.

ANDREW ALLAN, supervisor of drama for CBC, is leaving Vancouver for Madison, Wis., where he will attend meetings of the Public Service Radio Institute which will be held at the University of Wisconsin July 29-August 6.

NORA MARLOWE, who appears in "Tennessee Jed" on the networks and her husband, JIMMY McCALLION, also a radio actor, visited recently in Worcester, Mass.

DWIGHT COOKE, roving reporter for CBS, leaving for Wheeling, W. Va., to cover the "Cross Section—NAM" program of the National Assn. of Manufacturers.

WALTER M. KOESSLER, general manager of WROK, American network affiliate in Rockford, Ill., is visiting briefly in Gotham on business.

JACKIE MILES is expected in Gotham tomorrow from Atlantic City, where he appeared at Joe Moss' Copa. Next stop is the Bradford Roof, in Boston.

BILL STERN, sportscaster on NBC, who returns to the air tonight following a vacation, will be heard from Chicago, where he's covering the "Tam O'Shanter" golf tournament.

DON LERCH, farm director for WEA, is taking a busman's holiday by spending a vacation on his father's farm in Williamsport, Pa. Ray Barrett is substituting for him in the interim. Lerch will return August 12.

'Harrigan' Leaving ABC; Added To MBS 'Kid' List

Robert Maxwell, radio's package producer, has pulled his Hop Harrigan juvenile aviation strip show out of the ABC "Children's Hour" and switched to the 5:00 p.m. slot on Mutual. Harrigan will bow out of ABC Aug. 2 and debut on Mutual early in September. With Harrigan switching networks, belief is that MBS now offers a strengthened lineup of "kid shows." New MBS juvenile schedule lists the following: The Sea Hound at 4:45; Hop Harrigan at 5:00; Superman at 5:15; Captain Midnight at 5:30; Tom Mix at 5:45.

Autry Program To Tour

"The Gene Autry Show," heard Sundays, 7:00-7:30 p.m. on the CBS network, goes on tour September 15, when it broadcasts the show of that date and September 22 from WBBM, Chicago. September 29 through October 20, the program will be aired from CBS' New York studios. October 27 and November 3, the show will originate in Boston, station WEEL.

Slater On 2 MBS Shows

Tom Slater, director of special events for Mutual, having returned last Monday from South America, will tell of his experiences tonight on "The World and His Wife" and "Radio Newsreel" programs. Both airings will be beamed overseas through the facilities of the BBC.

GEORGE B. STORER, president of WMMN, Fairmont, W. Va., is in New York for conferences at the headquarters of the Columbia network.

DWIGHT B. HERRICK, public service manager of NBC, is expected back today from Chicago, where he attended the Northwestern University Summer Institute for Radio.

DON McNIELL and his "Breakfast Club" entourage are in Minneapolis, from which point the ABC program will be broadcast today.

HILDEGARDE to San Francisco, where she opens at the Mark Hopkins Hotel July 30.

W. C. SWARTLEY, general manager of WBZ-WBZA, Boston, and LYNN MORROW, publicity manager and sales promotion director of the station, are back in Massachusetts after having conferred in New York with officials of NBC.

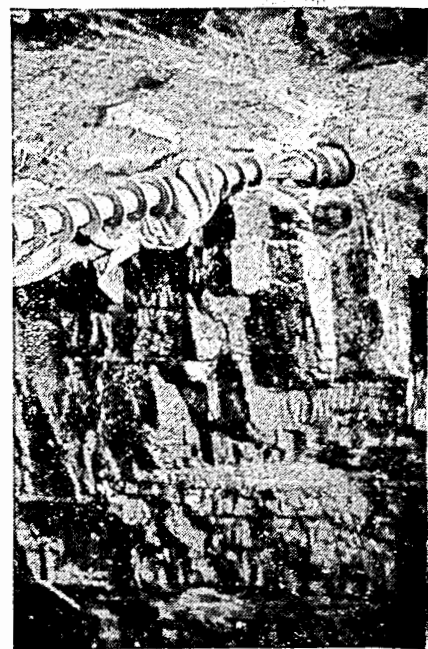
DIANNA LYNN, leaving Hollywood for New York, will do "Morning Glory" on the Columbia network's "Theater of Romance" when she arrives.

CONRAD THIBAUT, baritone, spent a portion of this week in Burlington, Vt., where he attended the opening of the musical series being conducted by the University of Vermont.

JOHN B. REYNOLDS, general manager and station director of WKWK, affiliate of CBS in Wheeling, W. Va., paid a call yesterday at the New York offices of the web.

KURT HOFFMAN has returned from Atlantic City, where he conferred on publicity with Jackie Miles. Hoffman is with David E. Green Associates.

WALLACE A. WALKER, manager of ABC's Pawtucket affiliate, has arrived from Rhode Island on a short business trip.



First you make a hole

That's an electrically driven auger making a hole in a coal face in a mine out in Ohio. When the hole is right, explosive charges are put in place to loosen and dislodge the coal.

In radio down here in Baltimore there's a definite sales parallel to that coal mining operation.

To loosen up the Baltimore market, first you get set for distribution (that's the hole). Then you put the explosive charge of W-I-T-H to work.

For this successful independent delivers more listeners-per-dollar-spent than any other station in town.

And remember Baltimore is a 5-station town!

Put W-I-T-H on that list . . . and you'll see the kind of action you want. You get the added benefit of FM, too!



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

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

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.

KSJB Jamestown North Dakota

Represented by North Central Broadcasting System, Inc.

C. P. ISSUED—NOW CONSTRUCTING 5000 WATTS 600 ON THE DIAL

CBS—MBS

AGENCIES

Bright Outlook For Spot Biz Reflected In Fall Campaigns

SOUTHWEST

RADIO is being considered for use again this year by Mastic Acres, low-cost development on Long Island, now preparing its current advertising campaign, which is budgeted this year at \$100,000. During previous campaigns the organization used spots and a participating program in New York. The agency is Asper, Lynch and Fishel.

AMERICAN VETERANS COMMITTEE announces that its Press and Radio Chapter has revised its name and henceforth will be known as the Press, Advertising and Radio Chapter.

ALFRED PAUL BERGER CO., has been appointed the advertising agency for Baynham Shoe Co., chain of retail shoe stores.

RADIO is included in a lengthy list of media to be used by International Pictures, which has budgeted \$3,500,000 for the publicizing of its 1947 productions, which will be released through United World. International plans to produce from eight to 10 feature pictures.

EUGENE CLAYTON, formerly with Kenyon & Eckhardt, has joined the copy staff of Doherty, Clifford & Menfield, Inc. He returned recently from a two-and-a-half-year hitch in the Navy.

MASSACHUSETTS GENERAL HOSPITAL has retained Gilchrist-Borriggs & Co., Boston public and industrial relations firm, to handle its public relations activities.

ARTHUR H. SHERIN, JR., has resigned from Associated Press Radio Productions effective July 19 to become an account executive at Lewis Avery radio rep firm. Sherin was formerly associated with WBAL, Baltimore, International Radio Sales and Medlar & Ryan Agency.

Television Demonstration Given Of Bikini Video Technique

(Continued from Page 1)

Some revealed that more than a dozen 50-pound compact receivers were used to televise the test. Ten cameras installed in drone planes and on towers located in the atoll led the super-sensitive image orthicon camera.

In order to assure that permanent record of the television views of the atomic test, motion pictures were taken of the kinescopes for future use.

Dizzy Dean On CBS

Dizzy Dean, former ballplayer and now subject of a controversy as to his "King's English," will be guest on "We, the People" this Sunday at 8:30-11:00 p.m., EDT, over CBS. Dean will be picked up from St. Louis.

(Continued from Page 1)

OPA mixup, shortages of commodities and materials. Like any other business, spot is feeling the reaction of recent strikes.

Stations as a general run, have no great complaint, particularly in the key cities. In the smaller towns, local spot is somewhat taking up the slack created by lack of national business. Station representatives are not too busy with current biz but are working consistently on future contracts which are shaping up nicely for the fall. Beyond that time, according to station reps polled, they see the greatest volume of business ever, set for 1947. On this they are unanimous. Any business lost this season will be more than made up in the near future, thus giving the fiscal year a strong batting average.

Sugar Problem

Some seasonal soft-drink advertisers still feel the pinch of the sugar shortage, thus they are switching to their club soda brands instead of ginger ales or colas. Canada Dry's Spur is one of these. Pepsi-Cola is off, but still heard in 30 markets. 7-Up is also off and Moxie is out. Cliquot Club is still on a few outlets, but Luden's is still active despite the sugar situation.

General Baking has eased off on bread, but Ward's is heavily plugging its cakes and other products apart from bread. Crackers are getting a good play as well as such by-products of grain as compared to bread. Beers and ales are hit hard in the Western part of the country, but not so much in the East. Aerosol DDT bombs by two companies are quite active, one being a Bridgeport company and the other Chicago.

Plenty Of Gas-Oil

Insecticides generally are fairly active, such as Stanco (Flit) through McCann-Erickson, also Gulf Oil for Gulf Spray through Young & Rubicam. Gulf might have held off but had already made commitments. Gas and oil, the products now being fully available on a scale not since pre-war days, are in a competitive market now, especially for the summer and are plugging away.

Automotives are fairly strong, with General Motors in 10 markets; Studebaker, through Roche, Williams & Cleary, Chicago, is another active account along with other motors, doing more or less an institutional job. Laundry soaps and cleansers are more than holding their own, not to mention the iced tea campaigns for Salada, Liptons, etc. Salada has five-minute spots through Platt, Forbes, Inc., Boston. Rosefield Packing Co. for Skippy peanut butter, through Garfield Guild Advertising Agency, has some programs on spot for 52 weeks currently. In various areas, regional spot accounts are making their usual appearance. These might run anywhere from Dairyman's League, with 15-minute programs to

the spots publicizing the localized racing seasons.

Swift & Co., through Louis, Needham & Brorby, is going in for a strong campaign for Swift Ice Cream, currently on 77 outlets. Ice cream is the one dairy product that has been consistent in its use of spot, there being possibly a dozen of the stand-bys on spring as well as summer. This goes for Breyers, Blue-Ribbon and other popular brands. Other summer products have been fairly well advertised such as some of the prickly heat powders, particularly in the south. Motion picture companies have been consistent also with their campaigns for respective new releases via ET announcements, many dramatized.

Frequency Of Use Is Normal

Noticeable about all spot users is that length of the contracts might be shorter but the frequency of use during course of the run is not lower than heretofore. Another bright prospect for spot is that national advertisers are beginning to co-ordinate their network and spot campaigns and regular programs, with the spot supplementing the web programs.

Added to the spot outlook is the fact that network time is being absorbed for the fall and winter season at a better rate than generally expected in some quarters. This will further send some would-be network advertisers to the spot field. Many in this category are yet ready to make a network commitment and it is inevitable that most of them will fall back on strong spot campaigns.

It is conceded now that spot business, while it failed for the first time to exceed a previous summer in point of dollar volume business, did not drop too much below the previous high, is weathering the storm in good shape and has prospects ahead for a new high in time sales.

GEORGE T. Case, program director for KABC, San Antonio, has scheduled on the station 8:00 p.m. nightly as "Mystery Time on KABC." On Sunday at 8:00, there is the full "Hour of Mystery." On Monday at the same hour there is "The Fat Man." On Tuesday "Dark Venture" with "House of Crime" on Wednesday and on Thursday there is "I Deal in Crime." Arrangements are being made to book Friday and Saturday night shows to fill out the strip. The "House of Crime" is a KABC studio presentation, the others from the ABC network.

"Chef of the Air" is the title of a new series of airings to be heard through KGKO, Fort Worth, each Tuesday. George Young, managing chef will emcee the airings. He will interview guests, relate interesting facts on the background of food and give his own special recipes for unusual dishes.

A quarter-hour program is being broadcast over WBAP, Fort Worth, each Sunday afternoon under the sponsorship of "Alcoholics Anonymous" as a public service program of the station.

Raul A. Cortez, owner and operator of KCOR, San Antonio, is spending his vacation in Cuba.

Fox Movietone News will film Bob Holleron, KTSA, San Antonio, special events director while he is actually broadcasting a tarpon catch at Port Aransas. Holleron is credited with being the first to broadcast the actual strike and catch of a tarpon.

Ray Berry, popular singer of western ballads and folk songs over KGKO, Fort Worth, is now being sponsored in a quarter-hour program heard Monday through Friday at 3:30 p.m.

The San Antonio Express and Evening News has been given FCC approval for an FM station in San Antonio.

CKLW

**MORE COVERAGE PER WATT
MORE WATTS PER DOLLAR!**

in the DETROIT AREA

**5,000 WATTS • DAY and NIGHT
800 KG. • MUTUAL SYSTEM**

LOS ANGELES

By RALPH WILK

ART LINKLETTER has been signed to replace Kay Kyser on the "College of Musical Knowledge" program for the first four weeks of Kay's seven-week vacation which begins July 24.

Fortunio Bonanova, who is heard over KMPC Saturday, has been signed for the starring role in "Lowland," to be produced by Pan-American, the Mexican company. He will play a singing politician and leaves for Mexico in about a week to start shooting.

Dennis Day, singing star of the "Jack Benny Show," who expects to launch his own NBC program in the fall, has been signed to record exclusively for RCA-Victor. Day's contract follows the success of his recent Victor Album of "Shamrock Melodies."

It's a busy vacation for Cass Daley, radio-film comedienne, who, along with other air stars, is taking the summer away from the mike. Unable to take a trip to South America as originally planned because her movie schedule was advanced, Cass will visit her family in Philadelphia, have conferences with film and radio execs, add to her antique collection, take music lessons, work out some new routines for fall airing, and maybe, if she gets time, take a short rest.

Bob Burns and his fabulous farm in San Fernando Valley are being pictured in a Redbook magazine layout this fall.

Jack Benny and Mary Livingstone are spending a week, relaxing in the sun, at Arrowhead Springs.

Walter Tetley has been renewed as "Leroy" on "The Great Gildersleeve" program for another season, starting Sept. 11. This will be Tetley's sixth year in the role.

Carson Pinkley, formerly of KOIN, Portland, has been named maintenance engineer at Dick Joy's Palm Springs station, KCMJ. Joy also announces that Bill Frost, formerly of WDSM, Duluth, Mich., has joined the announcing staff.

Hollywood Radio Actress Lurene Tuttle, regular member of the CBS "Encore Theater" cast, this week was honored by the famed Pasadena Players for her performance opposite Robert Taylor on a recent "Encore Theater" broadcast. The legit thespians saluted Lurene for the "outstanding supporting role of the year in radio."

Robert Young was starred this week in "Crisis," the fourth dramatization in NBC's series on atomic energy, "The Fifth Horseman." Series is written and produced by Arnold Marquis.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



Memos Of A Midniter...!

● ● ● Whatever happened to all those predictions about hundreds of thousands of television sets this year? At a recent meeting of the Radio Mfrs. Ass'n in Washington, it was disclosed that only 200 sets were produced between January and June of this year. . . . Schenley bought Seven Star Theater right from under the nose of American Railroads to replace "This Is My Best" on CBS in the fall. . . . Bob Hope has already signed up a stable of 13 writers for the coming season. . . . Never saw Jack Pearl so excited over a script as he is over the one Al Steen penned for new show Lester Shurr is readying. . . . The Andrews Sisters will get a reported \$20,000 per for their August appearance at Atlantic City's Steel Pier. . . . Wha'd'ya read dep't: Yesterday's Daily Mirror headlined the fact that "A-Bomb Sinks Most Of The Fleet," while the News maintained that "Most Of The Ships Survive A-Blast." . . . Quent Reynolds making a series of half-hour transcriptions for NBC tagged "Tales Of Our Time." . . . One of radio's first all-Negro shows is slated for presentation in the fall when John Wildberg's "Anna Lucasta" will be offered as a daily ether serial. . . . WEAJ dicking with Billy Rose to put his daily col'm on the air. . . . \$10,000 per week, instead of the reported 20 G's, is Joe Louis' asking price for a personal appearance tour. . . . Bob Dixon says he's suffering from flicker fatigue waiting to see "The Outlaw." . . . What's this about a CBS television-Macy deal?

★ ★ ★

● ● ● Ben Hecht telling pals that Danny Kaye won't name his heir after Sam Goldwyn, in spite of latter's offer to set up a trust fund for the infant, because Danny is afraid he'll someday be confused with bandleader Sammy Kaye. . . . Charlie Harrell slated to direct the new Herman Timberg B'way comedy show in the fall. . . . Wynn Wright sold his first show as an indie producer to Mutual called "Under Arrest." Show preems this Sunday and features Craig McDonald, Betty Garde, John Larkin and Patsy Campbell. . . . Bob Nolan, vacationing on his 280-acre farm in Va. He'll be back in Sept. to resume on "Radio Readers' Digest." . . . Was Ray Knight married last week to Lee Pepper, his very choice ass't? . . . Patricia Kelly, back in town from a three-week vacation, denying reports that she had quit the business. . . . "H'wood Roundtable" bowing off WNYC after four-weeks trial period and will be peddled to the agencies. . . . Dennis Day back to the Coast with plans set for his forthcoming Colgate ainer. . . . Buddy Lester says that music rules are so tough these days that all bets on Louie Prima's horses have to be made thru Local 802.

★ ★ ★

● ● ● Ad agencies clearing their decks for fall radio programming, last week's flurry of auditioning and buying being merely a preview of what's to come. Webs look for a banner upcoming 39 weeks starting this fall, with Mutual expected to show the largest percentage increase in commercial billing. . . . Fresh feud reported to have broken out between the Dorseys on who should be first into H'wood's Casino Gardens in which each owns a one-third interest. Tommy may buy out Jimmy's piece as a result. . . . It's a girl at the Dave (CBS) Taylors. . . . Belittlers of the Milton Berle stanza might be interested to learn that the show opened with a 6.7 rating—highest of the CBS summer sustainers. With Cy Howard still jockeying around for a winning format, the show is drawing plenty of screams—and that's why comedy shows were born. . . . You can have your cafe singers—we'll take Carl Ravazza's warm, subtle, whispering song style at the Versailles, especially when he comes up with "Her Bathing Suit Never Got Wet." First niters wouldn't let him leave the floor. . . . Universal will make a series of shorts of Jack Barry's Mutual ainer, "Juvenile Jury," which has been piling up plenty of bigtime magazine space lately. . . . Jackie Miles knows a husband and wife radio team who are always talking Crossley to one another.

CHICAGO

By BILL IRVIN

DONALD McGIBNEY, newspaperman, world traveler and soldier of fortune, returns to WBBM Monday, July 29, as news analyst after an absence of nearly three years, Everett Holles, WBBM news editor, announced. McGibney will be heard in two daily news broadcasts on WBBM, Monday through Saturday, 8:00 to 8:15 a.m., CDST, and Monday through Friday, 6:10 to 6:15 p.m., CDST. McGibney is known to Middle-West listeners for his news commentaries over WBBM from 1940 to 1943. Since that time he has been writing and lecturing and acting as technical advisor for a motion picture company.

Within the past four weeks, WJJD has increased its "live" broadcast time by better than 3.5 per cent, according to Randy Blake, program director. Pursuing a policy of replacing as many recorded programs as possible with "live" broadcasts, the station has initiated five new programs, two of which are of the public service variety. First of these programs was the resumption, after an absence of four years, of the "Bureau of Missing Persons." Produced by Art Linick, who originated the National Radio Bureau of Missing Persons in 1937, the program has been responsible for locating more than 3,000 persons. Chicago Boys Club is the most recent addition in the public service category. Program is designed, through appearances by members of the club; to interest other boys in the activities of the club.

Judith Waller, public service director of the NBC Central Division, has been named an associate member of the Northwestern University chapter of Theta Sigma Phi, national women's honorary professional journalism fraternity.

Miss Miriam Orr, formerly in sales traffic in the ABC Central Division has been named secretary to Edward J. McCrossin, legal representative of the NBC Central Division. Miss Orr replaces Mrs. Alice Kilbourn, who resigned on June 15.

Gene Hoge, assistant network sales manager of the NBC Central Division, is on a fishing trip in Northern Wisconsin, and Jules Herbuveax, NBC central division program manager, is spending his first vacation in over two years in Wisconsin.

VETERANS' DELIVERY SERVICE

Specializing in personalized delivery Studios-Publicity-Advertising Agencies

FAST, DIRECT and RESPONSIBLE

Call — Hollywood 4780
Hollywood, Calif.

New AM Stations Approved By FCC

(Continued from Page 1)

on the 1310 band, one kilowatt daytime only. The other two one-kilowatt stations were on the Commonwealth Broadcasting Corp., Portsmouth, Va., the 1590 band, and James B. Little-Ogden, Utah, for the 730 band. In addition, the Commission okayed application of John B. Cooley, L. A. Minot, N. D., to boost his station from one to five kilowatts, daytime. The station operates on 1390 cycles. Commissioner Durr voted in hearing on this application. Approval of the sale of WCAR, Mac, Mich., from George M. Stutz to Y. Levinson for \$42,000 also was granted. An FM permit also is issued here. The control shift was accomplished through the sale of 1600 shares, or 30.2 per cent, of outstanding capital stock. The FCC yesterday proposed to grant an application for a 250-watt station in Marion, Ind., a town of 16 people now without any station. Although the denial is based upon compelling engineering reasons, it is interesting to note that applicant is the publisher of Marion's only morning and evening newspapers. Applicant was the Chronicle Publishing Co., which proposed night time for some 381 square miles including 52,517 people and daytime coverage of 158,186 people in an area of 20 square miles. The application was opposed by Scripps-Howard (WCPO, Cincinnati); Community Broadcasting Co. (WTOL, Toledo), and Anderson Broadcasting (WHBU, Anderson, Ind.). The Commission found that these stations and WLW, Cincinnati, would cause serious interference from the proposed new station. Pointing out that Marion is without local service, the Commission added that WLW, however, delivers an acceptable signal (2.5 m/v) day and night in the city's residential areas, wherein estimated 80 per cent of its population reside, but no other primary service is available to Marion. "More than half the proposed service area," it added, "is already served by four stations." The Commission yesterday proposed to grant the application of Roy F.

NETWORK SONG FAVORITES

The top 32 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc. Survey Week of July 12-18, 1946.

TITLE	PUBLISHER
All Through The Day	Williamson
Azusa	Leeds
Come Rain, Come Shine	Crawford
Cynthia's In Love	ABC
Do You Love Me?	Bregman-Vocco-Conn
Doin' What Comes Natur'ly	Berlin
Don't Be A Baby Baby	Triangle
Full Moon And Empty Arms	Barton
Gypsy, The	Leeds
I Don't Know Enough About You	Campbell-Porgie
I Don't Know Why	Feist
I Got The Sun In The Morning	Berlin
I'd Be Lost Without You	Advanced
If You Were The Only Girl	Mutual
I'll Be With You In Apple Blossom Time	Broadway
In Love In Vain	T. B. Harms
Laughing On The Outside	Broadcast Music
Love On A Greyhound Bus	Robbins
More Than You Know	Miller
Night And Day	Harms
One More Tomorrow	Remick
Prisoner Of Love	Mayfair
Should I Tell You I Love You?	T. B. Harms
Sioux City Sue	E. H. Morris
Strange Love	Famous
Surrender	Santly-Joy
There's No One But You	Shapiro-Bernstein
They Say It's Wonderful	Berlin
Too Many Irons In The Fire	E. B. Marks
Whatta Ya Gonna Do?	Broadcast Music
Who Do You Love I Hope	Berlin
You May Not Love Me	Burke and Van Heusen

Want CBC To Explain Refusal Of Land-Offer

(Continued from Page 1)

signed in March, 1939, obligating the corporation to erect studios on the land appropriated by the city and obligating the city to transform a part of the area into a park. The city would place the studios on a low assessment basis, and this fact, together with the donation of the land were important things to be considered by the committee members and the taxpayers of Canada.

Re-acquisition Possible

In the period since the area had been held for the CBC, the city had lost about \$17,000 in taxes.

Beaudry said that while the property had been turned back to the city, he thought that it might be re-acquired under the old agreement if the CBC changed its mind. He said that there had been arguments that the city might not fulfill its obligations for establishing the park. He pointed out that Montreal had already appropriated additional land for this project.

Another argument was that CBC employees would be inconvenienced by the fact that the studios would be some distance away from other radio studios. Actually, Beaudry said, the distance from the present site to the proposed site is only a 10-minute street car ride.

Univ. Broadcasting Offers Live And ET Packages

(Continued from Page 1)

show offered to national advertisers is "Hopalong Cassidy" starring Bill Boyd as "Hoppy" and Andy Clyde as California in Half-hour weekly western mystery.

First open-end transcription offered to local and national advertisers also radio stations is Georgie Jessel program produced by Mickey Rooney, Inc., and now exclusively released through Universal Sales offices.

Thompson for a new station in Altoona, Pa., to operate with 250 watts, unlimited, on the 1240 band. The Altoona Broadcasting Co., applying for the same facilities, will be denied its application, on the grounds that Thompson's familiarity both with Altoona and with broadcasting entitles him to the nod. Thompson presently is general manager of WFBG, only other Altoona station, and has been with that station for 22 years. He is active in Altoona civic affairs.

The Commission pointed out in its conclusions that "Herbert T. Wolf, chief executive and a minor stockholder of Altoona Broadcasting Co., has been a resident of Altoona and environs for many years and has business and other connections there. However, it does not appear that he has had any broadcasting experience or would be as well qualified as Roy F. Thompson to judge the needs of broadcasting listeners in the Altoona area."

Chicago Tele Station Sets New Air Time Record

(Continued from Page 1)

in a seven-day period. This includes remote pickups, live talent, studio originated shows, film presentations and patterns.

Sixteen hours were used in remote, special events video pickups, including Chicago Cubs ball games from Wrigley Field and wrestling and boxing matches from the Rainbow Arena. Approximately 11 hours and 40 minutes of studio produced shows, including films, were chalked up, plus two hours of experimental patterns.

Station's programming is now at an all-time high, and consistent with B&K expansion plans which will add even more hours in the ensuing weeks.

Collingwood Stays On CBS

"Charles Collingwood and the News," broadcast over CBS Saturdays at 6:45-7:00 p.m., loses its sponsor, Peter Paul's Mounds, after the August 3 broadcast, but it will stay on the network as a sustainer. Shortage of sugar and other materials is forcing Peter Paul to cancel.

WDAR Joins ABC

ABC announces new affiliate, effective Sept. 1, in WDAR, Savannah, Ga., which will operate full-time as 250-watt. John P. Dyer will manage station, now under construction, which is owned by A. C. Neff.

Stork News

Daughter, Alison Elizabeth, was born yesterday morning at New York Hospital to Mr. and Mrs. Davidson Taylor, girl weighing in at six pounds and seven ounces. Mr. Taylor is CBS vice-president in charge of the network's programs.

Fair Attraction

Chicago—Illinois State Fair at Springfield will be saluted August 12-16 when "Ladies Be Seated," broadcast by ABC from 3:30 to 4 p.m., EDT, Monday through Friday, will originate in women's building of Fair Grounds.

YOUR VIDEO SHOW SHOULD BE PHOTOGRAPHED!

The art of photographically recording television production is a highly specialized one and should not be assigned to any "photographer."

AROLD STEIN

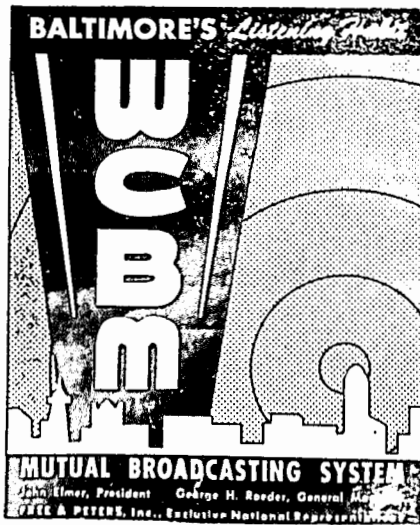
Offers you the same sparkling visual record of your tele show that he makes for the AMERICAN BROADCASTING CO. (WABD)

THE FEE: Fifty Dollars

Longacre 3-6177

Studios and lab:

37 West 47th Street, New York



Webs And Stations To Observe AAF Day

(Continued from Page 1)

er," and the public relations staffs of the AAF is committed to an all-out job.

ABC will present on Thursday 10:30 p.m., EDT, Lieut. Gen. Ira C. Eaker, deputy commander and AAF Chief of Air Staff, and Ben Lyon, who will be heard as narrator in "Keeping the Peace," stressing the obsolescence of World War II, equipment and dramatize an impression of what a third world war would be like. Gen. Eaker will be heard from Washington and the rest of the program from Hollywood. Mutual network from 10:30-11:00 p.m., will have the newly-organized Air Force Association sponsor a dramatic show with Jack Warner, Gen. Jimmy Doolittle and James Stewart among the speakers. Also on August 1, Army recruiting's "Sound Off" program on CBS will deal with the AAF 8:30-9:00 p.m., and an AAF general officer will be interviewed on the same network's "Hobby Lobby," at 9:30 p.m.

Indie Stations Included

On Sunday, July 28, Maj. Gen. Curtis E. Lemay of the AAF will be guest speaker on the Army recruiting's "Warriors of Peace" half-hour show on ABC starting at 2 p.m., EDT. On the same day, an AAF episode will be heard on "We, the People," via CBS at 10:30 p.m. The official AAF series, "This Is Your Country," will carry an Air Force Day theme, Monday, July 29, over Mutual at 12:30-1:00 p.m., and will be rebroadcast over WOL, Washington, at 10:30 p.m.

Various network and local station programs are scheduled including Arthur Godfrey's show; "Take it or Leave It," and "Sad Sack" shows on CBS; Fred Waring and Kay Kyser on NBC. Spots will be used on WNEW, New York and WJR, Detroit, while Robert St. John on WEA-F-NBC will also use an Air Force story. WINS is scheduling spot announcements after each newscast on August 1, and plans two live shows featuring AAF guests.

Locally the spots will be handled by the respective AAF-PRO officers and the project will seek to blanket the country on August 1, with the AAF slogan.

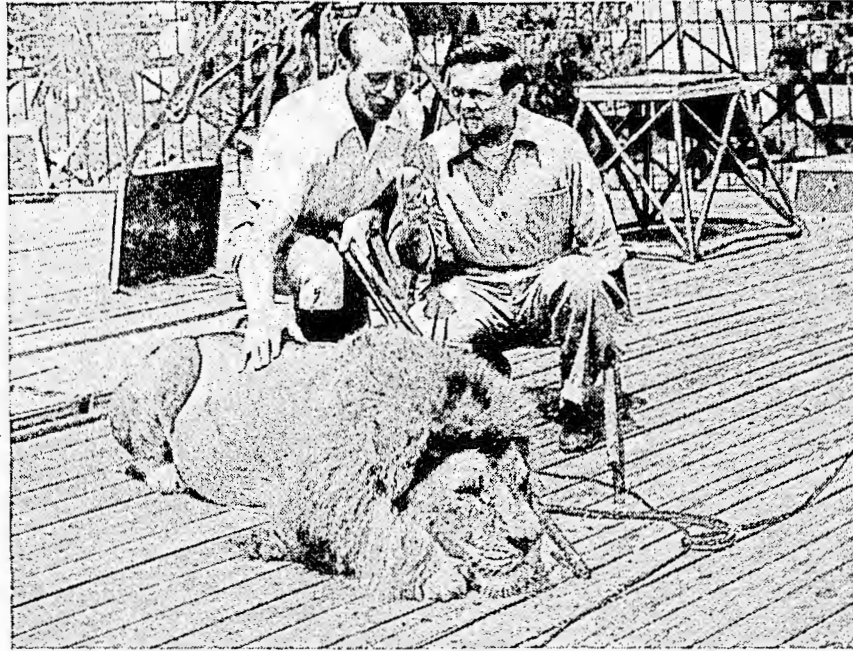
T. R. E. Signs Tripp-Kleinsinger

Paul Tripp and George Kleinsinger, creators of the kiddie album, "Tubby, the Tuba," have been signed by Television-Radio Enterprises, to do a 15-minute family radio package called "Just Imagine." Show will feature an original musical story each week.

NAM Buys One-Spot On MBS

The National Association of Manufacturers yesterday purchased 15 minutes—9:15-9:30 p.m. on Mutual to broadcast a talk by its president, Robert R. Wason, on the subject, "The OPA Again—Where Do We Go From Here?"

PICTURES OF THE WEEK



Midsummer madness of radio press agents is well illustrated in the accompanying pictures. Above Johnny Grant of "Johnny-on-the-Spot" on WINS, New York, fame risks his all to get a lesson in lion taming at Atlantic City. Below, Red Brown, WFOY-CBS m'keman in St. Augustine, Fla., "interviews" a 100-year-old alligator on the art of living.



Don Lee Coin Now Ready For Tele, FCC Informed

(Continued from Page 1)

Mutual, informed Ray Wakefield, member of the FCC, presiding at a brief television hearing, that Don Lee is amply prepared to finance its television program and that Tommy Lee is enthusiastically interested in video.

Wakefield continued the hearing until August 9.

WJZ Signs 13 Accounts During First Half Of July

WJZ signed 13 new accounts during first half of July, it has been announced by C. L. Doty, station sales manager. One contract topping list was placed by United Fruit Co., through BBD&O for 52 weeks of famine campaign spot announcements. Another contract, also for 52 weeks, signed by Duffy-Mott Co., for participation in "Woman of Tomorrow."

New Philippine Web Launched In Manila

(Continued from Page 1)

Norman Paige, former ABC war correspondent in the Pacific. On staff are Joe Ruffner, program director, who left NBC's news and sports events department in New York to go to Manila; Eleonora Casey, formerly manager of recording Young & Rubicam in New York; Henry Miller, who was staff writer in the State Department's shortwave organization.

The web's five other stations will be located in Davao, Iloilo, Tacloban, Cebu, and Zamboanga, and hope to get on the air by January 1.

All broadcasting is in English with the support of President Roosevelt and the new administration, is expected after American standards. First commercial accounts in America on KZPI include National Chemical Co., and Lenthric, Inc.

GE New Line Of Receivers Now In Full Production

Syracuse, N. Y.—General Electric standard line of radios, radio-phonographs and phonographs now in production totals 14 models and the FM-AM sets, which are phonograph combinations, are expected to be delivered to dealers next month, according to E. Patrick Toal, sales manager of the standard line. FM-phonograph combinations will sell at approximately \$350 and \$450.

GE's classical Musaphonic instrument, which comes in eight cabinet styles including Regency and Chippendale, is price scaled from \$450 to \$600 and is scheduled to reach dealers in September. Musaphonic 16 tubes and is designed for both high and low band FM reception in addition to standard and three shortwave bands. Record changer accommodates both 10- and 12-inch records in mixed.

Three Firms File In N. Y.

Albany—Reeves Soundcraft Co. has been issued a charter to deal in sound transcription equipment, accessories and transcribing machines. Authorized capital stock is 200 shares no par value. Incorporators are Hazard E. Reeves, New York; Richard C. Marshall, III, and R. C. Marshall, Jr., Washington, D. C. Prentice-Hall, Inc., New York, was recording attorney.

Also Liberty Broadcasting Co. incorporated in Wilmington, Del., has a statement designating its New York offices to be 120 Broadway. Paul P. Spearman is president. Authorized capital stock is 2,000 shares, of which 1,000 are preferred at \$100 par value each and 1,000 are common at no value. Spearman, Sykes & Roberts, Washington, D. C., were the attorneys.

Charles King Radio Products, Inc., has been issued a charter to carry on business in New York. Authorized capital stock is 100 shares no par. Herman Mendes acted as incorporating attorney.

THE BOOK OF THE YEAR



**CONTAINS A LIST OF HOME ECONOMIC DIRECTORS—
STARTING ON PAGE 854.**

**RADIO ANNUAL COMPLIMENTARY WITH A SUBSCRIPTION
TO RADIO DAILY—\$10.00 PER YEAR.**

Five Tele Stations Promised By Jan. 1

(Continued from Page 1)

hopes to get their new station around January 1 and the St. Louis Post-Dispatch is rushing plans for the new KSD outlet.

Transmitters have been earmarked by RCA for Cleveland and Chicago and it is expected that these new NBC television stations will be ready by spring of next year.

In Fort Wayne, Ind., Farnsworth Radio and Television Co., have started their construction of an experimental television station and expect to eventually apply for a commercial license.

Washington Bureau, RADIO DAILY

Washington—Construction permit for a new commercial television station in Chicago was granted the American Broadcasting Company yesterday, the FCC announced. The new outlet will be assigned to Channel No. 6, with visual power of 30 kw. and aural power of 15 kw. Antenna height will be 613 feet, contingent upon CAA approval.

Will Salute Movie Industry

"Salute to the 20th anniversary of talking pictures" will be broadcast by WLIB Tuesday, July 30 from 1:10 to 2:00 p.m., from huge "birthday cake" set up in Center Island at Columbus Circle. WLIB's program includes Milton Berle and Earl Wilson as co-emcees, Andy Russell, Evelyn Knight, Kitty Carlisle, Eddy Duchin, Murtagh Sisters. Station also will present a congratulatory scroll to Major Albert Warner as part of program.

WAYS Gets Power Increase

Station WAYS, Charlotte, N. C., affiliate of the ABC has received a construction permit from the Federal Communications Commission authorizing an increase in their daytime power to 5,000 watts from 1,000 watts on their present frequency of 610 kc.

Send Birthday Greetings To~

July 26

Gracie Allen Ruby Mercer
Buddy Clark Carl O. Wyman
John J. Karol Stacy Harris
Don Voorhees

July 27

Mabel Albertson Fox Case
Fern Persons

July 28

Bernie Armstrong Felix Mills
Carmen Dragon Wynn Murray
Thomas B. Campbell Hal Totten
Tod Williams Fred Utal
Bill Goodwin Rudy Vallee
Lawrence Gray Foster Williams
Robert F. Hurleigh Roy C. Witmer

COAST-TO-COAST

—SOUTH CAROLINA—

COLUMBIA—WIS hillbilly star Byron Parker, has been selected to appear as one of the judges for the National Gospel Quartette contest, to be held at Renfro Valley, Ky., August 3. . . . The outlet recently observed its 16th anniversary, with Leo Downs on the payroll since opening day . . . With the OPA out of existence, at least temporarily, WIS Production Chief Warren Hites uncovered the following sidelight on a recent "Esso Reporter" program: "The OPA in this city has been forced to move to new quarters, due to a rent increase." . . . WIS Commercial Manager J. Dudley Saumenig, returned from Spartanburg where he gave a tele-talk.

—INDIANA—

FORT WAYNE—Jane Weston, WOWO home economist, is contributing weekly items for the "Wife Savers" column in two FW papers. . . . Column is sponsored by Allen Dairy Products. . . . Millie Jones, of WGL, and Hilliard Gates, of WOWO, are members of the newly formed Traffic Safety Committee of the FW Chamber of Commerce. . . . William H. Myers, formerly project engineer, has been promoted to chief engineer of the radio receiver division of Farnsworth Television and Radio Corp., with offices both in FW and Marion, Ind. He succeeds J. H. Pressley, who has been retained as a consultant for the company.

—MASSACHUSETTS—

SPRINGFIELD—Wayne Henry Latham, WSPR program manager, has been elected president of the Springfield Playhouse, local civic theater in which he has taken an active part since its inception before the war. . . . Howard S. Keefe, WSPR promotion manager, was recently appointed to the advisory committee on public relations for the Springfield Symphony Orchestra. . . . PITTSFIELD—Johnny Lotas, veteran announcer of the Armed Forces Radio in Europe, and since his discharge in January, assistant WATR program director, has been named program director of WBRK. . . . WORCESTER—"Red Feather Get-Together," new weekly series sponsored by the Community Chest here, made its debut July 24 over WTAG. A half-hour show format is based on the question-answer idea with WTAG mikemen, Tom Russell and Bill Winne, co-emceeing the program.

—NEW YORK—

NEW YORK—Guy Lebow, WHO sportscaster, will begin a series of weekly columns for "Ringside News" in the edition due on the stands July 29. . . . Column will include musings and news on sports, with special highlighting on boxing. He is currently being heard each Monday and Tuesday, airing the bouts from Park Arena and Sterling Oval. . . . Stan Kenton's recording of "Rika Jika Jack" for Capitol, has published George Adams "Hit Happy." . . . BROOKLYN—Carol Wegner Feldherr, formerly associated with Ohio stations, has joined the continuity staff of WLIB, writing the outlet's live musical shows.

—VERMONT—

BURLINGTON—WJOY, owned and operated by the Vermont Broadcasting Co., is soon to be affiliated with American Broadcasting Co. . . . A. E. Spokes, station mgr., announced that the contract between the web and the station had been signed, effective in late summer. . . . RUTLAND—Herald & Globe Association, publishers of the Rutland Herald, following filing of an application for a construction permit with the FCC, has announced plans for a 20,000-watt FM radio station here. . . . Estimated initial cost of equipment and construction will be 50 G's. . . . It is the second FM application filed for Rutland, with WSBY filing a short time previously.

—TEXAS—

AUSTIN—Joe K. Phipps, recently released from active service with the Army, has been named to the post of KTBC program director, succeeding Jim Turner, who left the outlet to join KTBS, Shreveport, La. . . . KTBC has begun a series of programs outlining the serious housing shortage. Representatives of every vet organization here recently appeared on a roundtable broadcast discussing the necessity for the National Housing Authority to know exactly what Austin needed for vet's housing. . . . KTBC will air complete radio coverage of election returns this Saturday.

—PENNSYLVANIA—

PITTSBURGH—John M. Roberts & Son Co., jewelers, through the W. Earl Bothwell Advertising Agency, have contracted for the KDKA "Background of the News" program Sundays. . . . WCAE in co-operation with the Sun Telegraph, has inaugurated a series of daily newscasts labeled "Seven Star Final," broadcast coming direct from the editorial room of the Sun Telegraph. . . . Ralph Fallert, WCAE newscaster, having only recently returned to the WCAE staff from the Navy, is the commentator for the afternoon Monday-through-Saturday newscast. . . . PHILADELPHIA—WIP is again holding Summer Radio Workshop for students selected from the public, Catholic and private schools of the Philly metropolitan area. . . . Instructors in the Workshop are Sam Serota, educational director, and Edward Wallis, assistant program director, with assistance on a rotating basis by members of the radio committees of the three school systems.

—CONNECTICUT—

HARTFORD—C. Glover DeLaney, WHT manager, has been chosen to head solicitor reports in the Greater Hartford Community Chest campaign, with H. Thomas Eaton, WTIC news director, handling Chest radio programs. . . . Bernard Mullins, manager of special programs, is heading WTIC's activities during the farm safety campaign July 21 through the 27th. . . . Assisting him is Frank Atwood, WTIC farm director, and Paul Lucas, assistant program manager. . . . WTIC executive secretary, Ida Burbank, who heads the Hartford Soroptomist Club, recently attended the biennial Soroptomist convention at Estes Park, Colo.

ILGWU Outlines Plan For Operation Of

(Continued from Page 1)

Commission, Fred Umhey, president of the Unity Broadcasting Co. which seeks the outlet and who also secretary-treasurer of ILGWU stated that union had 000,000 in its treasury available use in its broadcasting setup that the union has been doing similar constructive work for the past years, citing various cases.

Umhey also revealed that the union did not plan to operate the outlet purely an ILGWU station but Local 802 of the American Federation of Musicians, an AFL organization on the deal, plus two CIO unions. Another unusual item put forth Umhey was that his organization contacted manufacturers of FM receivers with a view toward buying at least 20,000 receivers and distributing them at cost to such members that wanted to buy them. This figure was tallied because at a poll six months ago, 60 per cent of the 198,000 ILGWU membership said they contemplated buying an FM set. This would entail outlay of from \$750,000 to \$1,000,000.

Morris Novik, consultant to ILGWU, followed Umhey on the stand and described the proposed programming of the FM station. Novik stated that the Labor Stage, which produces such productions as "Pins and Needles," would continue its work along those lines and set up a radio workshop, as part of the program. Novik returns to the stand today for cross-examination.

Also on the stand for ILGWU were Dr. J. Wedge, of the Juilliard School, who will head the static music committee, along with Walter White, of the National Association for the Advancement of Colored People, and Grace Goslin.

Arnold Hartley, program director of WOV, appeared in the capacity program consultant to the Amalgamated Clothing Workers union. He described the organization's proposals for programming an station.

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced that it has granted without hearing four of the eight applications for FM stations in the San Francisco area, with hearing on other four still scheduled. Approvals for Class B stations have been granted to KJBS, the Pacific Agriculture Foundation (KQW), KPO (NU) and Howard Hughes' Hughes Tool Co. Application of Don Lee remains the hearing with those of the Pacific Broadcasting Co., KROW, and Radio Diabolo, Inc.

Club Honors Hazel Markel

Washington—Hazel Kenyon Markel, WTOP's director of community service and education, has been named radio director of the Washington Business and Professional Women's Club and a member of the board of directors.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



36, NO. 20

NEW YORK, MONDAY, JULY 29, 1946

TEN CENTS

Business Picture Bright

Started With FM, FCC Tells Licensees

Washington Bureau, RADIO DAILY
Washington—In a move calculated to speed up FM construction and discourage alleged "squatting" on FM channels, the FCC Friday warned that it will not permit delay in the planned construction of FM stations which permits have been granted. In provision of full FM broadcast service, the Commission also announced that it is questioning all current holders of FM permits concerning the steps they have taken toward getting on the air, and will
(Continued on Page 3)

Birth Reports Market Ready For New Receivers

Chicago—Declaring that public demand for their radios is greater than any time in the company's history, Commander E. F. McDonald, Jr., president of Zenith Radio Corporation, announced that Zenith will show a profit for the quarter ending July 31. He added that the company's profit was the result of a tax rebate and profitable operations were expected.
(Continued on Page 2)

OPA Ends Price Control on Television Receivers

Washington Bureau, RADIO DAILY
Washington—Because of the "presumed" demand due to the few big stations and their limited supply together with their high production costs and the lack of base prices for use in fixing ceiling prices," OPA Friday suspended television receiver price controls.
(Continued on Page 2)

Contribution

Three pure bred Jersey calves will be flown to Greece as a gift given by the "County Fair" program to the Greek War Relief Association's "Give An Animal" campaign. Calves will be introduced on the program, Saturday, August 10, and the following Saturday will leave Newark airport in a DC-4 for the trip to Greece. Contribution is being made by the Borden Co., sponsors of "County Fair" on the Columbia network.

MBS Cuts Discount; Kobak Cites Bargain

Coincidental with the issuance of its new rate card, Mutual Broadcasting System is sending forth a letter from President Edgar Kobak, in which he stresses the slogan "more for your money." Toward this end, Kobak states that important new markets have been added, some 52 new affiliates having been acquired, with four of them being replaced.
(Continued on Page 3)

WTRY Exclusive CBS In Pact Starting Jan. 1

WTRY, Troy, N. Y., will become the exclusive CBS outlet in the Albany-Troy area on January 1, 1947, in a pact signed Friday between William A. Ripley, general manager of the station and Herbert V. Akerberg, network manager.
(Continued on Page 2)

New Applications Before FCC Include 13 For AM, 5 For FM

Washington Bureau, RADIO DAILY
Washington—Receipt of 13 new applications for AM stations, five FM applications, two requests for power boosts and one incomplete AM application were announced Friday by the FCC.

KFBK, Sacramento, Calif., requested permission to jump from 10 to 50 kilowatts, with directional antenna, day and night. KHO, Phoenix, Ariz., asked permission to shift from 1230

Broadcasters In Key-City Areas Report To RADIO DAILY On Fall Outlook; Optimism Reflected By Stations

Cross section survey of the nation's broadcasters on summer business and the outlook for the fall and winter season indicate definitely that commercial business is on the upgrade and confirms previous reports carried in RADIO DAILY from New York, Boston, Chicago, Los Angeles and San Francisco.

In many instances the broadcasters reported that local business offsets decline in national spot business during the summer months and that new national business is being recorded in increasing amounts for the fall season. Interesting, too, is the indication that new accounts covering home appliances, luxury items and durable goods are being chalked up on the nation's radio sales sheets.

New radio receivers are trickling into the key center cities, RADIO DAILY learned. For the most part these receivers are AM table models which are gobbled up by anxious buyers as soon

Sees Tele Sponsors Increasing This Fall

Cincinnati—Forecasting that the nation's leading advertisers "will give far more support to television than the grudging collaboration they granted radio in its early years," Paul B. Mowrey, director of television for ABC, addressed a luncheon meeting of the WLW Summer Radio and Television Institute, Friday, at the Netherlands-Plaza Hotel.

"This fall and winter," Mowrey declared, "will very likely see a pre-
(Continued on Page 2)

as they hit the counters. FM sets, in small quantities, have been received by dealers in some cities and in most cases have been used as sample displays. Broadcasters, who are now operating FM stations or have licenses

(Continued on Page 5)

Consolidated Hearings Set In 16 Situations

The FCC Friday announced a series of 16 consolidated hearings to be held on competitive applications for new AM facilities through the country. Nearly all are for local stations.

In addition, the Commission announced its grant of a construction permit for a new station.
(Continued on Page 7)

Birthday Broadcast

Detroit—A special CBS network program, originating with WJR, will be broadcast on Tuesday honoring the 83rd birthday of Henry Ford. Edgar A. Guest, famed poet, will be heard reading a special poem written for the occasion. The broadcast honoring the outstanding pioneer in the automobile manufacturing field is scheduled from 9 to 9:30 p.m., EDT.

Agricultural

Sacramento—McClatchy Broadcasting Company stations are sponsoring food and farm clinics at California county fairs as promotional tieups for their stations. During the past week KFBK, Sacramento, had a booth and demonstration at the Sacramento County fair. Other fairs at Turlock and in Joaquin will also be similarly promoted.

to 1030 kilocycles, increasing its output from 250 watts to 10 kilowatts. Western Waves, Inc., of Seattle, Wash., filed for both a new FM station and a 50-kilowatt AM station to operate on the 1540 band, unlimited.

Other AM applicants include: The Port Frere Broadcasting Co., Wilmington, Del., for 250 kc., 500 watts, daytime; The Messenger Publishing Co., Athens, Ohio, for 730 kc., one
(Continued on Page 4)



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Coming and Going

EDWARD J. NOBLE, chairman of the American network's directorate; MARK WOODS, president of the web; ROBERT E. KINTNER and JOHN H. NORTON, vice-presidents, and JOSEPH A. McDONALD, secretary and general attorney of the net, are in Detroit today for conferences with George W. Trendle and H. Allen Campbell in connection with ABC's assumption of ownership and control of WXYZ.

BOBBY WHITE, assistant to Peter Hilton, president of Musicraft, arrived by plane today for conferences with Hilton and other officials of the organization.

ALLAN JACKSON, foreign radio correspondent for CBS, arrived in New York Thursday aboard the Queen Mary.

LARRY MARKS, radio writer for "Duffy's Tavern" last season, has arrived from the West Coast by automobile. He's accompanied by his wife, PEG.

PAUL WHITEMAN, director of music for the American network, and JOHNNY THOMPSON, singer heard on the network, leaving for Montreal where on Wednesday Whiteman will conduct the Montreal Symphony in a Gershwin concert with Thompson as soloist.

JOE L. SMITH, owner and general manager of WILS, Beckley, West Va., in conference Friday with executives of CBS, with which the station is affiliated.

JEAN MARIE BEAUDET, director of CBC's French network, is back in Montreal following a tour of Europe, during which he conducted orchestras in various capitals on the Continent.

JIMMY DOLAN, assistant sports director at CBS, is expected back today from Atlantic City, where he aided and abetted Ted Husing in the broadcasting of the "Boardwalk Handicap" last Saturday.

STUART GREENFIELD, the WABC farm editor associated with the Arthur Godfrey program, has left for two weeks in Pound Ridge, Conn., and Winthrop, Me.

BUDDY LESTER, comedian, arrived by plane last week from St. Louis. He's bunking with the Chubby Jacksons at Freeport, L. I.

DREW PEARSON, commentator on ABC, left last week via the American Overseas Airlines flagship "America" for London, where he was picked up by ATC and flown to Paris for the Peace Conference, which opens today.



Small model tests giant dam

Out in Denver they've built a small scale model of the proposed Bridge Canyon Dam. It's used to check and eliminate any "bugs" that might be in the final 763-foot high concrete structure.

Incidentally this baby when finished will be 100 feet higher than Boulder and will be the highest masonry dam in the world.

But what we really wanted to point out is that in Baltimore radio, a lot of the "bugs" in tin buying have already been checked for you.

Down here in the 6th largest city, W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in town.

That's a great help to know, when you realize that this is a 5-station town.

Most smart time buyers know that... but we're pointing it out again: W-I-T-H belongs on the list! W-toss in the FM listeners free.



W-I-T-H and the FM Station W3XMB IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

FINANCIAL

(July 26)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

NAB Radio-Market Study Being Mailed To Members

Washington Bureau, RADIO DAILY Washington—The NAB radio market study, a 12-page analysis of the factors leading to efficient and profitable small-market broadcast management, is now ready and in the mails to small-market NAB members, the association announced over the weekend. Authored by the NAB's director of research, Arthur Stringer, this booklet includes data on the operation of a number of actual but unidentified small market stations.

Sees Tele Sponsors Increasing This Fall

(Continued from Page 1)

ponderance of commercial support for video that radio did not enjoy until the end of its first decade. The volume, of course, will be limited to the number of available stations, but the eagerness of the part of the industry to get its toes wet in the enticing pool of video is the one unmistakable sign that television is a robust infant, indeed."

It is Mowrey's belief that this wholehearted co-operation of industry will have a salutary effect upon programming and will insure the television set buyer of a generous return for his investment in the form of top-flight entertainment and public service features. "Radio," said Mowrey, "struggled through years of doubt and frustration before it won its rightful place beside other great advertising media. Therefore, years passed before the nation's top drawer of acting, directing and producing talent could be brought into the fold. Then, and only then, did the radio broadcasting standard leap upward, justifying all its early promise."

Zenith Reports Market Ready For New Receivers

(Continued from Page 1)

pected for the balance of the fiscal year.

In discussing television McDonald reiterated his conviction that advertisers will not be able to support the high cost of providing acceptable programs, and that television will become a reality in the average home only after some method has been established for providing a box office through which the viewing audience would pay for programs it receives. He added that Zenith was continuing its work in experimental color television.

WTRY Exclusive CBS In Pact Starting Jan. 1

(Continued from Page 1)

work vice-president in charge of station relations. This means the severance of CBS with WOKO, Albany, as an affiliate after many years as such.

New CBS affiliate is owned and operated by the Troy Broadcasting Co., Inc., of which Col. Harry C. Wilder, is president. It operates on 980 kc. with 1,000 watts power, day and night, and was established in 1940. The affiliate is held by the network as strengthening its coverage in the Albany-Troy area, and is the 158th CBS station.

WTRY is currently an ABC affiliate and it is deemed likely ABC may switch to WOKO, although there was no confirmation of such a move on Friday.

OPA Ends Price Control On Television Receivers

(Continued from Page 1)

vision receivers from price controls. The action was announced along with the reimposition of price controls on hundreds of other items.

OPA explained, further, that "products during a development period generally decline in price as demand increases, and this same pattern is expected to be followed in the case of television sets."

Husing Signed By WCAU

Philadelphia—Ted Husing, who recently resigned as director of sports for CBS to concentrate on free-lancing has been signed by WCAU to handle its coverage of the South Jersey Turf season which opened with the inauguration of the new Atlantic City track on July 22. Husing will broadcast the feature race each day from Atlantic City and from Garden State Park, Camden, N. J.

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

Instructions To Speed FM Activities Issued To Licensees By Commission

(Continued from Page 1)

questionnaires for reply by new permittees two months after their permits are issued. Commission spokesman told RADIO that although the Commission has evidence of a general nature that a number of AM broadcasters are "in a hurry to get FM going," it is not in a position to make these changes in specific cases as yet. It was reported, however, that in the recent hearings on reservation of every fifth channel, a number of leading AM broadcasters gave the Commission cause to doubt their anxiety to push FM service. Likewise, Acting Chairman Charles Denny and Commissioner E. K. Jett related their experience in dropping into a local store where the proprietor went out in a campaign to "unsell" him on FM.

In addition, the Commission has heardings of two public service programs aired by WOW, Omaha, purporting to educate the public on FM. According to one Commissioner who has heard them, they are designed to rather than promote FM. At its announcement the FCC simply says that its attention has been called to the fact that holders of conditional grants and construction permits have, "in some instances been dilatory in the planning and construction of their FM stations, and in postponing an FM broadcast service at an early date.

In the interest of full development and utilization of FM broadcasting, the Commission feels that such delay cannot be permitted.

Conditional Grants

Conditional grants—in the conversion of conditional FM grants to construction permits it has often been necessary to request additional information from grantees, and in some cases considerable time has elapsed before this information was received by the Commission. When the Commission announced the policy of making conditional FM grants, a period of 30 days was specified within which

additional engineering material could be supplied. This length of time is no longer considered necessary, and it is expected that engineering material or other information, when requested, will be supplied within a maximum of 30 days thereafter.

"In this respect, the Commission wishes to point out that the recent revision of the FM rules provides brackets of antenna height and effective radiated power for Class A and Class B stations; a considerable number of applications may, therefore, be completed without individual request for further information. Should it appear that undue delay occurs in furnishing necessary information to satisfy the terms of the conditional grant, the Commission will review the grant to determine whether the application should be designated for hearing and the grant cancelled.

Construction Permits

"Construction permits—construction permits are being issued as quickly as possible following receipt of necessary information, and the Commission expects that FM station construction be carried forward expeditiously. In cases where an application is filed to extend the completion date specified by an FM construction permit (8 months after issuance) and where it appears that the permittee has not been diligent in proceeding to construct the station as quickly as possible, the Commission will review the application with particularity to determine whether such extension application should be granted or designated for hearing. In acting on requests for extension of time, the Commission will consider the promptness of a permittee's efforts to secure equipment and other materials and his efforts to provide an FM broadcast service promptly with interim equipment, even though complete equipment may not be immediately available. The Commission expects permittees to use interim equipment to provide an early FM service and to install remaining equipment as rapidly as it becomes available. Such operation is now being conducted by a number of conditional grantees and permit holders."

Asks Details Re Equipment

In its questionnaire, the Commission asks for full details on the ordering of the transmitters, delivery dates, ordering and construction progress of antenna supporting structure, ordering and delivery of the antenna, the purchase or lease of transmitter and studio sites, the progress of construction at these locations, application to CPA for building permission, what steps have been taken for interim FM service pending completion of full construction and, if no steps have been taken, the reasons therefor.

Three Class A and 16 Class B FM construction permits were granted Friday by the FCC, including those of applicants from all over the coun-

try. Among them was the application of the San Francisco Chronicle, which had previously been set for a hearing. At the same time, the Commission permitted the withdrawal of the Scripps-Howard FM application for San Francisco.

Three Class A Permits Granted

The three Class A permits went to the Tuscora Broadcasting Co., Dover, Ohio; Lawrence W. Harry, Fostoria, Ohio, and the Home News Publishing Co., New Brunswick, N. J.

Other Class B permittees include Lehigh Valley Broadcasting Co., Allentown Pa.; WKST, Inc., New Castle, Pa.; The Broadcasting Corp. of America, Riverside Calif.; The Capital Broadcasting Co., Annapolis, Md.; Radio Broadcasting Corp., Twin Falls, Idaho; Keystone Printing Service, Inc., Waukegan, Ill.; The Bethlehems' Globe Pub. Co., Bethlehem, Pa.; Democrat Printing Co., Durant, Okla.; Uniontown Newspapers, Inc., Uniontown, Pa.; Washtenaw Broadcasting Co., Ann Arbor, Mich.; WHBY, Inc., Green Bay, Wis.; R. G. Letourneau, Toccoa, Ga.; A. H. Belo Corp., Dallas, Tex.; Hawley Broadcasting Co., Reading, Pa.; Minnesota Broadcasting Corp., Minneapolis, Minn.

Will Record Service

Boston—When Archbishop Richard J. Cushing, D. D., head of the Archdiocese of Boston speaks to thousands of Catholics taking part in a triduum three-day prayer in honor of St. Anne in the Basilica at the Shrine of St. Anne De Beaupre, Quebec, last week, WNAC and Yankee Network recorded his remarks for broadcast to be aired in New England from 7:30 to 9:00 p.m., in co-operation with the Canadian Broadcasting Co.

Joins Web Writing Staff

Johanna Dewitt, radio writer for five years, has joined CBS as member of the program writing staff. Besides free-lance scripting, she has written "David Harum" and "Amanda of Honeymoon Hill" for two years

MBS Cuts Discount; Kobak Cites Bargain

(Continued from Page 1)

ments. During the same year ending June 30, 1946, 12 stations left the network.

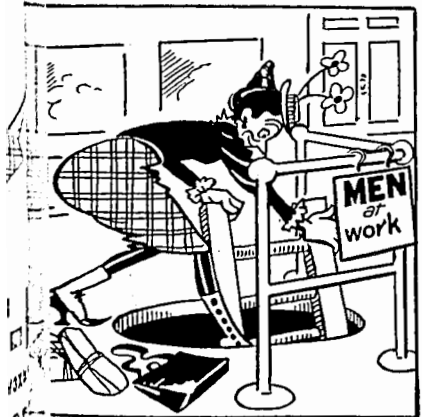
Additional markets will be added, according to Kobak, who lists 21 outlets which have signed contracts with MBS but who are awaiting completion of construction or line facilities before taking service from the network. Majority are expected to be in by the end of October. Kobak also lists stations which have applied for increased power to the FCC. Of these there are 52.

It is estimated that an increase of 1,000,000 radio families have been acquired by the network as a result of the facilities already increased and the station added as affiliates. All this, says Kobak, accrues to the network clients at an increase in the gross rate of only \$40.

In a letter from Z. C. Barnes, MBS vice-president in charge of sales, enclosed with the new rate card, it is pointed out that there is a reduction of two and one-half per cent in Mutual's discount structure. Many points have been simplified on the card, Barnes states, making it easier for a prospective client to estimate his costs. Other changes in the new card No. 15, re-groups some of the affiliates. The Basic Supplementary Group has been re-named the East-Central Group and because of the new feed-line, all Georgia stations in the South-Central Group have been transferred to the South-Eastern Group.

Expand Program Service

New York Herald-Tribune's read-down and read-across method of listing quarter-hourly radio programs has been expanded to include programs of eight stations in New York area. Programs, listed under the station's call letters, are set in parallel columns in order of frequency bands beginning with WMCA at 570 kilocycles and ending with WQXR at 1560. By reading across page, programs of all eight stations for any time between 7 a.m. and 1 a.m. may be viewed at a glance.



...dy—I've been looking for that Flint 'Man in the Street'."

GOOD NEIGHBOR MIKE

steps out with facts and figures on a progressive station . . . in local and national advertisements . . . on taxi posters . . . window display and counter cards . . . or he may be peering from the rear of WHBC's station wagon as it covers special events.

• You'll see him EVERYWHERE—and wherever you see him, you'll know he symbolizes good neighborliness on our part in The City That's Always Busy!

THE WEEK IN RADIO

Seek Another FCC Probe

By JIM OWENS

WASHINGTON actively revealed a busy week in the Capital, with Senator Charles W. Tobey (R., N. H.), asking for a sweeping investigation of the FCC and its decisions relative to FM channel allocations and other recent administrative moves. . . . Court fight was expected to develop as a result of clear-channel licenses wanting to put a halt to potential breakdown of the exclusive frequency rights, possibly going to the U. S. Supreme Court before final adjudication. . . . Otherwise the FCC okayed the usual growing number of AM and FM applications and also took time out to defend the freedom of speech angle wherein an alleged atheist was refused time on the air. . . . Bloom Bill was passed in the House by way of paving the road for private use of shortwave. . . . NAB will review its standards for recording, adopted in 1942 and a change may come about as a result.

General outlook for spot business for fall and winter season is strongly optimistic and the midsummer study by RADIO DAILY finds the broadcasters not complaining and more than holding their own. . . . Co-operative programs on the major webs was found to be a healthy institution on those of the networks which plug them with Mutual and ABC doing particularly well. . . . NBC and ABC between them added 15 local sponsors on the week.

Survey by RADIO DAILY of the radio advertising budgets of motion picture producers further bolsters the optimistic outlook for spot business, it being indicated that at least \$5,000,000 will be spent during the forthcoming season to build up the box office via radio of new movie product.

Outlook for networks starting a normal fall season is better than expected in former pessimistic quarters, with CBS set for Phil Spitalny's "Hour of Charm" to take over the Electric Hour on Sundays in the fall. . . . Which is one indication that clients are not running away, nor closing up shop. . . . Network outlets will also share in the \$500,000 budget allotted by the U. S. Army for recruiting purposes, sponsoring Army (West Point) games on Mutual and ABC on as many stations as can be mustered or cleared. . . . This augments other Army recruiting budgets on webs and stations.

Television showed up in the news in various parts of the country. . . . Detroit's WWJ taking definite steps to assure itself of an operating transmitter and other facilities by Nov. 15, of this year. . . . Equipment was purchased from DuMont which will install it by that date. . . . Don Lee informed the FCC at the Coast hearing that the regional network has ample coin on hand to finance its television plans. . . . Commissioner Wakefield continued the current hearing until August 9.



California Commentary. . . !

• • • Wesley S. Izzard recently penned an editorial in Gene Howe's Amarillo, Tex. Daily News, that served as "sweet music" for Meredith Willson. "If we were a sponsor looking for a radio network show (which is a fine way for a newspaperman to be talking) we'd consider this fellow Meredith Willson," wrote Izzard.

Los Angeles

"His comedy consists chiefly of introducing musical numbers. He speaks in a flat, matter-of-fact voice smacking of his native state of Iowa. He has a natural and sometimes subtle sense of humor." True Boardman's original, "My Father And I" for Silver Theater, served as an audition for a series he's packaging. . . . Bill Holmes is writing and producing "Design For Death" for KECA. . . . Bing Crosby, Bob Hope, Jack Benny, Don Ameche, Gene O'Brien, Vic McLeod, Nat Wolff, Dick Fishell, William Bendix, Johnny Mercer, George Fisher, Carleton Young, Nigel Bruce, Sam Hayes, Trumann Bradley, Bob Crosby, Harry Von Zell and Vic Hunter were among members of the radio colony who participated in the Frank Borzage invitational golf tournament.



• • • "Noah Webster has a word for it," reports Haven MacQuarrie, genial emcee of "Noah Webster Says." Recently a contestant on his program was anything but polite, but Haven substituted words on his list and asked the surly contestant to define "comity." When the participant missed the word, Haven gave him this definition: "Comity—the art of being polite, which you certainly haven't been!" . . . Bob Ryf, who is writing CBS-KNX's "A Man Named Jordan," is also collaborating with Les Farber on "It Couldn't Happen." Farber also authors "Fiesta" for CBS-KNX. . . . Xavier Cugat, with Dinah Shore doing the vocal, recorded "You, So It's You," for Columbia Records. Same number, which is featured in MGM's "Holiday In Mexico," was also recorded for Victor by the King Sisters.



• • • Charlie Bryant, news and sports announcer of KVL Seattle-Tacoma, which joins the Mutual-Don Lee Network Aug. 1, was a recent visitor at the Don Lee headquarters in Hollywood. Mrs. Bryant accompanied her husband on a two-week vacation trip to the Southland. . . . Tommy Riggs is minus his usual housekeeper on "The Tommy Riggs And Betty Lou Show" these days, because the popular character actress, Verna Felton, is busy helping her Canadian friends celebrate the Dominion's Diamond Jubilee. Verna is making her first trip to Canada, after an absence of 19 years, and plans a month's tour of her favorite old haunts. . . . Phil Brito, who came to the Coast to co-star with Elyse Knox and Phil Regan in Monogram's musical, "Sweetheart Of Sigma Chi," recorded for Musicraft three sides—"Sweetheart," "Wolf Song" and "It's Not That I Am Such A Wolf; It's That You're Such A Lamb." Latter is one of the numbers sung by Brito in the picture. . . . A veteran radio actor at 14 is Don Lee's Henry Blair, who recently completed his 300 script as "Little Beaver" in the "Adventures Of Red Ryder" series. He hasn't missed a program since he took the role.



• • • Lurene Tuttle, one of radio's busiest and best actresses, is getting a new sedan and plans to drive it to Palm Springs for a brief vacation. . . . Dave Rose is writing a "tribute" to Eddie Cantor based on the famous chant, "We Want Cantor," which will be played on Rose's "Holiday For Music" show. Rose previously wrote a piece in honor of Jack Benny entitled "Waukegan Concerto." . . . Gracie Allen, who is spending her summer vacation touring the country with her husband, George Burns, has at last given up her ambition to be a Washington political commentator. "You have to know too many people," says Gracie firmly. "Why, I can't even keep a shopping list in my head, but I find that people like Drew Pearson have to know every office-holder in the Capitol—not to speak of Republicans."

FCC Requests Include 13 For AM, 5 For FM

(Continued from Page 1)

kilowatt, daytime; The Piedmont Service Corp., Alexander City, Ala., for 1050 kc., one kilowatt, daytime; Alonzo Stanford Dudley, La Grange, La., for 1400 kc., 250 watts, unlimited; Frances E. Streit and Virginia S. Hardin, The Morrisville Broadcasting Company, Morrisville, Pa., 1490 kc., 250 watts, unlimited; Magnolia Broadcasting Co., Magnolia, Ark., for 1490 kc., 250 watts, limited.

Also The Cedar Valley Broadcasting Co., Austin, Minn., for 1480 one kilowatt, unlimited; The South Central Broadcasting Corp., Evansville, Ind., for 820 kc., 250 watts, daytime; The Wyandotte Broadcasting Co., Wyandotte, Mich., for 1310 250 watts, daytime; The Sisk Broadcasting Co., Eureka, Calif., 1490 kc., 250 watts, unlimited, and Cornbelt Broadcasting Co., Clifton, Ill., for 1520 kc., one kilowatt, daytime.

FM applications, in addition to Western Waves, were: The Denver Bible College and Denver Bible College, Denver, Colo., seeking a commercial station; The Herald Globe Assn., Rutland, Vt., seeking a rural station; Hardin-Baylor College, Belton, Tex., seeking a metro station, and Morris Luskin, Berkeley, Calif., Western Theological Seminary and Bible Training School, Indianapolis.

Returned for completion was application of the Northwest Theological Seminary, Minneapolis, for an AM station to operate on 1490 kc., with one kilowatt, daytime.

Veterans Radio Series Being Discussed In Wash.

Washington Bureau, RADIO DAILY Washington—B. Wade Thomas, radio chief of the Los Angeles regional office of the Veterans Administration is in Washington for a conference on VA network plans. Hollywood, Joseph L. Brechner, radio director announced last

BALTIMORE'S Listening Post

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President George H. Roder, General Manager

FREE & PETERS, Inc., Exclusive National Representative

Autumn Billings Increase

Tele Interest Seen In Large Cities; Sets Selling

(Continued from Page 1)

are eagerly awaiting the arrival of FM receivers in quantities. Interest in television varies. In New York, Chicago, Los Angeles, Schenectady, Washington, and Philadelphia areas where television stations are already in operation television sets are in great demand and have reached the markets in limited quantities. Minneapolis reported much interest in the coming of television; Nashville indicated little interest. The reports from broadcasters in response to RADIO DAILY's survey are as follows:

Dallas-Fort Worth Area

MARTIN B. CAMPBELL, *General Manager, WFAA, Dallas*, reports:

"WFAA's current business compares most favorably with the station records for 1945, and prospects for fall 1946 appear to be as good as in previous years.

"For the first two quarters, ending June 30, NBC network business is up over last year. National spot is 6 per cent better, and local sales have led the upswing with a 23 per cent increase over an already sizable local and regional billing for 1945.

"Dallas retailers report that very few FM sets have come into the market, and these are demonstrators. A few console and combination AM sets have been received, but these also should be classed as demonstrators. There seems to be off-brand table top AM sets available, but very few of the advertised brand models as yet. The store buyers say that makers of popular brand sets have given them no assurance of volume delivery.

"So far there have been no television sets received in Dallas, and no inquiry about them except for curious questions.

"Retail sales in the Dallas-Fort Worth area increased on the average 10 per cent each year between 1941 and 1945, and there is every reason to believe that this percentage of increase will continue. Retail sales in the area served by WFAA-WBAP and KGKO now exceed in dollar volume a billion dollars a year. The Dallas Chamber of Commerce reported recently that there are more than 300 firms on a waiting list for office and/or factory and retail store space."

Nashville Business Up

F. C. SOWELL, *Manager, WLAC, Nashville*, wrote:

"WLAC, Nashville's 50 kw. CBS affiliate, reports the makings for another banner year in sales. Although admitting a slight recession in national spot biz (off 6 per cent) and just a slight reduction in network billings, increase in local buying has more than made up the difference. Dollar volume in this category is out

in front by 18 per cent, and there is no indication of any immediate change in this picture.

"The volume of June department store sales in Nashville probably best explains the station's heavy run of local advertising. According to the monthly review of the Sixth District Federal Reserve Bank, Nashville department stores registered a 50 per cent gain in June (over same period a year ago) and gave this city the largest increase of any city in the Southern area. Also, life insurance sales in May broke all existing records for the area.

"Political broadcasting on WLAC during July will establish a new high, with candidates for governor, U. S. Senator, Congress, state legislature and other offices buying up all available time.

"Outlook for fall business is decidedly bright with most current network openings set for returning shows. Indications are that national spot will be as strong as last year and prospects point to a continued increase in local sales.

"The Nashville area is still hungry for new receiving sets. While a steady trickle of new sets of the cheaper variety is flowing through dealers' hands the demand continues far ahead of supply. Dealers report little interest being expressed in FM by customers, and only casual questions regarding television. No FM receivers have as yet made their appearance on the local market."

Report On Minneapolis-St. Paul

SAM LEVITAN, *Sales Promotion Manager, KSTP, Minneapolis-St. Paul*:

"Our national spot business is off slightly, but our local business is up enough to compensate for the decrease in national business. There have been a few network cancellations which makes our gross billing marginally lower than last year. The improved tax structure caused several advertisers to revert to pre-war practice of summer layoffs. The increases in our local billing are not quite sufficient to offset these losses. National prospects for fall, if realized, will put our total billing above fall of last year.

"The KSTP 1946 Tagged Fish Contest is the only special promotion we now have. This has attracted nationwide attention and has developed much interest in our facilities.

"There are no FM or AM receivers in any volume in this market. Since practically every station has filed an application for FM and has angled successfully for publicity, there is some public interest in the development of this technique. Interest in television is somewhat higher due to the fact that KSTP has already been given its CP for black and white television and expects to be in operation early in 1947."

WTCN Shows Increase

CLARENCE HAGMAN, *Vice-President-General Manager, WTCN, Minneapolis*, reports:

"The business on this station for

the first six months of this year shows an increase of approximately 11 per cent. The greatest increase is shown in local with a stand off in national spot and a slight decrease in network figures.

"The big increase in local is the result of a large volume of department store business. Of the seven large department stores, including the two mail order houses in the Twin Cities, six are currently using WTCN facilities. The new larger accounts are Dayton's, Donaldsons and the Emporium. . . . all of them department stores.

"There has been no spectacular or new activity in national spot. Special promotion—street car cards, painted boards, and full-page ads in the rotogravure section of the St. Paul Sunday Pioneer Press—features a variety of 65 programs daily.

"Combination AM and FM receivers have reached this market but do not come near filling the demand. This should be a strong FM market as there are now six applicants—three already with grants. There seems to be considerable interest shown in television.

"Business conditions have been excellent . . . this market being free of large industrial strikes. However, strikes elsewhere have affected retail business here somewhat although department store sales and bank footings are at all time highs."

Increase In Seattle

OLIVER A. RUNCHEY, *Business Manager, KOL, Seattle*, reported:

"Relative to our business so far for 1946 over 1945 at the end of June, we found that we had had a 20 per cent increase over last year, and for local business this fall, we are assured of an additional increase.

"There have been some AM receivers received, but practically no

Dept. Stores' Sales At New Mark; Spurs Radio

FM, and very little interest shown, as there are no FM transmitters in this district."

Pittsburgh Station Reports

G. S. WASSER, *General Manager, KQV, Pittsburgh*, reports:

"Net time sales on KQV (excluding network) are up 11 per cent for June over a year ago. National spot business is up 30 per cent compared to June a year ago. However, local and regional sales are off 35 per cent for this June compared to last June.

"As to our prospects for the fall, I'm happy to report that in the month of June alone, new business was 48 percent greater than at this time last year. We are looking forward to an excellent fall business.

"KQV should benefit greatly, especially in view of the fact that we are increasing our rates September 1, and at that time we expect to be on the air with 5,000 watts. Our future business now on the books is at the highest peak ever reached on this station.

"The department stores seem to have the new lines of AM receivers and a few FM are beginning to come into the market."

CHARLES BURKE, *Sales Manager, WJR, Detroit*, reports:

"While it still is a little early in the summer to be positive about our fall business, every indication is that it will compare favorably with 1945 which was our biggest year.

"We have lost very few accounts. For instance, the Stroh Brewing Co., which has for years, sponsored the program featuring Gus Haenschen, a

(Continued on Page 6)

AVAILABLE NOW—

Excellent Chicago space for radio or television station, recording or audition studios, ad or art agency, any firm needing unusual 2-fl. space

Unusual circumstances make immediately available 8,664 sq. ft. on top two floors of nationally known, modern Chicago office building. Space now laid out with private offices and studio workrooms. One 2-story acoustically treated studio is 38'x46'. Exceptionally attractive opportunity for radio or television station, recording or audition studios, advertising or art agency, commercial photographer—and firm requiring unusual space. Rare chance to acquire prestige downtown location, close to all city and suburban transportation, at a rental which invites immediate attention.

Principals or Agents Address Box 201, Radio Daily, 1501 Broadway, New York 18, N. Y.

Radio Sales, With Retail Biz, Shown On Upgrade

Volume Averaging Above First Half Of Last Year

(Continued from Page 5)

40-piece orchestra, Thomas L. Thomas and Margaret Daum, has taken a summer vacation but will return early in the fall. Tivoli Brewing took a summer hiatus but is taking three quarter-hour nighttime shows per week starting in September as compared to two last year. We have sold three quarter-hour evening shows featuring Edgar A. Guest, Jr., to the Dodge dealers of this area for a September start.

Hard To Get Receivers

"New AM receivers can be had on the Detroit market although it is not easy to buy one. Apparently there are no FM receivers available in the retail markets.

The recent licensing of two television outfits for Detroit plus the announcement by the Detroit News that they will have television in operation early this fall, has caused some local comment."

HARRY W. BETTERIDGE, *Sales Manager of WWJ*, sized up the Detroit area with an optimistic report on the outlook for the fall and winter season. He wrote:

"Total volume of business at the end of first half of this year finds us running approximately 10 per cent ahead of the first half of 1945, which was the top year in our history for WWJ sales. Whereas, the billings in local, and national accounts are both over the same period last year—the local business being the greater in proportion. The prospects for fall business look favorable for continuing the present trend of making 1946 our peak year for an all-time high in sales.

FM Sets "In Dribbles"

"Regarding AM and FM receivers in the Detroit market: the so-called new lines, of well-known makers, are coming in in very small dribbles... with the lesser known names coming in greater quantities. So far there are practically no FM sets of any make hitting the market; although the prospects of both FM and AM are good for the last half of this year. Television is being talked of a great deal, although there are no sets around town yet. WWJ expects to have its station on the air by December of this year—and we are making plans accordingly. We have set

up a rate-card, and have a large local department store, and a national agency signed to use a show when we get on the air.

"Regarding Detroit business in general—according to Board of Commerce, retail sales in Detroit stores are at an all-time high peak in physical as well as dollar volume. Department store sales for last week (July 15) were 30 per cent higher than corresponding figures for same week last year. In the same week, factory employment in the Detroit area set a new peace-time record. Mid-July also marked for the first time this year that factory payrolls have exceeded the levels of a year ago."

WJLB 30 Per Cent Up

HUGH GRAY, *Vice-President-Treasurer, WJLB, Detroit*, reports:

"At the present time for 1946 to date, we are running approximately 30 per cent over 1945. We are enjoying excellent summer business mainly due to the fact that we are carrying the Detroit Tigers American League baseball games sponsored by the Goebel Brewing Co. of Detroit.

"Where a radio station's volume normally shows a slight decrease in the summer months, our volume actually goes up during these months because of the favorable time around the games and coming between those games.

"At the present time we broadcast six hours daily on our Frequency Modulation station, WLOU. We are anxiously awaiting the new line of FM receivers which, as yet, have not reached our retail market. When they do, we expect to enlarge our programming on WLOU."

CKLW Optimistic For Autumn

RICHARD JONES, *Commercial Manager, CKLW, Detroit*, reported:

"Presently our summer business is slightly below 1945, both national and local, approximately 15 per cent would cover it. Prospects for the fall of 1946 are excellent. We have at least as much prospective business for this fall in the works as we had last year.

"The new line of AM and FM receivers are reaching this market in extremely small quantities and, therefore, it is impossible to feel their impact as yet. We cannot detect any strong interest in television here at the present time."

Buffalo Outlook Bright

CY KING, *Station Director, WEBR, Buffalo*, reports:

"Our business up to this moment for 1946 is a shade better than it was in 1945. As for the business this fall, we expect it to hold up, particularly if the long awaited flow of consumer goods begins, as has been promised so often. A number of our accounts are more or less marking time hanging on to their time periods in the hope that this flow of commodities will start in the near future.

"Should the current furore over prices, wages, etc., develop into a situation such as we had a few months ago with strikes impeding production, we feel there might be a very series downturn. At the moment, how-

ever, we find our clients extremely hopeful and very optimistic.

"So far as I have been able to determine the new line of AM and FM combination receivers have not reached the Buffalo market. As a matter of fact we have orders in with two or three concerns for several receivers to be delivered when available. So far we have had no encouraging word from any of them.

"Business generally is rather good in Buffalo, for as you may know, Buffalo is most fortunate in being a city of extremely diversified industrial production. As a matter of interest, Leonard Feldman, financial editor of the *Courier-Express*, reported only yesterday that many of our heavier industries are being confronted again with a war-time problem—a manpower shortage and a raiding of their payrolls by other employers in a position to give people somewhat better conditions or wages, or both."

Florida Stations Report

From Florida comes reports that the stations expect a decided fall and winter upturn in business. JAMES LEGATE, *General Manager of WIOD, Miami*, reported as follows:

"Regarding the first question on the status of spot business and new local and national accounts, we have been able to place accounts on the air in the first six months of 1946 which have not previously used time on this station. Some of the new local accounts are as follows: Cold Spot Frosted Food Center, Biscayne Tropical Furniture Co., Florida Novelty & Mfg. Co., TACA Airways, Alton Boat Co., and Boulevard Restaurant. These are but a few of the new local accounts placed on the station for the first six months of 1946 and represent spot announcements. In the way of new national business, we have scheduled Eastern Air Lines, I. J. Fox, La Boheme Wine, and others for spot announcements.

"Breaking Even In Nat'l Spot"

"In retail business, we are ahead of any year in our history for the first six months of 1946, but for the month of July, we will just about break even with the same month in 1945. In national business, we are running behind 1945 in the program classification for the first six months. In the national spot classification, we are breaking even with 1945 for the first six months. There is a possibility that with the expected business increase in the fall and winter, we shall be able to break even in national business with 1945. In total business, it is expected that 1946 will be our greatest year.

Survey Of Set Market

"Regarding the new line of AM and FM receivers that have reached the Miami market, we have checked 16 retail radio distributors with the following results: 12 of the distributors report that they do not have combination AM-FM sets; 6 of the 12 report that they expect the combination models in the fall or early part of 1947. Four distributors report that

FM Prospects Fair But Receivers Are Few

they have AM-FM combinations; one of the four reported 100 sets in the South Florida area to sell at \$133.85. A second distributor reported that two combination sets have been sold and that his dealers have 10 on hand. A third distributor reported 10 combination sets in the dealer's hands and 25 more to be distributed. These sets are in two models—a table model at \$56.85 and a console model at \$136.70. The fourth distributor reported that he has sold three sets and has four more in stock. These sets are at \$100 and are the Scott combination radio. Of the total of 16 distributors contacted, six reported that they have received inquiries on television sets two of the six reported that they had 'a great many inquiries.'

"If every expert who has predicted the trend of business in this area does not go complete haywire, we can expect an excellent winter season. The Miami area now has greater year-round business than it had at any time in its history and can now be definitely classified as a profitable year-round market."

WGBS Shows Increase

ROBERT G. VENN, *General Manager of WGBS*, also gave insight into the Florida outlook. His report follows: "The total gross income to WGBS through July 18, and dating from the first of January, 1946, is roughly 4 per cent over the same period in 1945.

"Our income from announcements increased to the extent of about 4 per cent, with sales of national announcements four times what it was last year, and revenue from sale of local announcements increased about 9 per cent.

"Income from total program sales shows about a 25 per cent increase in local programs showing a 20 per cent increase, and national program sales progressing to the extent of about 14 per cent.

"Our network revenue is considerably better than double what it was last year. Our sale of talent has advanced to a remarkable degree, but is somewhat on the order of a 14 per cent increase over last year.

Table Models Popular

"AM receivers are putting in appearances now, mostly in the form of small table models. These can now be purchased in Miami in several spots right off the floor. FM receivers are conspicuous by their absence. Also, we note no particular interest in television at the present time.

"Miami is one of the fastest-growing areas in the United States, as you know, and we are undergoing a considerable boom in real estate right now—too much of a boom to suit us. We think this fall will provide us with the greatest influx of business that Miami has ever seen, and the business this summer surpasses that ever before enjoyed in this area."

Send Birthday Greetings To

July 29

David Anderson Geraldine Kay
Joseph Curtin Earl F. Lucas
Lewis James Ralph H. Patt
Sigmund Romberg Elaine Rost

COAST-TO-COAST

— TENNESSEE —

KNOXVILLE—Charles MacMahon, former chief minkeman and news director, has been named program manager of WNOX, with Bill Trotter resigning from the radio field to devote to a new invention designed to play commercials on juke boxes. . . .
MEMPHIS—WLAC general manager F. C. Sowell served as chief moderator for a colorful sesquicentennial pageant, "Tennessee Through the Years," on the state's 150th anniversary. . . . After three years of air time, WLAC's "Children Analyze the News" has been promoted. . . . Title of the new show is "Youth Looks at the News" with Bob Lowe as moderator. . . . The original program series had children of grammar school age and new show is using high school students.

— ILLINOIS —

CHICAGO—Arthur F. Harris, WJJD general manager, has appointed Ed Short, assistant public information director of Tele, Cone & Belding Advertising Agency, to the post of promotion manager for the outlet. . . . Carl Warner, former night supervisor of announcers for NBC Central Division, has been added to the WJJD announcing staff. . . . Warner is an experienced announcer. . . . "Community Chest Show," a dramatic series of true situations of the work of the Gary Community Chest, moved over WIND, and will be heard every Saturday in the ayem slot. . . .
CHICAGO—Barney Thompson, editor and publisher of the Register-Republic and Morning Star, is now in his 17th year as city newscaster on WROK.

— NEW YORK STATE —

ROCHESTER—Leading executives of radio stations, newspapers and advertising agencies here attended a cocktail party last week at the Rochester Club to meet Lester W. Lindow, gen. mgr. of Rochester's new radio station. . . . Lindow, former manager of WFEB, recently joined the new outlet upon his relief from active duty with the Army, of which he served as chief of the War Department's radio branch. . . .
SYRACUSE—Earl Hockeborn, recently released from the Navy, has rejoined the engineering staff of WREB and has resumed his duties as control room operator. . . . Lansing B. Lindquist, General MacArthur's radio and communications officer during the war, has been appointed manager of WSYR, the first FM station here.

— MISSOURI —

KANSAS CITY—Buddy Black, KCKN announcer, emceed a boogie woogie bash at the Uptown Theater and drew in a total of 5,000 attendance, notwithstanding the fact that Woody Herman, Billy Butterfield, and Jerry Colonna were in town the same night. . . . Budd's stars included Kansas City's Julia Lee and Joshua Johnson. . . . Dem church bells will be ringing soon for Rosemary Cullinan of KCKN's music dept., Jeanne Hoare of Cullinuly and Mary Ufford, secretary. . . . Betty Ketcham, is leaving the KCKN to take a position with one of K. C.'s leading insurance firms.

Consolidated Hearings Listed For AM Permits In 16 Areas

(Continued from Page 1)

permit to the White Mountains Broadcasting Co., for a new 250-watt station, unlimited, to operate on the 1230 band in Berlin, N. H.; The Altus Broadcasting Co., of Altus, Okla., was granted a construction permit for a new station to operate on the 1450 band with 250 watts, unlimited, provided certain engineering conditions are met.

The consolidated hearings include the following:

Tar Heel Broadcasting System, Inc., and Sampson Broadcasting Co., both seeking 550 kc., one kilowatt, daytime, at Clinton, N. C.

Miller Associates, Inc., and Mahoning Valley Broadcasting Corp., both seeking 1240 kc., 250 watts, limited, at Youngstown, Ohio.

Parkersburg Broadcasting Co., and Raymond Kandel, both seeking 1230 kc., 250 watts, unlimited, at Parkersburg, W. Va.

Midland Broadcasting Co., and Rich Publishing House, Inc., both seeking 1490 kc., 250 watts, unlimited, at Midland, Mich.

Pecos Valley Broadcasting Co., and McEvoy Broadcasting Co., both seeking 1230 kc., 250 watts, unlimited, at Roswell, N. M.

Tri-City Broadcasting Co., Newport, Ky., and Moraine Broadcasters, Inc., Dayton, Ohio, both seeking 1110 kc., one kilowatt, daytime—the former at Newport, the latter at Dayton.

Virginia - Carolina Broadcasting Corp., Danville, Va., seeking a new station on 1250 kc., with five kilowatts, unlimited, with WBTM, Danville, seeking to change frequency from 1400 to 1250 kc., boost power from 250 watts to one kilowatt, day, five kilowatts, night.

Mansfield Broadcasting Co., Mans-

field, Ohio, seeking a new station on 1450 kc., 250 watts, unlimited, with WBNS, Columbus, Ohio, made a party to the proceeding.

Statesville Broadcasting Co., Statesville, N. C., for new station on 1400 kc., 250 watts, unlimited, with that of the News Publishing Co., for the same facilities also located at Charlotte, N. C.

Western Empire Broadcasting Co., and Woodrow Miller, both seeking 1240 kc., 250 watts, unlimited, in San Bernardino, Calif.

Timberwolf Broadcasting Co., Seaman and Collins, Sunland Broadcasting Co., and Del Norte Broadcasting Co., all seeking 1340 kc., 250 watts, unlimited.

Voice of Borger, seeking 1230 kc., 250 watts, unlimited, at Borger, Tex., with Panhandle Broadcasting Corp., seeking same frequency and power at Amarillo, Tex.

Huntington Broadcasting Co., seeking 1540 kc., five kilowatts, daytime only, in Huntington Park, Calif., with Hollywood Community Radio Group seeking 1530 kc., with one kilowatt, daytime only, at Gardena, Calif.

Southeastern Broadcasting Co., Inc., and Somerset Broadcasting Co., both seeking 1240 kc., 250 watts, unlimited, at Somerset, Ky.

Bluff City Broadcasting Co., Ltd., seeking 730 kc., 250 watts, unlimited, at Memphis, Tenn., with Kennett Broadcasting Corporation, seeking 730 kc., one kilowatt, daytime only, at Kennett, Mo.

Community Service Broadcasting Corp., and Amsterdam Broadcasters, Inc., both seeking 1490 kc., 250 watts, unlimited, at Amsterdam, N. Y., with WSAT, Inc., seeking the same assignment in Schenectady, N. Y.

New BBC Radio Recorder Imported By WOR

Compact recording machine, weighing only 34 pounds, has arrived at WOR from England, announces Dave Driscoll, director of news and special events. Recorder designed by BBC was used successfully during Normandy invasion.

No outside power supply is required by machine since power available from special spring-wound motor similar to type used in old-fashioned phonograph. Machine records three minutes at 78 r.p.m. on each platter. It uses a microphone that hooks on coat lapel, tree branch or any stationary object. Another feature is long-range pickup without added amplification.

Rickey Recording

Al Rickey, musical director of Mr. Keene, radio program, is now directing several record albums for the Mayfair Recording Co. The first of these is to be called "Once Upon a Time."

This recording and others to follow are planned for children.

Lauds Radio For Support Of Federation Campaign

Lauding radio for its support of the "Save The Children Federation" drive to obtain clothing and shoes for the needy children of Europe, Ralph Wallenhorst, director of information of the federation, in New York last week reported 268 broadcasters were giving free time to the drive announcements. Of the 268 stations, 140 are carrying spots, 84 feature programs as well as spots and 44 feature programs. Listeners are invited to volunteer clothing to the station and the distribution is handled through New York and European contacts of the Federation.

Using Display Space

American Transit Association, which always urges bus and trolley car advertising, apparently believes in its own preaching. When organization began weekly air show last week called "Spotlight On America," July 19, 10 to 10:30 p.m., EDT, over MBS, it took \$25,000 worth of its own advertising space to tell bus and trolley passengers about the program.

AGENCIES

PHILIP H. COHEN has joined Sullivan, Stauffer, Colwell & Bayles, Inc., as head of radio production in the New York office. **JOHN J. VAN NOSTRAND, JR.**, has been engaged as manager of the agency's Hollywood office. Both men formerly were associated with Ruthrauff & Ryan, Inc.

THE CO-OPERATIVE ANALYSIS OF BROADCASTING, INC., has turned over to C. E. Hooper, Inc., five additional contracts for "Program Hooperatings" service. These five firms represent former exclusive CAB subscribers: Emerson Drug Co., Geyer, Cornell & Newell, Inc., National Distillers Products Corp., Pedlar & Ryan, Inc., J. B. Williams Co.

DOROTHY DORAN, currently handling publicity for the Wayne King show on CBS in Chicago, will return to the New York office next month as assistant to Wauhillau La Hay, publicity director of the N. W. Ayer Agency.

MICHAEL PESANELLI, head of Tel-A-Vix Transcription Studios of Boston, announces that Wyman Holmes has joined the staff. He will guide the future of a new series of transcribed programs. Holmes was recently released from the Air Corps.

JOSEPH HERSHEY MCGILLVRA, INC., has been engaged as exclusive national representative for KVOL, affiliate of NBC in Lafayette, La. Although the station has been on the air several years, this is its first appointment of a national representative.

TRAVERS HAND has joined the radio commercial writing staff of McCann-Erickson, Inc., it has been announced by Lloyd O. Coulter, vice-president in charge of radio. Hand was formerly radio and script editor at MacFarland Aveyard & Co.

ACLA Continues Support Of FCC's "Blue Book"

American Civil Liberties Union, which came out in support of the FCC's "Blue Book" some time ago, has issued a six-page pamphlet to both the trade and some 3,000 others on the list considered interested in the controversial issue. Leaflet is titled "Radio Programs in the Public Interest," and also covers industry objections to the FCC proposals in the "Blue Book."

Statement of industry viewpoint were submitted for revision to leading critics of the FCC proposals. Answers are based on the evaluation of the FCC "Report," adopted by the ACLU Radio Committee. Main industry objection is held to be that the report by the FCC constitutes censorship by the government, while the ACLU holds that censorship is no more involved in the FCC standard than in the Post Office rules and regulations.



Outstanding orator of the middle and late 19th century

IN 1880

Robert G. Ingersoll

SAID:

"In every republic it is absolutely necessary that there should be free speech. Free speech is the gem of the human soul. Words are the bodies of thought and liberty gives to those words wings . . ."

AS TRUE TODAY AS IT WAS THEN!

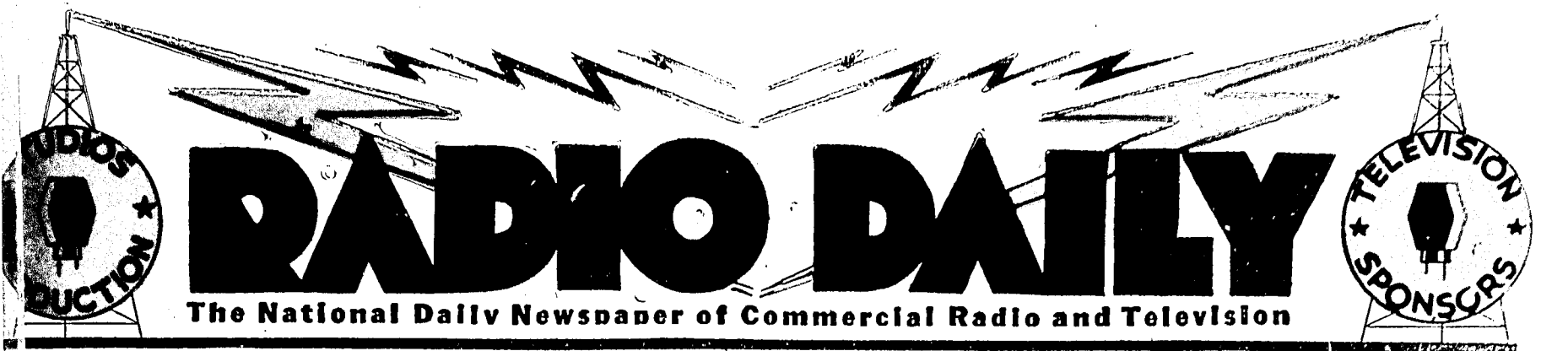


WJTR

THE
GOODWILL
STATION
INC.
DETROIT

MICHIGAN'S GREATEST ADVERTISING MEDIUM

COLUMBIA BROADCASTING SYSTEM BASIC STATION • FISHER BUILDING, DETROIT



The National Daily Newspaper of Commercial Radio and Television

N.L. 36, NO. 21

NEW YORK, TUESDAY, JULY 30, 1946

TEN CENTS

Temporary Permit Grants

New Tele-News Plan By Du Mont And INS

A revolutionary type of news telecast whereby a television camera picks up latest news of the day direct from a specially devised teletype printer and passes it to video screens to be in operation about mid-August over WABD, it is announced today by Allen B. Du Mont Laboratories, Inc., and International News Service. Inauguration is tentatively planned for August 12 with two hours of news telecasting daily, Monday through Friday, from 12 noon to 2 p.m.

Present format for the show, which
(Continued on Page 6)

W.P. Lines Severed; Investigation Asked

Philadelphia—Police and FBI were called by Benedict Gimbel, Jr., president of WIP yesterday when alleged cutters cut the transmission line at Belmar, N. J., forcing the station off the air for a short period at 2 p.m., Sunday. The emergency transmitter was put to use and the station returned to the air after a short interval.

Forty-five members of the staff of WIP comprising announcing and engineering
(Continued on Page 4)

GA Maximum Price Order Covers All Gov't Surplus

Washington Bureau, RADIO DAILY
Washington—The order setting maximum prices for resales of government surplus radio receiving and selling sets and other electronic and communication materials has been
(Continued on Page 5)

Johnny-On-The-Spot

John F. Royal, NBC vice-president in charge of television, made a hurried week-end trip to Paris to arrange for television film coverage of the Peace Conference which got under way yesterday. Royal cabled NBC last night that films had been taken and were being rushed air express to New York. WNBT, NBC tele outlet in New York, expects to show the films later this week.

Harris-Faye Signed For New Fitch Show

Phil Harris, orchestra leader and personality of the Jack Benny show, and his movie actress wife, Alice Faye, have been signed to a five-year contract for a new type of Fitch Bandwagon show on NBC starting September 29, W. J. Henderson of the L. W. Ramsey Agency, representing F. W. Fitch Co., announced yesterday.

The new Harris-Faye show will debut on Sunday, September 29, 7:30
(Continued on Page 4)

Buffalo Artist To WEAf; Slated For Big Buildup

Bob Smith, staff artist from WBEN, Buffalo, who is heralded as one of radio's top rated daytime personalities, is being brought to New York by WEAf, key NBC outlet, for a buildup. With six and one-quarter hours week-
(Continued on Page 5)

FCC Puts 120 Stations On Special Basis Pending Inquiries And Hearings On Programming Policies

'AVCO' Rule Adopted By The Commission

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday announced final adoption of its so-called AVCO rule on sale and transfer of licenses and control. In substantially the same form as the proposed rule, the section, however, notes several exceptions to the rule not previously mentioned. Exceptions to the rule (Section 1.388), the Commission said, are as follows:

- (1) Where there is a reorganization
(Continued on Page 8)

Kutsch Leaves N. Central; Served As V.P. In Sales

William J. Kutsch, vice-president in charge of sales with the North Central Broadcasting Co., in Chicago, yesterday announced his resignation. Kutsch, formerly with the advertising
(Continued on Page 2)

CBC Considering Site For Permanent Home

Montreal—CBC has an option on a site on Cote St. Catherine Road in Outremont and proposals are being considered for erection of a \$2,500,000
(Continued on Page 8)

Washington Bureau, RADIO DAILY
Washington—Licenses of more than 120 radio stations were continued on a temporary basis by the FCC yesterday. Most of the stations were included in the original list of 300 put on a temporary basis by the FCC pending close scrutiny of programming policies, and several, including WTOL, Toledo, were mentioned in the Commission's Blue Book.

Up to now the FCC has not set for hearing since issuance of the Blue Book the license renewal of any station, but has only continued stations
(Continued on Page 5)

Heavy Reservations For TBA Conference

Second Television Conference and Exhibition of the Television Broadcasters Association, Inc., which is scheduled to be held October 10 and 11, this year at the Waldorf-Astoria Hotel, has already sold 90 per cent of the 15,000 square feet of space set aside for exhibition purposes. Ralph B. Austrian, general chairman of the
(Continued on Page 4)

Bill Against 'Monopolies' Proposed In U. S. Senate

Washington Bureau, RADIO DAILY
Washington—A comprehensive anti-monopoly bill requiring, among other things, a full annual survey of the monopoly situation in broadcasting
(Continued on Page 6)

Peace Conference Coverage Gets Under Way In Paris

Coverage of the Paris Peace Conference, which opened yesterday, is being closely watched by the staffs abroad of the major networks, with all webs doing preliminary broadcasts on the week end as well as shows yesterday at various times. While some were specially scheduled, others picked up at the right time, were worked into the nearest news features.

Actual opening of the Conference

on the floor, was carried yesterday by CBS at 11:05 a. m. EDT. Don Pryor and Stephen Laird did the commentary and color. From New York Quincy Howe discussed the background of the problems at hand. CBS apparently was the only web which carried the opening at the time. Otherwise, CBS started Saturday at 8 a. m. with Winston Burdette, from Washington and described
(Continued on Page 6)

Lothario

Leading man for Vivien Blaine, filmdom's new "cherry blonde" now visiting in New York, has been chosen for tonight's "Theater of Romance" on the web. He is Jack Manning, who should know his way around in these Casanova roles, since he plays the Don Juan type in two serials currently on the Columbia network: "Aunt Jenny" and "Light of the World."

Housing Note

Houston—The GI House built here by Roy Hofheinz, president of THT, Houston, built to determine the truth about critical home construction conditions was completed here and sold to a veteran for approximately \$250 below cost. Home cost \$7,249.65 and data concerning its construction was turned over to the Veterans Administration. Two daily broadcasts were presented.



Vol. 36, No. 21 Tues., July 30, 1946 Price 10 Cts.

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

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FINANCIAL

(Mon., July 29)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio.

Paul Galvin Denies Rumor That He'll Quit Motorola

Recently at the Chicago Furniture Mart and the Music Show at the Palmer House rumors were rife to the effect that Paul V. Galvin was giving up active management of the Galvin Manufacturing Corporation, makers of Motorola Home and Car Radios. Mr. Galvin makes denial of this rumor. Says Mr. Galvin: "My attention has been called to a trade rumor that I, personally, am selling out my interest in the Galvin Manufacturing Corp., and giving up my active management of the concern. There is absolutely no foundation for this rumor. I have no intention of selling my interests and I am not even discussing the matter of sale with anyone. Nor do I have any idea of giving up my active management of the affairs of the Galvin Corp."

Coming and Going

EDGAR KOBAK, president of the Mutual network, leaves tomorrow on a business trip of two weeks that will take him through the Middle West and on to Colorado for the NAB board meeting.
FRANK K. WHITE, vice-president and treasurer of CBS, has returned from a vacation spent in Maine.
RICHARD HUBBELL, production manager and television consultant of the Crosley Corp., will leave Cincinnati Aug. 1 on a 10,000-mile lecture tour. He'll return after Labor Day, bringing home from Hollywood with him, MRS. HUBBELL, of the College of Music in Cincinnati, who has been vacationing in the Film Capital.
ALICE BREWER WHITE, women's director of WTAR, affiliate of NBC in Norfolk, Va., will leave Gotham today after having been here for two weeks covering fashion shows and broadcasting to Norfolk her program, "The Women's World."
ODIN S. RAMSLAND, commercial manager of KDAL, Duluth, Minn., is in town for confabs at the offices of CBS, with which the station is affiliated.
A. A. SCHECHTER, Mutual's director of news and special events, went down to Washington, D. C., last Friday on business.
GEORGE TOWNE and the members of his orchestra are back at Pelham Heath Inn following a two-day tour of Army camps in New England.

STERLING FISHER, assistant public service counselor at NBC, off Saturday on a motor trip to Florida. He'll return in three weeks.
RUTH GIRARD, director of the transcribed "Treasury Salute" series, is in Chicago to attend the convention of Zeta Phi Eta, the fraternity whose house organ, "The Cameo," she edits.
J. W. WOODRUFF, president of WRBL, Columbia network outlet in Columbus, Ga., is in New York for conferences at the headquarters of the web.
GIL HODGES, chief announcer and special events director at WTAC, Worcester, Mass., is vacationing in Canada.
ART ROSS, disk jockey on WLIB, left Friday on two weeks of holiday leisure in New England.
HERMAN PINCUS, of the RADIO DAILY staff, is spending two weeks at Lake Oscawanna, N. Y.
BERT LOWN, director of station relations for Associated Program Service, is en route to the West Coast, on business. He'll be away about seven weeks, with stops scheduled also in the South and Southwest.
JIM WATSON, of WAAB, Worcester, Mass., leaves this week on a vacation in the White Mountains of New Hampshire.
JOCKO MAXWELL, sportscaster on WWRL, has left Woodside for a brief vacation at Wingdale, N. Y. He'll return in time to resume his sportscasts on the station Thursday, Aug. 8 at 10:15 p.m.

Tele Sales Reported By Philly Dept. Store

Philadelphia — Gimbel Brothers' first six video programs over WPTZ, Philco television station, has resulted in an average sales return for the department store of about 2 per cent a week, it is announced by Ernest B. Loveman, television broadcasting head for Philco Corp. A Gimbels' official said that "if the effectiveness of any form of advertising is to be judged by sales, then the Gimbels television programs have been highly successful."

Measurement of audience response, based entirely on sales returns, was recorded only where customers actually mentioned seeing the product or service on television. With average sales return of 2 per cent from total of 752 television set owners, indication is that Gimbels would be doing huge business from video advertising alone if commercials were reaching audience of 100,000 set owners anticipated for Philadelphia area within next two years.

Format of half-hour program "All Eyes on Gimbels," presented every Wednesday at 8 p. m., consists of two parts—a commercial and variety show. Commercial presents real people in real situations with demonstration only of products or services which can be done realistically. Vacuum cleaner for instance is ideal for television, while glass-radiation heater is not suitable for demonstration.

Both the first and fifth commercials in Gimbels' television series featured the store's hairdressing salon and first program brought in 10 new customers. A repeat performance of coiffuring commercial doubled the sales return and obtained 20 new customers.

Kutsch Leaves N. Central; Served As V.-P. In Sales

(Continued from Page 1) ing department of Swift & Co., handled the Swift participation in the Don McNeill "Breakfast Club" on ABC. He left Swift a year ago to join John Boler, chairman of the board of North Central, in the development of the Mississippi Valley network which linked together 76 midwest stations in the presentation of an agricultural program.

Flower Show Sponsored By KFNF, Shenandoah

A unique type of flower show was sponsored by KFNF recently when the First National Hemerocallis festival was held in the station's Shenandoah Studios. The show was under the direction of Helen Field Fisher, woman's commentator on KFNF for the past 20 years. Plans had been perfected to accommodate 300 visitors, but amateur and commercial breeders and growers throughout the midwest numbering over 3,000 were on hand for the series of tours and meetings. Growers came from distances as far as 700 miles. As a result impromptu dormitories were arranged in KFNF's practice studios. KFNF is already making plans for the second annual festival during July of next year.

Insurance Theme On WEAJ "Jim Rogers, Claim Agent," a Monday - Wednesday - Friday serial built around the experience of an insurance employee, has started over WEAJ with Gene O'Donnell and Sylvia Leigh in the leading roles. It is sponsored by Kreml for that company's hair tonic and shampoo.



Playing for keeps

The time's coming. The big time... when you'll have to get out there and fight for your share of business.

Most of the talk is about a seller's market. But there are those who say "Don't you believe it."

One way or another you'll be playing for keeps.

If you plan a selling campaign in Baltimore... and radio is part of the scheme... we suggest you put W-I-T-H at the top of the list.

This is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Yes... pretty soon the marble will be down... and you'll get the W-I-T-H listeners in Baltimore.



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-R

OFF THE AIR REFERENCE RECORDINGS IN CHICAGO L.S. TOOGOOD RECORDING CO. 121 N. LA SALLE ST., CHICAGO 1, CENTRAL 5175

The new transcribed

BARRY WOOD SHOW

WITH ★ MARGARET
WHITING

★ THE MELODY MAIDS

★ HENRY SYLVERN
AND ORCHESTRA

FREDERIC W. ZIV COMPANY
PRESENTS A STAR-STUDED MUSICAL
THAT'S...

*Smooth
as Silk*



• HENRY SYLVERN • MARGARET WHITING • BARRY WOOD • THE MELODY MAIDS

Barry Wood and Margaret Whiting find an appropriate setting for their talents in the new Ziv produced Barry Wood Show, a fifteen minute musical, transcribed for local and regional sponsors. Currently produced in New York on a five-per-week basis. Write, wire, or phone for availabilities.

FREDERIC W. **ZIV** COMPANY
1529 MADISON ROAD • GINGINNATI, O.

N E W Y O R K • C H I C A G O • H O L L Y W O O D

LOS ANGELES

By RALPH WILK

SONGSTRESS Helen Forrest, partner of Dick Haymes on his CBS air show, is making fine progress following her recent ear operation, according to Bill Burton, her manager.

Musician Meredith Willson, who served three years in the Army as head of music for all Army broadcasts overseas, last week was given the Army Commendation Ribbon on orders of Secretary of War Patterson.

The CBS "Blondie" Sunday comedy program, starring Penny (Blondie) Singleton and Arthur (Dagwood) Lake, this week received the 1946 Americanism Award from the National Exchange Club.

RKO Radio Pictures, through Foote, Cone & Belding, has purchased one week of station break announcements on station KNX, for the motion picture "Heartbeat."

Abbott and Costello, Jack Haley, and Art Linkletter will be pinch-hitting deans of NBC's "College of Musical Knowledge," during the seven-week absence of Kay Kyser. Kyser returns to the show Sept. 18.

Bob Burns' new comedy show, set for NBC Sunday nights, beginning Sept. 29, will have an entirely new cast, except for singer Shirley Ross, according to present plans. Bob will have complete say-so on the program.

Harris-Faye Signed For New Fitch Show

(Continued from Page 1)

p.m., the same spot used by Fitch for the Cass Daley show. It is believed the Harris commitment to Fitch will prevent his continuance on the Jack Benny show when it resumes this fall from 7 to 7:30 p.m.

While Henderson did not disclose the terms of the five-year contract with Harris-Faye he said the amount would "aggregate \$3,000,000."

WIP Lines Severed; Investigation Asked

(Continued from Page 1)

Engineering personnel has been out since July 16. They are members of the American Communications Association, CIO.

WIP has maintained 24-hour service, seven days a week, since the strike broke with station executives and other personnel taking over the duties of engineers and announcers.

FM Taxis Planned

Montreal—Taxis in Montreal are to have frequency-modulation radio communication equipment in the near future and are awaiting final arrangements with the Department of Transport. The elimination of the need for returning to call-boxes or offices after each trip has made the advantages of FM radio to taxicab operations so apparent that all that remains to be proven is the economic feasibility of its use in their particular case.



Broadway Bulletin Board . . . !

• • • The talk about a stage production of "The Hucksters" is just so much talk so far as author Freddie Wakeman knows. Any B'way producer who would plan a show based on a story already bought by the movies would be taking plenty of risk, he thinks. . . . If radio bit players' costs rise this fall, as predicted, many advertisers will be inclined toward using big-name stars and variety shows. Talent costs are being felt by network salesmen who are trying to bag new clients. . . . After all these years on CBS, the "Aldrich Family" switches to NBC Sept. 5. . . . It Had To Happen Dep't: A Minn. bank is sponsoring a series of singing commercials which begin: "Oh, give me a home, with a 4 per cent loan . . ." . . . Lockheed will continue advertising their Constellations despite government's grounding order and despite the possibility that such planes may be subsequently outlawed. . . . Aftermath of a hot dispute on the Zanuck lot comes the report that Geo. Jessel has had comic B. S. Pulley barred from films. . . . Johnny O'Connor planning to make his music mag a daily trade publication. . . . "Superman" will be made into a feature length film. . . . Latest singer to buy his way into a music publishing firm is Perry Como who now owns a hunk of Santly-Joy affiliates. . . . Jackie Miles has invented a new microphone that is so sensitive it cackles every time a radio comic lays an egg.

★ ★ ★

• • • Bill Gernannt a busy lad these days what with "County Fair" doing so big and his wife, Lois January, snagging six commercials a week on H'wood station. . . . For the first time since it premed on Mutual a year or so ago, "The Falcon" is leading the Hooper parade on the 8:30 to 9:00 Tuesday nite slot. . . . Harry Babbitt set for the Philip Morris ainer tonite with possibility of his remaining on for the duration of the summer. . . . Ace Ochs still can't figure out if that guy who visits his Gordon McRae show every day is a sponsor or not. . . . Peggy Mann steps into the Hit Parade Aug. 24 when Joan Edwards starts her Republic Pictures stint. . . . Phil Stahl out of the Army and back with WQXR's announcing staff. He'll pinch-hit for Ed Herlihy on Universal newsreel while latter vacations. . . . Ted Nathan's air show, "Ginger Darling," being auditioned for Hallmark, the greeting card firm, by ABC. . . . Happy (Guess Who) Felton has an idea for a realistic Mr. and Mrs. Program—with his mother-in-law as narrator.

★ ★ ★

• • • Mary Martin turned down a commercial ainer to accept Noel Coward's deal for a London musical. . . . Bob Thiele out to sign Charlie Barnet and Johnny Long for Signature records when their Decca pacts expire. . . . Henry Morgan's article in Reader's Scope maintaining that the audience is what's wrong with radio makes plenty of sense. . . . Jimmy Atkins is on the air four times every Tues.—WOR, WNEW and the morning Waring show, plus the Waring commercial at nite. . . . How much is a press agent's life worth? Herb Landon, who is flying to Athens, Greece, in a DC-4 accompanying three cows donated by Borden's County Fair show to Greek War Relief, is being insured by the program for 100 G's. . . . Evelyn Knight scheduled to open at Chicago's Palmer House Sept. 12. . . . Ted Green, who's been trying to peddle his show, "Tales of Scotland Yard," was told by one agency that the American people aren't interested in the subject. We'd suggest that he look at the current Life which merely devotes nine pages to Scotland Yard. . . . Art Paul and Jerry Gale teaming up as a comedy writing duo, calling themselves "The Gag and I." . . . Carl Brisson signed by Apollo records. . . . Jack Ayres playing the lead in "What A Life" at Pompton Lakes, N. J. summer theater. . . . Irene Beasley, as radio-wise as they come and who has a way with a song, putting a new show together, on wax.

CHICAGO

By BILL IRVIN

FOUR County High School senior girls have been announced winners of the Ina H. Butler Citizenship Award, presented for the first time this year by Burridge D. Butler, president of station WLS. The award a \$500 scholarship and certificate, was offered to senior girls where total high school enrollment is under 30 and was awarded to one girl in each of four states—Illinois, Indiana, Michigan and Wisconsin. Each girl competing was required to write the story of her life, including the community activities in which she participated, her ambitions, and how the Ina H. Butler Award would help in realizing them. The 1946 winners are Juanita Oswalt, Logansport, Ind.; Doris Anderson, Blair, Wis.; Lucille Murdoch, Tecumseh, Mich., and Irma Paris Decatur, Ill. Presentation of the awards was made by Mr. Butler on the WLS Dinnerbell Time program, a feature of a three-day sightseeing and entertainment tour during which the winners were guests of WLS.

Ed Cooper, WGN staff announcer has been named quizmaster of the Hirsch Telephone Quiz, heard Monday through Fridays at 6 p.m., CDS over WGN.

"Western Theater," a transcribed half-hour program featuring Foy Willing and the Riders of the Purple Sage Colleen Summers and guest actors from Western pictures, made its bow on WBBM Sunday, July 21, 7:30 to 7:30 p.m., CDST, under sponsorship of Interstate Bakeries Corporation. The contract, which is for weeks, was placed through R. J. Potl Calkins and Holden, Inc., Kansas City, Mo.

Heavy Reservations For TBA Conference

(Continued from Page 1)

exhibition, stated yesterday that the was every reason to believe the spot will be completely sold out shortly.

All of the reservations have been made by phone, telegram or personal contact and so far it hasn't been necessary to send out application blanks. Exhibitors, Austrian said, will include manufacturers of video receivers, transmitters, and studio equipment and other facilities and component parts of tele equipment. All types of receivers will be exhibited, from table sets to the del combinations.

Richard Hooper, chairman of TBA exhibition committee, stated that the spacious Jade and Basil rooms as well as the Astor Gall at the Waldorf have been engaged for the exhibition alone and one the rooms will be devoted wholly transmitting equipment, another receivers and the third to miscellaneous displays.

A leading display company's art has been engaged to create a special motif for the rooms and showmanship will be the keynote.

SAN FRANCISCO

THREE new shows have been put on the Don Lee net by KFRC Production Manager Mel Venter. They include "Notes at Nine" with Lyle Lido's orchestra and Elbert Lassalle at the organ, Monday through Friday at 9 a.m.; "Dink Templeton's Arts" on Saturdays at 5:15 p.m.; "Showcase," featuring KFRC singer Merv Griffin as emcee at 3:45 weekdays.

KFRC's Barbara Lee recently met Salvador Dali and got his autograph on one of her white gloves. Now she's using the glove stuffed and, holding a peeping rose in Dali style, framed in a Surrealistic shadow box.

Booster May, KGO's new special programs chief, is starting a new 5:45 p.m. daily program of feature news reports and interviews with personalities prominent in the day's news.

Robert (Bob) Hansen has been appointed director of news and special features for KSFO. He's been on the KSFO staff as announcer and news-caster for the past two and one-half years.

Hide Martin's Radio Roundup, featuring western music, has been moved to the Monday night 7:30 to 8 p.m. slot on KGO.

Ma Shippey, KPO-NBC news anchor, has been appointed assistant manager of the station's news and special events department. She served as acting head of the department between Bert Silen's departure for Miami and the arrival of John H. Thompson, new manager.

Sandy Spillman has rejoined the program department of KSFO as a producer after four and a half years with the Navy, where he served as flier and flight control officer.

Mathleen Moore, head of the KPO-ABC music library, has been elected president of the Bay Region Chapter of the Special Libraries Association of America.

Temporary Permits Granted Pending Inquiries, Hearings

(Continued from Page 1)

on a temporary basis or granted renewals. The Commission's only "test case" thus far on programming policy—WBAL, Baltimore—has not had a date set. Decision to hold a hearing on WBAL was made before issuance of the Blue Book.

In its latest list, the FCC extended the licenses of the following stations on a temporary basis for the period ending October 1, 1946:

KABC, San Antonio; KBIX, Muskogee, Okla.; KCRS, Midland, Tex.; KGDE, Fergus Falls, Minn.; KGFF, Los Angeles, Calif.; KGKB, Tyler, Tex.; KHBC, Hilo, T. H.; KHMO, Hannibal, Mo.; KHUB, Watsonville, Calif.; KONO, San Antonio; KOTN, Pine Bluff, Ark.; KSAM, Huntsville, Tex.; KSAN, San Francisco; KTHH, Houston; KTOH, Lihue, T. H.; KTOK, Oklahoma City; KVNU, Logan, Utah; KYOS, Merced, Calif.; WABY, Albany, N. Y.; WACO, Waco, Tex.; WAGM, Presque Isle, Me.; WBLJ, Dalton, Ga.; WBLK, Clarksburg, W. Va.; WCLO, Janesville, Wis.

Also WDNC, Durham, N. C.; WEOA, Evansville, Ind.; WFTC, Kinston, N. C.; WGAL, Lancaster, Pa.; WGRM, Greenwood, Miss.; WHTB, Talladega, Ala.; WIBG, Glenside, Pa.; WJBK, and auxiliary, Detroit; WJHO, Opelika, Ala.; WJXN, Jackson, Miss.; WKBO, Harrisburg, Pa.; WMJM, Cordele, Ga.; WMOB, Mobile; WNOE, New Orleans; KXO, El Centro, Calif.; WOLS, Florence, S. C.; WOV and auxiliary, New York City; WPAR, Parkersburg, W. Va.; WSPB, Sarasota, Fla.; WSOO, Sault Ste. Marie, Mich.; WTOL, Toledo, Ohio; WWDC and syn. amplifier, Washington, D. C.; WING, Dayton, Ohio.

And KANS, Wichita, Kans.; KASA, Elk City, Okla.; KAVE, Carlsbad, N. Mex.; KBIZ, Ottumwa, Iowa; KCOC, Tulare, Calif.; KDLR, Devils Lake, N. D.; KDON, Monterey, Calif.;

KFBC, Cheyenne, Wyo.; KFJI, Klamath Falls, Ore.; KFOR, Lincoln, Neb.; KFXM, San Bernardino, Calif.; KGBS, Harlingen, Tex.; KGY, Olympia, Wash.; KHBG, Okmulgee, Okla.; KICA, Clovis, N. M.; KICD, Spencer, Iowa; KIUL, Garden City, Kans.; KMAC, San Antonio; KOCA, Kilgore, Tex.; KODY, North Platte, Neb.; KOVO, Provo, Utah; KPFA, Helena, Mont.; KPPC, Pasadena, Calif.; KROY, Sacramento; KVSO, Ardmore, Okla.; KWAT, Watertown, S. D.; KWIL, Albany, Ore.; KWJB, Globe, Ariz.; KWLC, Decorah, Iowa.

Others include KWOS, Jefferson City, Mo.; KWRC, Pendleton, Ore.; KXOX, Sweetwater, Tex.; KYUM, Yuma, Ariz.; WATN, Watertown, N. Y.; WATT, Clam Lake Township, Mich.; WBAX, Wilkes-Barre, Pa.; WBIR, Knoxville, Tenn.; WBML, Macon, Ga.; WCHV, Charlottesville, Va.; WCOU, Lewiston, Me.; WCOV, Montgomery, Ala.; WCRW, Chicago; WEBQ, Harrisburg, Ill.; WEDC, Chicago; WFOY, St. Augustine; WGAC, Augusta, Ga.; WGBB, Freeport, N. Y.; WGCM, Gulfport, Miss.; WGGA, Gainesville, Ga.

And WHAI, Greenfield, Mass.; WHBU, Anderson, Ind.; WHIZ, Zanesville, Ohio; WIBU, Pynette, Wis.; WINK, Fort Myers, Fla.; WINN, Louisville, Ky.; WJEE, Hagerstown, Md.; WJIM, Lansing, Mich.; WJNC, Jacksonville, N. C.; WJTN, Jamestown, N. Y.; WJMC, Rice Lake, Wis.; WKOK, Sunbury, Pa.; WLAG, LaGrange, Ga.; WLOK, Lima, Ohio; WMFG, Hibbing, Minn.; WMIS, Natchez, Miss.; WOCB, Hyannis, Mass.; WOMT, Manitowoc, Wis.; WPAX, Thomasville, Ga.; WRAL, Raleigh, N. C.; WSDC, Chicago; WSLR, Roanoke, Va.; WSNJ, Bridgeton, N. J.; WSNY, Schenectady, N. Y.; WSOC, Charlotte, N. C.; WSSV, Petersburg, Va.; WTAX, Springfield, Ill.

AGENCIES

OLD GOLD CIGARETTES, through Lennen & Mitchell, launches a nation-wide newspaper advertising campaign today with the slogan, "If you want a treat instead of a treatment, smoke Old Golds." Campaign is seen as setting new trend in advertising with "down-to-earth" emphasis. Copy treatment will be slanted to appeal to the old-fashioned horse-sense of the American smoker who is more interested in pleasurable smoking than "throat treatments."

JOSEPH A. ECCLESINE, formerly network sales promotion manager of NBC, has joined the promotion department of Time Magazine, after two years with the OWI.

ACOUSTICON - ORRISON, Washington, D. C., has assigned the advertising of its hearing-aid device to Robert J. Enders Advertising, Washington, D. C. Campaign opens with quarter-hour Sunday morning transcribed show on WTOP, Washington CBS outlet, with newspaper tie-in, and similar program on selected list of additional stations to follow.

KENNETH CHERNIN, recently of the Army Air Forces, has joined the copy staff of William H. Weintraub & Company.

WELLS H. BARNETT, JR., sales development manager of John Blair & Co., in Chicago, and CHARLES ADELL, of the station representative's Detroit office, are back at their respective headquarters after attending a meeting of the Rotary Club in Midland, Mich. Barnett spoke on the importance of radio as an advertising medium inducing quick purchase. Adell supported him during the question-and-answer period which followed the address.

A PRESS CLIPPING SERVICE has been established in Philadelphia as Bart & Williams. Ex-AAF public relations man, Al Schoenbart, who was in charge of radio and publications for the Proving Ground Command, Eglin Field, Fla., heads the organization. Specialized coverage is complete. Only publications in Philadelphia, Pennsylvania, South Jersey and Delaware are clipped.

Burbas Welcomes Corwin

Pyros Skouras, president of 20th Century-Fox Pictures, made a recording in CBS studios, a welcoming speech in Greek to Norman Corwin, which is now being flown to Athens. Corwin will arrive there Thursday and the Greek radio network will play the disk at that time.

Dominant
VOICE OF
SOUTHEASTERN
CALIFORNIA
100 MILLION DOLLAR
YEARLY MARKET
MUTUAL DON LEE **KXO** EL CENTRO CALIFORNIA
SEERAYMER

Buffalo Artist To WEAFF; Slated For Big Buildup

(Continued from Page 1)

ly Smith will have the largest time segment ever granted by WEAFF to a single personality, D. L. Provost, station program manager, revealed yesterday.

Smith's schedule gets under way Monday, August 5, and with two broadcasts scheduled daily Monday to Saturday inclusive. First day's sked is from 7:05 to 7:30 a.m., and from 8:00 to 8:30 a.m. Preceding his first regularly-scheduled broadcast the Buffalo artist will be heard in a series of five preview programs, one a day at various hours starting today, 7:30 to 7:45 a.m.

Coupled with the announcing of Smith's coming to WEAFF, William O. Tilenius, station sales manager, announced that the new artist will have ten immediate commercial commitments to start. The West Disinfecting Co., for CN, has taken 15-minute segments on Mondays, Wednesdays and

OPA Maximum Price Order Covers All Gov't Surplus

(Continued from Page 1)

amended specifically to include all parts for such materials, the OPA announced over the week-end.

When the order was originally issued, it was intended that these parts be included. However, this was not clearly stated and some confusion has resulted, OPA said. The action is being taken, OPA said, to make clear that parts for surplus electronic and communication materials are priced under the method provided in the order setting ceiling prices for these materials.

Fridays, from 8:15 to 8:30 a.m. One minute spots of other advertisers comprise the rest of the commitments.

Smith began his career on WBN as a baritone with the High Hatters Trio in 1933. He also accompanied and arranged. Later, for three years, he wrote, produced and emceed the "Cheer-Up Gang" on Mutual.

WEVD
5000 WATTS 1330 KC.
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD - 117 West 48th Street, New York, N. Y.

Peace-Meet Coverage Under Way In France

(Continued from Page 1)
the sendoff given Secretary Byrnes. At 6:45 p. m. Saturday night, Charles Collingwood on his commercial program, described the take off and the Truman quotation on Byrnes; at 8:55 p. m. Ned Calmer used Byrnes' statement. Sunday morning at 8 a. m. Larry Leseuer, from the Palace at Luxembourg, Paris, spoke about the problems before the Conference and who was who at the table. Sunday night CBS also had Bill Shirer, from New York on his commercial program, devote his entire time to the subject. Prior to that at 1:45 p. m. Howard K. Smith, chief of the network's European staff spoke from the Palace, an described the furnishing et al of the famed establishment. Sunday night CBS also had the first of three special shows from the Paris Conference. Others will be heard August 4 and 11. Yesterday morning at 8 a. m. Larry Leseuer again reported on the Conference. At 5 p. m. the CBS "Feature Story" program devoted all the time to the same subject. Additional shows were sked late last night.

Brooks In Paris

For NBC, William F. Brooks, vice president in charge of news and international relations, arrived to supervise the network's coverage and the 21-nation peace confab. Brooks discussed plans for coverage with five staffers there: Henry Cassidy, Merrill Mueller, Roy Porter, Paul Archinard and Max Jordan. All have different European stations but converged on Paris. Up to 1:15 p. m. EDT yesterday, NBC had presented two of its five special broadcasts from Paris. First one was heard on "The National Hour", Sunday, in which Mueller and Cassidy spoke from Paris. Andrew Cordier, assistant to the UN secretary general, discussed UN's role in the peace. Also on this program were heard Robert St. John from New York and Robert McCormick from Washington.

Special NBC Show Set

Second special NBC show was heard at 1 p. m. yesterday, when the ceremonies marking the opening of the conference at the Luxembourg Palace were described in a five-minute shortwave broadcast. Third special program was presented last night at 8 p. m. from Paris and five commentators here were heard in discussion with five European reporters. Those from the U. S. were Kaltenborn, Vandercook, W. W. Chaplin, Richard Harkness and Morgan Beaty. Fourth and fifth special NBC shows will be presented tomorrow and Thursday respectively.

ABC's Commentators

ABC which planned strong coverage of the Peace Conference, under the direction of Thomas Velotta, director of news, started officially yesterday with a description from a broadcasting booth overlooking the Palace. This was heard also at

WHO'S WHO IN RADIO

ALVIN O. BRAMSTEDT

WHEN Alvin O. Bramstedt left his hometown in Cosmopolis, Wash., to become a radio prospector in Alaska he never expected he would become general manager of KFAR, Fairbanks, and that Time magazine would report: "KFAR has done one of radio's outstanding jobs."

Alvin's early interest in poetry starting him on a professional career led to radio. After winning a poetry reading contest during his junior year in high school, Bramstedt mustered up enough courage to propose a 15-minute poetry program each week to station KXQ. After a few weeks, a chiropractor heard the program, liked it, and so—sponsored it.

He worked his way through Gray Harbor Junior College by doing part-time announcing. Later he went on to major in speech at the University of Washington. Hearing of an announcing job at a new studio in Fairbanks, Alaska, while in his senior year, against the advice of his parents, he left school and caught a steamer for the North.

He liked Alaska, and more important, KFAR. He found the station to be a modern, progressive setup in a country where radio appreciation reaches new heights. In 1943 he was appointed manager of KFAR, and in 1934 he assumed the position of general manager of the Midnight Sun Broadcasting Co.

As general manager, he and his fellow workers have not put emphasis on commercial exploitation, but are continually seeking new ways in which to serve Alaskans, especially those in the isolated areas. Unique among service programs is "Tundra Topics," which he delivers personally. It covers all forms of out-of-town news, emergency information, road conditions, etc.

Alvin's job is probably busier and more diversified than similar positions at other stations. He is responsible for all local sales, supervises the operations of the national sales office in Seattle by remote control, is on the air daily for a 15-minute news program, and five minutes of Tundra Topics each night. He hasn't abandoned his first love—poetry. He conducts a weekly half-hour show of organ music and poetry.

His chief hobby is a summer home at Harding Lake, near Fairbanks and color photography. He is married and his daughter, Susan, was born last May.



"Radio Prospector"

"Brooklyn vs. The World" Will Be Aired On WHN

WHN's Red Barber and Connie Desmond will broadcast the first two games of the "Brooklyn Against the World" amateur baseball series from Ebbets Field, August 7-8, from about 8:30 to 11 p. m. Out-of-town newspapers, aided by sportswriters and baseball scouts, are choosing players to make up the World All-Stars team which will invade Brooklyn to meet an amateur outfit which will represent Kings, Queens, Nassau and Suffolk Counties.

12:30-12:45 p. m. EDT yesterday. Drew Pearson heads the list of commentators for ABC. Others are F. H. LaGuardia, Bella Spewack, Bernard Frizell and Jack Hooley, chief of ABC's Paris bureau. Prior to the noon show, ABC had a preview program yesterday morning at 8:15 a. m. but was not carried by WJZ.

Pickups from the Palace will be heard nightly on ABC at 7-7:15 p. m. and at 1-11:15 p. m. Preliminary programs were heard Sunday at 12:12:30

Bill Against 'Monopolies' Proposed In U. S. Senate

(Continued from Page 1)
and all other industries, has been proposed in the Senate by a group of seven members. The sponsors of the bill—the first attempt at overall anti-monopoly legislation since the Sherman Anti-Trust Act half a century ago—is sponsored by Republicans Morse of Oregon, Aiken of Vermont, Langer of North Dakota, and Democrats Kilgore of West Virginia, Mitchell of Washington, Taylor of Idaho and Murray of Montana.

Mutual's Schedule

Mutual has set two shots daily Monday through Friday, at 12 noon as an inset in George Carson Putnam's news program and at 11 p. m. Sunday Bill Cunningham will be heard at 2:30-2:45 p. m. EDT. In addition all special events and speakers will be picked up as importance warrants.

New Tele-News Plan By Du Mont And INS

(Continued from Page 1)

in the beginning will undergo extensive experimentation, calls for new to be transmitted direct from the news room of INS to WABD studio in Wanamaker's department store. Here it will be received on a special, devised printer, developed by INS at Du Mont's request, where it will be picked up by the television camera. Action on the video screen will show a single line of type passing across the face of a clock.

Films For Background

Preceding each news telecast will be a film showing how INS gathers news around the world. Ending a film has camera moving head on toward a teletype printer with fine focus being a close up of teletype tape. At this point the single line of type, which will be printed on heavy, specially prepared tape, begins moving across the video screen. According to Seymour Berkson, INS general manager, current plans call for use mainly of the top news of the day, a detail which demands a tight writing job by a special writer. During any transmission, if a news flash should break, it can be transmitted beneath the single line of type without interrupting its course.

Result Of Cramer's Idea

Development of this kind of new telecast has been going on for the last year, reports Samuel H. Cuff, Du Mont's general manager. Idea itself is credited to Leonard F. Cramer, executive vice-president for Du Mont. It was Cramer who suggested the idea during a television news conference between INS and Du Mont officials. From this point, INS engineers went to work devising a special teleprinter and Du Mont engineers began pioneering the optical phase of the equipment.

Cash, And Trip To A. C., Prize In WENR Contest

A \$50 government bond, a free course at the Patricia Stevens Modeling School and participation in the city-wide competition for selection of "Miss Chicago," who will subsequently trip to the "Miss America" contest to be held in Atlantic City, in September, will be the award to the winner of the "Miss WENR" contest under way in Chicago. Any girl between the ages of 18 and 28, may enter by submitting a snapshot or picture along with vital statistics and a brief listing of talent to "Miss WENR" Contest, care of station WENR, Civic Opera Building, Chicago 6, Ill. All entries must be post marked by midnight August 1 and the ten most eligible entries will appear in the WENR studios August 6 for the final selection. City-wide finals will be held Friday evening August 9.

SOUTHWEST

WESKE's of San Antonio has added the Georgie Jessel show to its roster of air programs. The quarter-hour transcribed program is being broadcast over WOAI, of the same city, Friday evening.

Wesley March, candidate for Governor, announced that the Rev. Sam Merriam, Baptist prohibition minister would pay for a Texas Quality Network broadcast for him. The last speech March made over TQN was when he mortgaged his car to pay for the broadcast.

Marvin Broyles, program manager for KCOR, San Antonio, has announced that the station co-operating in the Army recruiting program has scheduled a series of quarter-hour programs in Spanish for the southwest Latin-American audience to spur recruitment among the Latin-Americans.

WEDO, McKeesport Station Opened Schedule Monday

McKeesport—WEDO, new independent station here, went on the air officially on Monday, it was announced yesterday by Edward Hirschberg, president of the Tri-City Broadcasting Co. Station operates with 1,000 watts, daytime, on 810 kc.

Hirschberg, a former athlete at the University of Pittsburgh, was recently discharged from the U. S. Marine Corps as a captain. Jan King, has been named general manager of the WEDO, and was formerly with NBC in New York.

Other station officials are: Warren Wright, formerly with Philco Television and ABC in New York, appointed commercial manager; William Summers, formerly with NBC and Mutual-Don Lee Network, is program director.

Station is equipped by Raytheon and has appointed Joseph Hershey and Gilvra as national representative.

Wax New Series

Los Angeles—Command Radio Productions, co-operative venture incorporated by 27 veterans of Armed Forces Radio Service, has waxed half-hour comedy mystery show, "Marcus Gannon, Detective, First Class," which deals with adventures of a reformed GI entering detecting business. Group also is submitting audience participation fashion show, "From Head to Toe," with Bebe Dan and Perry Ward in top spots.

Leave Barn Dance Cast

Los Angeles—Hoosier Hot Shots, who withdrew from National Barn Dance show July 6 to fulfill eight-figure deal with Columbia, will wax a half-hour show beginning July 14. Mitchell Hamilburg is packaging show entitled, "The Old Home Town," which is built around the Hot Shots in a small town background.

NETWORK SONG FAVORITES

The top 30 songs of the week, based on the copyrighted Audience Coverage Index Survey of Popular Music Broadcast on Radio Networks. Published by the Office of Research, Inc. Survey Week of July 19-25, 1946

TITLE	PUBLISHER
All The Time.....	Robbins
All Through The Day.....	Williamson
Along With Me.....	Witmark
Come Rain or Come Shine.....	Crawford
Do You Love Me?.....	Brogman-Vocco-Conn
Doin' What Comes Natur'ly.....	Berlin
Full Moon And Empty Arms.....	Barton
Gypsy, The.....	Loods
I Don't Know Why.....	Feist
I Don't Know Enough About You.....	Campbell-Porgie
I Got The Sun In The Morning.....	Berlin
If You Were The Only Girl.....	Mutual
I'll Be With You In Apple Blossom Time.....	Broadway
In Love In Vain.....	T. B. Harms
Laughing On The Outside.....	Broadcast Music
Night And Day.....	Harms
One More Tomorrow.....	Remick
Prisoner Of Love.....	Mayfair
Should I Tell You I Love You.....	T. B. Harms
Sioux City Sue.....	E. H. Morris
South America Take It Away.....	Witmark
Strange Love.....	Famous
Surrender.....	Santly-Joy
They Say It's Wonderful.....	Berlin
There's No One But You.....	Shapiro-Bernstein
To Each His Own.....	Paramount
Whatta Ya Gonna Do?.....	Broadcast Music
Who Told You That Lie?.....	Stevens
Without You.....	Southern
You May Not Love Me.....	Burke and Van Heusen

Radio Andorra Purchases NBC Recorded Libraries

Fremantle Overseas Radio Ltd., European station representative, yesterday released a bulletin noting the purchase of three NBC Thesaurus Libraries by Radio Andorra, Radio Iberica in Tangier and Radio Turin, key Italian network station. In addition to the basic library of 2,000 musical selections these stations will be serviced by NBC with 70 new releases per month.

Covering the most recent developments in the commercial radio field in Europe, the bulletin describes a method for reaching British audiences through the use of powerful Radio Luxembourg. This station has been the subject of much discussion in the House of Commons because of the Labor Government's anti-commercial radio attitude. Despite pressure from the British Government, however, the station is accepting commercial programs for broadcast in English.

Coast News Ribbon Sign

Los Angeles—One of Time Square's biggest attractions comes to Hollywood and Vine with the arrival from New York of Warner Bros. KFWB Trans-Lux illuminated outdoor news ribbon. It was rushed to Hollywood by American Airlines to assure its premiere on August 6, which will herald the 20th anniversary of talking pictures. Erection of the news ribbon on the outside of the Taft Building, at the corner of Hollywood and Vine, is now underway by the Electrical Products Corp., of Los Angeles.

Public Favors B'casts By OIC, Poll Reveals

A large number of Americans, those who are reasonably well informed on the subject of international affairs, are of the opinion that broadcasts of American programs overseas should be continued by the State Department, according to the "Fortune" Survey of Public Opinion conducted by Elmo Roper and published in the New York Herald-Tribune late last week.

"They argue that if it was worthwhile to tell these countries what America was like, what we thought and what we stood for during wartime, it is equally important to continue in peacetime," said Roper.

The poll shows that 11.5 per cent of those questioned feel that these broadcasts are "a good idea" if the programs stick to news only, while 42.8 per cent are of the opinion that the American viewpoint should also be aired. Others felt that the Government should stay entirely out of international broadcasting.

"One of the fears about such a program," Roper added, "is the distrust we have as people for 'propaganda.'" In this regard 27.9 per cent feel that news broadcasts should not include propaganda; 24.7 per cent are in favor of some propaganda; and 37.4 per cent are completely against the idea.

The Fortune poll also raised the question: "If we could only broadcast programs to one country which country would be your first choice?" Russia led the list here, with a figure of 40.1 per cent, Great Britain was next with 15.7 per cent, and Germany third with 12.3 per cent.

PROMOTION

'Jack Armstrong' Birthday

The fifteenth anniversary of "Jack Armstrong, The All-American Boy," oldest children's show in radio to be continuously sponsored by one client—having hit the airwaves in 1932 under the aegis of General Mills, Inc.—will be celebrated during its July 31 broadcast from the ABC studios in Chicago. Aired over 168 stations of the ABC web, Charlie Flynn, veteran radio actor, now portrays Armstrong, having succeeded Rye Billsbury, Jack Astrode, Frank Bahrens and Jim Ameche, creator of the role. James Jewell, who was producer of the famous Detroit Children's Theater of the Air, serves as writer, producer and director.

Presentation

Ed Davidson, director of Teen-Age Clubs for Royal Crown Cola appeared on the Teentimer Club radio show and presented the 1946 Merit Award plaque to John Conte, singer and emcee of this NBC Saturday morning program. The plaque was inscribed with "Royal Crown Cola 1946 Merit Award to the Teentimer's Club for outstanding teen-age entertainment." Mr. Davidson's presentation was broadcast over an NBC network of over 80 stations. This plaque is the first of its kind to be awarded by Royal Crown to a radio show.

Elect Seven New Officers For Decca Record Co.

Seven new officers were elected by Decca Records at a meeting of the board, held late Friday. Milton R. Rackmil, previously vice-president and treasurer, was named executive vice-president. Harry C. Kruse, former vice-president of Decca Distributing Corp., and Leonard W. Schneider, former director of advertising and sales promotion for the company, were elected vice-presidents. Samuel Yamin was named secretary, and Louis A. Buckner, treasurer, Isabelle Marks, assistant secretary, and Irving Wiener, assistant treasurer. David Kapp, continues as vice-president in charge of recording.

Jack Kapp, president of Decca, in making known the new officers, stated: "All of our newly elected officers have served Decca Records faithfully for a number of years and have played a leading part in bringing recorded entertainment to a new level of excellence."

Sked Midget Race Series

Los Angeles—The Tullis Company announces it will handle heavy schedule of radio advertising plugging midget auto races which will open Pasadena's famed Rose Bowl to professional events for first time in history. Race premiere skedded for August 13 when KNX and CBS announcer Tom Hanlon will broadcast from Rose Bowl from 9:45 to 10 p.m. Auto event is set for 15 consecutive weeks.

'AVCO' Rule Adopted By The Commission

(Continued from Page 1)
of a corporation holding a license or construction permit which involves no substantial change in the beneficial ownership of that corporation.

(2) Where there is an assignment from an individual or individuals to a corporation owned and controlled by such individual or individuals without any substantial change in their respective interests, or from a corporation to the individual stockholders controlling such corporation when there is no substantial change in their respective interests.

(3) Where there is an assignment or transfer by way of gift or testamentary disposition of a license or construction permit or of a controlling interest in a corporate license or permit, or an assignment or transfer of a license, permit or interest to effect such testamentary disposition. This section shall, however, apply to an assignment or transfer by an administrator or executor to persons other than the lawful heirs or legatees of the license or permit or trustees or beneficiaries other than those designated in the licensee's or permittee's will or other testamentary instrument.

(4) Where the interest being transferred, if acquired by a person other than the proposed assignee, would not result in such person acquiring control. The Commission, however, will scrutinize carefully successive transfers to the same person or persons to determine whether such transfers are for the purpose of evading compliance with this section.

(5) In the case of any other assignments or transfers where the parties are in doubt as to whether the provisions of this section are applicable, or are of the opinion that if the section is applicable, the requirements should be waived, the application may be filed with a request for a ruling as to whether the section is applicable or with a petition for waiver of the rule. The Commission will determine on the facts of each case whether the section is applicable or whether public interest will be served by a waiver of the rule.

WLCS In Baton Rouge Will Join ABC Oct. 1

ABC's new affiliate in Baton Rouge, La., will be WLCS, full-time 250-watt, which will replace WJBO as web's outlet in that area October 1. WLCS, managed by Earl Smith, is owned by Air Waves, Inc.

Berns, Raidt Set For WEA

Bill Berns and Bill Raidt, "traveling reporters," have their new show, "Let's Ask Mom" ready to fill a Saturday morning slot at WEA. Rad Hall, who served with Berns and Raidt in Japan, will emcee the new show. Lee Jones, another Army buddy of theirs, is WEA producer on this one.

COAST-TO-COAST

—OHIO—

CLEVELAND—Tommy Tarbox, former reporter and columnist here, has joined the WTAM staff as manager of press relations. . . . Rusty Marshall, WPAY sports editor, has been named news editor, replacing Bill Pepper, who resigned the position to enter Ohio University, where he will study business management, dramatics and journalism. . . . Rusty, in addition to his new duties, will continue to conduct his p.m. daily "Sports Review" program. . . . Harold Arthur, day supervisor, has been named to the post of assistant news editor, and will air the 10 a.m., 2 and 6 p.m. newscasts. . . . Harold Sagraves has been promoted to day supervisor effective August 1. . . . New addition to the WTAM mike staff is Bill Dawson, formerly with WAKR, Akron.

—MICHIGAN—

DETROIT—Ken Marvin has left the WNOX announcing staff to join WJR. . . . Specific means for bettering racial relations here is being discussed in a series of seven quarter-hour airings over WJBK. Goal of the series is the promotion of better understanding among the many groups comprising the city's population. . . . In addition to airing the 22nd annual Mackinac Race, one of the most important sailboat events in the middle west, WJR's promotion director, Bob Anthony, had special weather forecasts scheduled throughout the duration of the race and supplied each skipper with a printed schedule of special broadcasts of weather information with spaces provided for copying the data.

—COLORADO—

DENVER—KLZ's sports editor, Bob Harris, aired a total of 14 remote broadcasts direct from the Denver Country Club, with interviews and a complete resume of each day's matches of the Women's Trans-Mississippi Golf tourney. . . . KLZ national sales manager, Dudley Tichenor, recently addressed a meeting of all PRO's of the 15th AAF in the interest of better relations between Army Air Force Public Relations Officers and radio stations throughout the country. . . . Having served as a PRO in the 2nd AAF, which is now part of the 15th, Tichenor gave his fellow officers his opinion on what stations usually want and how radio can be used to greatest advantage.

—CALIFORNIA—

LOS ANGELES—KFWB was host July 21 to 500 leading independent druggists in L. A. County at a special stage party on Warner Bros. Sunset Lot. . . . As of last Monday, the Voluntary Advertising Committee of the drug group expanded its daily schedule to a half-hour daily music and news show, with Johnny Courcier as emcee. . . . W. B. Ryan, KFI general manager, has been appointed to the executive committee of the Clear Channel Association, increasing the Committee's roster to six. . . . SAN FRANCISCO—Ruth Franklin, former KLX women's editor, is the newly-appointed director of radio and special events of the Community Chest of S. F. . . . She replaces Obara Ham-

mer, who headed up the War Chest during the war. . . . Recently named also to the American Federation of Radio Artists board of directors here. Mrs. Franklin's new position entails interpreting needs and services to the public in terms of radio.

—MASSACHUSETTS—

SHREWSBURY—Paul C. Lytle, president of the New England Broadcasting Co., has been named chairman of the Shrewsbury division of the Massachusetts Republican Finance Committee. . . . WORCESTER—At the weekly meetings of the Rotary Club at the Sheraton Hotel, WTAG's chief announcer, Gil Hodges, spiels five minutes of the latest news from a concealed mike in the balcony of the luncheon room. He's now on vacation. . . . A live rattlesnake will be the featured guest on today's "Nature in New England" program over WTAG. Louis Babbitt, curator of reptology at the Museum of Natural History here, will hold the rattler before the mike during his talk so that listeners will become familiar with the deadly sound.

—CONNECTICUT—

HARTFORD—WTIC recently concluded an all-out campaign to make the state of Connecticut a safer state for farmers. . . . The intensive campaign headed by Bernard Mullins, manager of special programs, gave complete coverage of the many hazards of rural life. . . . NEW HAVEN—WNHC will air four remotes through the facilities of its special events dept. as part of the outlet's contribution to the inauguration of post-war air mail and passenger service at the Municipal Airport here August 1. . . . The first two remotes will originate from the airport with the other two coming from the Bancroft Hall and City Hall, respectively. . . . NEW BRITAIN—New station here expecting to go on the air August 1 and broadcast throughout Central Connecticut and part of Massachusetts, has begun construction of its transmitter building in Newington.

—INDIANA—

FORT WAYNE—Latest addition to the WGL announcing staff is John De Young, coming to the outlet from WISH, Indianapolis. . . . WGL has added to its morning schedule a 10-minute religious program entitled "Sunrise Devotion." . . . The Westinghouse continuity department is building singing commercials for several of its clients. The latest is for Howard Camera Shop, plugging the sale of greeting cards. . . . WOWO's "One Moment Please," a man-on-the-street program has moved location to a corner occupied by sponsor jewelry store.

—ALABAMA—

MONTGOMERY—The State Department of Aeronautics revealed plans to install a VHF radio range station here at the cost of 40 G's to guide planes on the New Orleans-Atlanta run. . . . Charles Zenach, WSFA sports editor and special events announcer, is back at the mike after an illness at a local hospital.

CBC Considering Site For Permanent Home

(Continued from Page 1)

radio headquarters, it was disclosed at a lengthy session of the Canada House of Commons radio committee. The disclosure, on what a member described as a sort of Junior Radio City, was made by Dr. Augustin Frigon, CBC general manager, when he offered the corporation's reason for turning back to the City of Montreal a site near the intersection of St. Denis and St. Catherine Street. The corporation he said had acquired an option on a more beautiful site opposite the Jesuit College in suburban Outremont on the northwest slopes of Mount Royal and was considering the possibility of building there. Before final decision could be made, however, the corporation would have to seek approval of Parliament.

E. G. Hansell (SC, MacLeod) like the idea of a Radio City and thought that the CBC should choose the most suitable site for facilities which would be a credit to the national radio service.

Dr. Frigon said the Jarvis Street location of the CBC in Toronto had good chance of becoming the permanent site of the quarters of the corporation in that city. Dr. Frigon said in an interview yesterday that the proposed site was that formerly occupied by the Montreal Hur Club and which had been purchased some years ago by the Jesuit Father CBC had an option on the property which had two months yet to run, and that it was planned to erect there a building which would include offices and studios, for long a shortwave transmission and reception instead of these being split up in three buildings as at present.

Asked if there would be any big concert hall in the plan, Dr. Frigon said that there would probably be a couple of audience studios, but not a big hall. "The plans are not yet drawn and we have not yet purchased the property—that has to get the approval of Parliament but we think the site is a better one than that in the east end of the city which we have turned back to the City of Montreal," he said.

Magazine Signs Craig Earl
Radio's "Professor Quiz" (Dr. Craig Earl), heard weekly over ABC, has been signed as a quiz columnist for "Miss America" magazine. Question and answer column will debut late fall.

Send Birthday
Greetings To~

July 30

Herbert Anderson Walter Horn
Archie Braunfeld Theodore Karle
Carl Goodman William Gernandt



J. N. M. Makes Radio Plans

WWDC, If Denied FM, May Go To High Court

Washington Bureau, RADIO DAILY
 Washington—Possibility that Washington may present the first court test of the FCC's FM reservation plan was set here yesterday during oral argument on the Capital's FM channels. Counsel for Capital Broadcasting Company, WWDC, the only standard station in Washington denied an FM permit under the Commission's proposed grants, indicated that an appeal to the high court will be made if the FCC again turns down their application.
 Asked by Acting Chairman Charles
 (Continued on Page 7)

"Up To Youth" Sold On Mutual To "Seventeen"

"Up to Youth," a teen-ager program on WOR has been sold on that station and WIP, Philadelphia for a two-week period after which it goes to Mutual network. Sponsor is the magazine "Seventeen," catering to teenage readers. Agency is Al Paul Wilson, Inc.
 Program starts sponsorship on August 21, and has Bill Slater as moderator.
 (Continued on Page 7)

Press Wireless Continues Services For Governments

Press Wireless will be allowed to continue its radio services for governments until Dec. 1, according to FCC ruling which has granted an extension on the application of PW. Originally the FCC decreed that the services halt on August 1.
 Ruling indicates that PW will continue.
 (Continued on Page 8)

Kit Tele Set

A group of New York television technicians have formed a company to manufacture a kit television set which is expected to sell for around \$100. The kit, including a direct image tube, will contain parts and diagrams for assembly. Manufacturers expect market among "hams" and regularly employed radio engineers and technicians.

'Religious Workshop' Opens In Chi. Aug. 5

Three representatives from the NBC and CBS will serve as staff members of the first Workshop on Religious Radio to open on the University of Chicago campus on Aug. 5 and continue through Aug. 31.
 Elinor Inman, director of religious broadcasting for CBS, will lead sessions on sermon preparation. Erik Barnouw, instructor in script writing at Columbia University and assistant manager of the NBC script department, will teach script writing. An-
 (Continued on Page 7)

Cleveland Air Races Signed For Radio-Television

New pact, signed by CBS and the Cleveland Municipal Airport, gives the network radio and television rights to the air race for an undisclosed number of years. Races this year will run for three days, August
 (Continued on Page 2)

Vast Three-Way FM System To Blanket State For Police

New York State Police has completed arrangements for the installation of a state-wide, three-way FM radio system for use by the police, calling for 73 radio telephone transmitting and receiving points. Superintendent John A. Gaffney, Division of State Police, set the deal at the direction of Gov. Thomas E. Dewey.
 The New York Telephone Co. will furnish, install and maintain the equipment, including emergency

Arranges To Use State Dept. Facilities In N. Y. For Shortwave Language Broadcasts Beginning Sept. 23

Press Increase Space For Radio Programs

Radio columns appearing in newspapers throughout the country, once a rare find in earlier days, are steadily increasing and more than 100 new radio columns have been added to newspapers this year, according to a RADIO DAILY survey. Among the newspapers which have begun new radio columns since January 1 are the Washington Daily News, New York Herald Tribune, Charleston, S.
 (Continued on Page 3)

Plans Future Of WHOM As Language Station

Expansion of WHOM, Jersey City, as a foreign language station was pledged in an application for sale of the station to Generoso Pope, New York publisher, filed yesterday at the
 (Continued on Page 8)

Veterans' Housing Show Set By WOR For Sunday

Titled "Who's Blocking Veteran's Housing," a program designed as a searching documentary report on housing conditions will be broadcast
 (Continued on Page 8)

Washington—New York will become the originating point of United Nations radio news broadcast in five languages through the shortwave transmission facilities of the State Department, RADIO DAILY learned yesterday from an authoritative source. The broadcasts will begin with the open-
 (Continued on Page 3)

Settle WIP Strike After Negotiations

Settlement of the two-weeks-old strike of 45 announcers, engineers and other personnel of WIP, Mutual outlet in Philadelphia, was announced yesterday by Benedict Gimbel, Jr., general manager of the station.
 Representatives of the American Communications Association, CIO union, from New York, met with executives of WIP and negotiated terms for the settlement. Under the terms
 (Continued on Page 2)

Listener Stock Ownership Proposed By CFCN Counsel

Montreal—A program of co-operative joint stock listener ownership of station CFCN was offered before the Canadian House of Commons radio
 (Continued on Page 8)

Dinah Draws

Dinah Shore, fresh from radio and Hollywood, broke the "opening day" record at the Paramount, New York, with a gross of \$15,000 and will do \$110,000 on the week. Next closest to the figure, are Danny Kaye with \$12,000 and Sinatra with \$11,000. Latter amount is blamed on the bobby-soxers who sit through at least three shows before taking to the sidewalks.

Experimental

Radio and other electronic equipment of high altitude airplanes and rockets must be modified due to the effect of cosmic rays and other mysterious energy radiations, the Army Air forces has reported. The army, experimenting with a B-29 flying laboratory which has operated at 35,000 foot altitudes, reveals that a radio set goes completely berserk when carried to high altitudes.



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

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FINANCIAL

(Tues., July 30)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, and NEW YORK CURB EXCHANGE.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists Du Mont Lab, Finch Telecomm., Stromberg-Carlson, WJR (Detroit).

Florence Warner In New York

Florence Warner, who resigned the post of director of women's affairs at Cowles station, WOL in Washington, has returned to New York after vacationing in Florida. Prior to her association with WOL, Mrs. Warner was educational director for CBS in the midwest, with headquarters at WBBM in Chicago.

Pearson Heard From Paris

Drew Pearson, ABC commentator currently reporting the Peace Conference in Paris for the network, was picked up from the French capital last night and broadcast on the "Headline Edition" program aired over the web from 7:00 to 7:15 p.m.

Advertisement for Jules Hanberg Insurance, 30 JOHN STREET, NEW YORK - CITY. PHONES: BOWLING GREEN 9-0284, WHITEHALL 3-6767

Coming and Going

SYD EIGES, manager of the press department at NBC, is resting up for two weeks on his annual vacation.

ROBERT SAUDEK, director of public service for the American network, spent Monday and Tuesday in Sacramento, where he addressed a meeting of the McClatchy Summer School. He'll be back in New York tomorrow.

JACKSON LEIGHTER, president of WLIB, is covering the Peace Conference in Paris. He'll furnish reports for use on the three Thackrey-owned stations: KLAC, Los Angeles; KYA, San Francisco, and WLIB.

HERBERT L. KRUEGER, commercial manager of WTAC, Worcester, Mass., is in town for conferences at the headquarters of CBS.

CARLOS CHAVES, noted conductor of Mexico, is visiting in New York. He was taken through NBC last week by Robert Wogan, assistant supervisor of the guest relations department.

BURYL LOTTRIDGE, manager of WOC, Davenport, Ia., paid a call yesterday at the offices of the American network, with which the station is affiliated.

TED CHURCH, assistant director of news broadcasts for CBS, off to Cleveland to set up plans for the coverage of the Cleveland Air Races, which will be held Aug. 30-Sept. 2.

WILLIAM B. RYAN, chairman of the Hollywood advisory committee named in connection with "Magic in the Air" to be produced by Jerrold T. Brandt, is planning to attend the meeting of the NAB directorate which will be held at Estes Park, Colo., in August.

GEORGE GARTLAND, vice-president and general manager of WARD, the CBS outlet in Johnstown, Pa., is spending a few days in Gotham on station and network business.

Cleveland Air Races Signed For Radio-Tele

(Continued from Page 1)

30 to September 2, inclusive and will include a special Bendix contest for a 2,100 mile race from Van Nuys, Calif., to Cleveland for a purse of \$25,000.

For the first time since 1937, there will be a competing race for women, with a \$5,000 purse, as well as other events. Network has not yet announced its sked for covering the races.

Settle WIP Strike After Negotiations

(Continued from Page 1)

the 45 striking employees receive salary increases. It was pointed out, however, that these increases are not retroactive and are substantially the same as management offered at the time the strike was threatened.

During the past two weeks executives of the station "doubled in brass" taking over the duties of announcers, engineers and other striking employees. Sunday the station was off the air for a brief period when transmitter lines were cut.

Goodman Is Robbins Guest

Bandleader Benny Goodman will pay a visit to Fred Robbins and his "1280" club members at 7:30 p.m., EDT, tonight (Wednesday) over WOV.

RICHARD HESS, supervisor of research for Columbia-owned stations and CBS Radio Sales, is in Chicago en route to Denver, where he'll attend a public research forum. He'll also visit Los Angeles and Minneapolis before returning to New York on Aug. 16.

"ANDY" ANDERSON, account executive for WVEF, has returned from a trip to Montana.

MAURICE DREICER, conductor of WWRL's "New York Panorama" series, will vacation in August. He has completed a month's supply of recordings to be aired in his absence.

L. WATERS MILBOURNE, vice-president and general manager of WCAO, Baltimore outlet of CBS, is in town on a short business trip.

FRANK PAPP, staff producer-director at NBC, leaves tomorrow for Chicago, where he'll lecture for a month at the radio workshop of the University of Chicago on "Radio Production and Direction."

JOHN MORSE, announcer at WORC, Worcester, Mass., is vacationing in New Hampshire.

RAY MORGAN, of Ray Morgan Co., is in town on business for "Queen for a Day," Mutual network program.

ROY SCHUDT, sportscaster on WTRY, Troy, N. Y., spent last Sunday in Bennington, Vt., where he held forth as emcee at a special carnival presented by the city.

TED MOSSMAN, songwriter, to New York for a personal appearance at the Rivoli Theater in connection with his song, "Till the End of Time."

WILLIAM L. SHIRER, news analyst on CBS who has been broadcasting from the West Coast during the past few weeks, returned to New York in time for his program of Sunday.



He speaks French

That picture was taken in 1938. It's the first beaver born in captivity at Terrebonne, Quebec. He answers to commands spoken in French.

Aside from that, he lives up to pretty much of all the old traditions... he can bite through a two-inch poplar in ninety seconds!

We're going to compare ourselves with that beaver. We're unusual in a lot of ways, too.

Our station is the successful independent in a big 5-station town. We have no glamour-affiliations... but we seem to speak the language of Baltimoreans. We deliver more listeners-per-dollar-spent than any other station in town.

And ours is a working-like-a-beaver station, too. Smart time buyers know that when you give the job to W-I-T-H... it is done well, quickly and without any fuss.

Is W-I-T-H on your next radio list?



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

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

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.

Three-Way FM Plan For N. Y. State Police

(Continued from Page 1)

State Police receiver stations and telephone equipment will be provided for 362 State Police Vehicles as a motor boat used for patrol purposes. Sixteen sets of portable mobile equipment, each self contained with a gasoline engine driven generator for emergencies, will also be part of the system. This will make it possible to set up emergency headquarters with complete two-way radio communication at the scene of floods, disasters, or serious crimes.

Forty-two walkie-talkies will also be part of the system and seven will be assigned to each of six troop headquarters. This will permit one trooper to maintain a conversation with the driver in a patrol car while investigating or searching at some distance away. These facilities will be combined and integrated in a state-wide, two-way communications system.

Added security for both the troops and citizens is seen in the fast means of communication, constantly available. In 1942 the State Police began to use FM, a three-way system on Long Island. Because of mountain terrain upstate, this particular system was not used there. In September, 1943, two AM stations using the same frequency as WPGC were closed. Scarce material during the war prevented further expansion until the deal just closed with the N. Y. Telephone Co.

New Studio Treatment

The new NBC-RCA Victor recording studio, which through control of reverberant sound makes possible the maximum fidelity recording of wide variety groups, both vocal and instrumental, will begin operation August 1, it has been announced by O. B. Mason, NBC vice-president and chief engineer. Studio was designed to accommodate RCA-Victor recording engineers who use reverberation periods as great as 1.8 seconds and E engineers who require only .9 seconds for radio transcriptions.

In the Worcester area, the overall Hooper Listening Index, Dec. '45 thru Apr. '46, looks like this:

WTAG	52.9
Station B	16.8
Station C	14.7
Station D	11.3
Station E	4.8

W T A G
WORCESTER

Press Devoting More Space To Listings And Radio News

(Continued from Page 1)

C., Post, Chicago Sun, Mobile, Ala., Press-Register, San Fernando, Calif., Valley Times and the San Antonio, Tex., Light. The latter paper is owned by Hearst, a publisher, who has heretofore allotted only the skimpiest space to radio news.

A recent stimulant to newspaper radio columns seems to have been touched off possibly by the York Herald Tribune which reinstated a column which had died an early death in the 1920s. Trib's radio writer, John Crosby, has met with such success that the column is to be syndicated starting Sept. 1. The Tribune already is plugging its radio column in its advertising campaign which is gimmicked, "You're missing plenty, etc."

Another reported radio column syndication is the one written by New York World Telegram's Harriet Van Horne. Woman columnist was interviewed by the Herald Tribune just before it began its radio feature, but the World Telegram reportedly met Tribune's salary figure and offered her syndication through Scripps Howard if she'd remain with the Tribune.

A new syndicated radio column is that of Saul Pett who writes "Radio Ringside" for International News Service. The column, begun January last, now is known to be used by more than 80 newspapers.

Butterfield Is Dean

Probably the oldest syndicated radio column of them all, distributed by Associated Press, is written by Charlie Butterfield. Since war's end the column's circulation has shown a consistent increase and the latest check showed 259 newspapers printing the feature. Butterfield began writing his radio columns in 1930.

The other big wire service, United Press, does not have a full time radio columnist but Jack Gaver, who writes a widely syndicated Broadway column, devotes part of his space to radio.

One notable new radio column begun this year is written by Tony Leighton for the Mobile, Ala., Press-Register. Leighton not only writes a full column of radio news daily but uses a full two column action cut almost daily.

There is at least one city in the country which, so far as newspaper radio columns go, is a 100 per cent radio town. Cleveland, Ohio., has three daily newspapers and all three run radio columns.

New N. Y. Post Column

A newspaper coming into the radio fold next September is the New York Post. There has been a report that the New York Times will invade the field although the Times itself says that for the present at least it will have nothing more than the Sunday radio page. In making its report, however, the Times pointed out the newspaper shortage.

There is speculation in Philadelphia about possible radio columns ap-

pearing soon in the Philadelphia Record and Philadelphia Bulletin. Talk began when the Record and Bulletin recently bought radio stations WCAU and WPEN respectively.

An increasing trend of newspaper radio columns seems to have taken a sudden spurt when, in the liquidation of the Frank Knox estate, the Chicago Daily News was purchased by John Knight. The new publisher immediately ordered a radio column for the paper. Since that time newspapers which began radio columns for the first time, or reinstated dead ones, include the Detroit Evening News, Buffalo Evening News, Newark Sunday Star-Ledger, Tulsa Sunday World, Birmingham, Ala., Post, Indianapolis News, Indianapolis Star, Spartanburg, S. C., Sunday Herald-Journal, Portland, Me., Sunday Telegram, Camden, N. J., Courier-Post, New Brunswick, N. J., Home News, Cincinnati Post, Cincinnati Enquirer, Dayton Sunday News, Portsmouth, O., Times and the Newark News.

From all indications, newspaper publishers are aware of surveys which show that in reader interest among newspaper features radio comes third, following comics and sports.

NYC Originating Point For UN Radio News

(Continued from Page 1)

ing of the U.N. General Assembly on September 23rd.

Plans for the use of the OIC transmitters were worked out between the State Department and U.N. officials here and the entire physical setup of the New York studios will be placed at the Assembly's disposal.

In addition to the use of the short-wave equipment for overseas broadcast, U. N. is considering a schedule of short wave domestic transmissions providing there is enough interest among American broadcasters for this type of daily service.

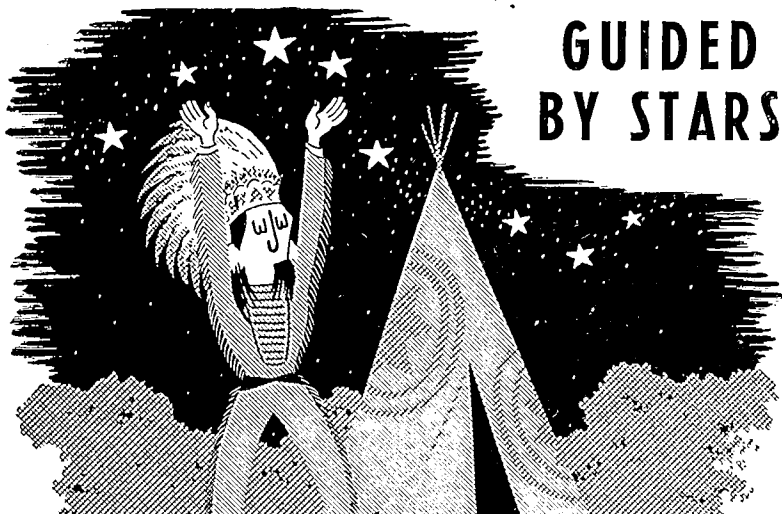
Radio staff of the U.N. in New York will be augmented for the increased radio activities this fall. It is reported that U.N. will engage its own language commentators, writers, producers, and technicians for the handling of the international broadcast service.

Magazine Publicity Drive Set

Advertising campaign based on the theme: "When a Woman Shops, She Has a Picture in Her Mind," and stressing the psychology of buying by women, will be released shortly by McCall's Magazine, it has been announced by George W. Williams, Jr., director of promotion.

CLEVELAND'S *Chief* STATION

GUIDED BY STARS

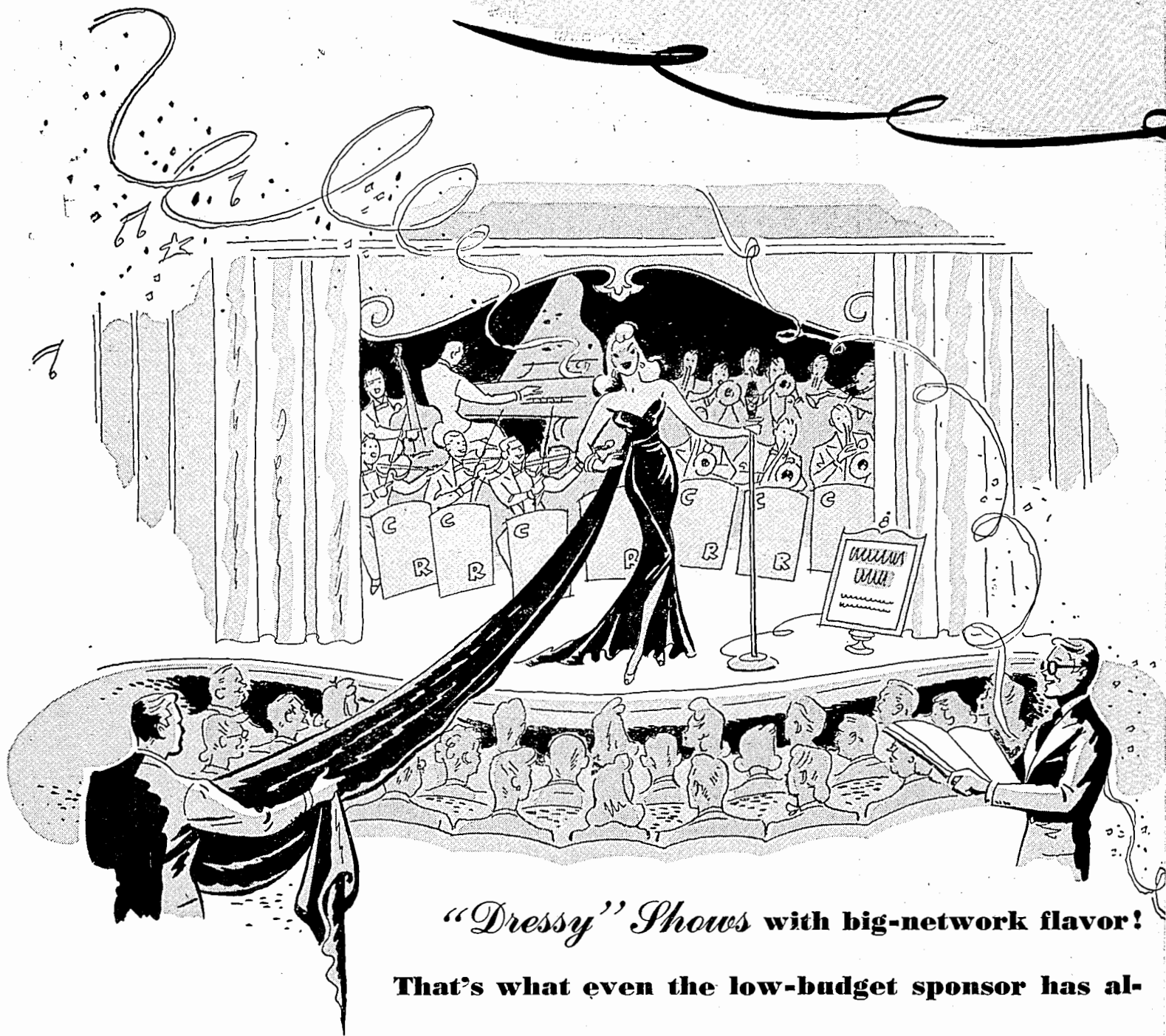


These bright stars in top-ranking local shows guide WJW to more local daytime listeners per dollar in the Cleveland area than any other regional station.

PAPPY HOWARD • STAN PEYTON • EARL HARPER • HOWIE LUND • DOROTHY FULDHEIM • JUDY DELL • DON BELL • BRUCE MacDONALD •

BASIC **WJW** 850 KC
ABC Network CLEVELAND, O. **5000 Watts**
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

DRESS YOUR SHOWS TO SELL WITH



“Dressy” Shows with big-network flavor!

That’s what even the low-budget sponsor has always wanted. That’s what he *gets* through Capitol’s new **Transcription Service!** Not only **BIG** names and **HIT** tunes . . . but programming aids brighten every show and make Capitol Transcriptions a *complete “production!”*

CAPITOL'S PROGRAMMING AIDS

Hollywood's foremost production experts—who know what is needed, what is wanted, and what will make your programs **SELL**—have prepared programming aids like these for Capitol:

Format Service

for 30 hours of programmed entertainment each week; step-by-step guides for more than 400 different shows are sent to you each month.

Spoken Introductions

by each program's featured artist or bandleader, to perk up your audience and add an informal, personal touch.

Musical Themes

to open and close each suggested program; brilliant special arrangements, many original compositions.

Musical Interludes

by harp, piano, celeste, and organ provide background for your own commercials and patter.

You'll build your shows from Capitol's basic library of 2000 transcriptions. In addition, Capitol guarantees you a minimum of 50 brand new numbers each month. (As an extra bonus, production schedules indicate not 50 but 70 new monthly releases).

Send for a Recorded Demonstration!

Hear all the features that make the Capitol Service excitingly *different!* Capitol will be glad to send you a demonstration transcription on request.



SAN FRANCISCO

A. M. HAGE has been appointed San Francisco manager for Universal Recorders.

San Francisco's renowned Fisherman's Wharf was featured in two national radio network programs Saturday (July 27), during the celebration of the Fisherman's Fiesta. A half hour broadcast of the Fiesta was carried by KPO-NBC from 7:30 to 8 p. m. PST, and KGO-ABC miked the half hour ceremony of the blessing of the sardine fleet by Father Joseph Costanzo, SC, as it embarked on its 1946 season at 2 p. m.

Byron Nelson, KGO and ABC Spot Sales Manager and namesake of the famous golfer, must have been inspired by his name. He copped the prize for low net in Class "C" (20 to 30 handicaps) at the meeting of the Bay Area's Advertising Golf Ass'n. Gayle V. Grubb, KGO General Manager, also won the first prize for Class "A" (1 to 15 handicaps) and low net for the tournament.

Andor Foldes, young Hungarian pianist, and his wife Lili Foldes, whose book "Adam and Eve on a Raft" will be published soon, pinch-hit for Mrs. M. C. Sloss (July 27) on KPO's "Know Your Symphony".

Station KSFO now has a contest on for advertising agency people only. (They are usually barred from most contests). Three prizes of a \$100, a \$50 and a \$25 U. S. Savings Bond will be awarded for the best names for KSFO's new afternoon, request platter show, featuring spinner Jim Moore. Jim is a former platter spinner for Armed Forces Radio Service in Saipan and Japan.

On his July 11 and 12 and ABC Pacific net program, Foster May asked his listening audience "Do you enjoy listening to my program and would you support my sponsor if I had one?" He received 1030 letters, all saying "Yes." Now it's up to the American network salesmen to show their stuff.

Jane Kalmus Recovering

Jane Kalmus, publicity director for the Hutchins Agency which represents the Philco account, is recovering at her home in New York from an illness which has kept her away from her desk the past two weeks.

M. J. B., nationally known disc-jockey, is leaving KRNT to participate in the ownership of a new radio station in another city. His Hoopers have been number one for 7 of his 8 daily quarter hours. Can you fill his shoes? We want to hear from you if you can. Not a \$50,000 per year deal—but far above the average. Contact Phil Hoffman, KRNT, Des Moines, Iowa.



Walking The Main Stem. . . !

● ● ● Despite published reports that the Ford-Madison Sq. Garden television deal had already been pacted, the thing will actually be sealed tomorrow, with young Henry in for the signing. . . . Tom Wallace working out a nitetime half-hour setup with Tom Breneman which the Bernie Schubert office will handle. Latter is also re-auditioning the Charlotte Greenwood show which Carleton Morse will write and direct. . . . Bekining Of The End Dept': Less Americans took the trouble to tune in on "Operation Baker," the 2d atom-bomb test broadcast, than dialed in to hear Pres. Truman light a tree last Christmas. Hooper rating for the airing was a surprisingly low 19.1. . . . Louella Parsons, almost completely recovered from her recent illness, expects to resume her columning chores soon and hopes to be back on the air by Sept. 1st. . . . "Detect & Collect" shifts to Sat. on ABC Aug. 17th following "Gang Busters". . . . Jerry Colonna telling pals there's nothing to the rumor that he was going to leave the Bob Hope show in the fall. The Hope heckler opens at the Roxy here for 3 weeks starting on the 14th. . . . Cresta Blanca trying to land Joe Cotten as emcee of their new Star Spangled Theater when he returns from England. . . . WNEW has first refusal on Billy Rose's col'm if it is to be read over the air.

☆ ☆ ☆

● ● ● OUR HAT'S OFF DEPT': Jimmy Dorsey's Decca platter of "Doin' What Comes Natur'lly"—his biggest waxing in two years. . . . The Milton Berle stanza—loaded with laffs, and a bow to scripters Jesse Goldstein and Lou Durman for a first-rate job. . . . "Louis Sobol's Bolero," written by Noro Morales, honoring the Journal-American columnist. . . . Jerry Mann's clowning at Loew's State. . . . Oscar Walzer's pianoing at Bradley's, new favorite meeting place of Radio Rowgues. . . . Bobby Doyle on the Schick ainer. . . . The Zanzibar's Pearl Bailey. . . . Henry (Hotlips) Levine and his Dixieland Band on NBC's Carnival.

☆ ☆ ☆

● ● ● BROADWAY SMALL TALK: Last week's "Mr. D. A." stanza concerning juvenile delinquency (which drew raves from all over the country as being one of their best shows) was all but turned down by NBC's censorship board as being 'too hot to handle'. . . . Ed Kirby starting a new radio school for ex-GI's. Among his backers are James Lawrence Fly, Ralph Brunton, Harry Wilder and Roger Clipp. . . . Paul Warwick readying a new recording outfit selling topflight off-the-air stuff for home consumption. . . . Just as we've been saying all along, it didn't take a sponsor very long to grab up Phil Spitalny's "Hour of Charm". . . . Will Yolen points out that WNEW's "American Negro Theater" was the first all-Negro cast to hit the air and has been on over a year. . . . Elaine Jordan introducing Irving Fields' new tune, "Is It The Weather," tomorrow nite via Mutual. . . . Kermit Schaefer compiling a book on famous fluffs in radio and welcoming contributions. . . . Gertrude Berg on "Hobby Lobby" tomorrow nite. . . . Pat Bright auditions her one-woman comedy show over WJZ tonite at midnite. Alton Alexander sending out an S.O.S. for a song with the word 'orange' in the title for his Color Music show on WEA. He's already got tunes lined up for all the other colors—but this one has him trapped. Strong likelihood of the Quiz Kids shifting over to NBC in the fall.

☆ ☆ ☆

● ● ● ONCE OVER LIGHTLY: Jerry Lester says they call it "Forever Amber" because it's taking H'wood almost that long to finish it. . . . Jackie Miles' idea for a theme song for Congressional probes: "Why Are You So Mead To Me?". . . . Alan Gale claims his mother-in-law has a dual personality—bad and worse. . . . Credit Judy Canova with the observation that there'd be no lumber shortage if the members of the UN would pool all those chips they carry around on their shoulders.

CHICAGO

By BILL IRVIN

STATION WLS has completed plan in co-op with Purdue University and the Flying Farmers of Prairie Farmer Land, for the first annual fly day to be held at Purdue University Airport, West Lafayette, Ind. From 6,000 to 10,000 farmers, many of whom will fly their own planes to meet, are expected to attend. The Flying Farmers of Prairie Farmer Land, a group of air-minded farmers and associated businessmen, aided by WLS in forming their organization to promote better flying conditions in local communities, now boasts more than 1,000 members. Stars of the WLS National Barn Dance will be on hand to entertain the crowd in the Purdue Mu Hall. WLS Aviation Commentator F. Renshaw will broadcast his 7:45-8:00 "Hangar Flying" from the Purdue Airport that evening. Climaxing the program, the Army Air Force material command, Wright Field, Dayton, Ohio, will give a helicopter demonstration, followed by the flight of the P-80 Shooting Star.

WGN has announced plans for "Miss WGN" contest. Winner of title will compete with winners from other Chicago radio stations for "Miss Chicago" crown. "Miss Chicago" will enter the "Miss America" contest at Atlantic City. Details of the "Miss WGN" contest are being broadcast daily on the WGN Charm School program from 9:30 to 10 a.m. Entrance must be between 18 and 28 years of age and must never have been married. Contestants must submit pictures of themselves accompanied by letters containing descriptions of themselves and a talent inventory. Deadline entries is midnight Friday, August 7. The winner will be announced Wednesday evening, August 7, and will compete in the "Miss Chicago" final Friday night, August 9, in Kimball Hall. Judges in the "Miss WGN" contest will be Virginia Clark, star of "Charm School," Buckingham Gunn, program director, and Bruce Dennis, publicity relations director.

Join Station Staff

Frederic Methot has been named promotion manager of WLIF, Brooklyn, and Ray T. Murphy has joined the station's sales staff, it was announced by Benjamin Bowker, commercial manager.

1906 *Henri* 1946
CONFISEUR
FRENCH RESTAURANT
LUNCHEON DINNER
COCKTAIL BAR
Famous French Candies
15 East 52nd St.

Religious Workshop' Opens In Chi. Aug. 5

(Continued from Page 1)

member of the NBC staff, Frank P. production director in charge such shows as Eternal Light and at Novels, will serve as an in-ctor in radio production. Ross der, associate professor of reli-education in the federated theo-logical faculty of the University of ago, will be dean of the work- . He acts as educational adviser e Joint Radio Committee of the gregational Christian, Methodist c Presbyterian churches of the ed States in the conduct of reli- radio workshops in New York, ywood and Chicago. Other staff bers for the August workshop in- e: David Edwards, associate pro- of speech in the federated theo- logical faculty of the U. of C.; Daniel Williams, associate professor of stian theology in the federated ological faculty of the U. of C., Miss Ola Hiller, director of radio te Pontiac, Mich., public schools e staff member of the University Wisconsin Radio Institute. e three-week workshop, which is nectarian, will deal with radio as nicle of religious education. At- ants at the sessions will be given pportunity to study values, ob- es and techniques of religious b broadcasting. There will be no ses. Workshop members will meet minars and interviews to discuss as a means of communication the distinctive contribution re- can make to people through

'Up To Youth' Sold Mutual To 'Seventeen'

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or, youngsters making up the pl which discuss pertinent ques- and problems. All commercials be of institutional nature. On ber 2, the client starts on the al network. Once it is estab- on MBS, it is planned to take show on the road, and originate arious key cities.

Torney Succeeds Nelson In ABC Coast Sales Post

in Francisco—Gayle V. Grubb, ager, has just announced the ap- tment of Kirk Torney as San cisco sales manager for the rican Broadcasting Company. He eeds Byron Nelson who will e in a sales capacity to ABC's tern division headquarters in ywood on August 19th. Torney ed the KGO local sales staff in e, 1944, after two years overseas e Navy. Previous to that he was a Consolidated Radio Artists in Francisco and New York. He take over immediately as man- for both ABC network sales and spot sales in San Francisco. son has been KGO sales manager e November 15, 1944.

★ PROMOTION ★

"Cinderella, Inc."

Once a week the CBS series, "Cinderella, Inc.," broadcast on the network weekdays at 3:30 p.m., celebrates a home town day. The home town of each of the four housewives appearing on the program and spending four weeks in New York "on CBS," is given a chance to blow its horn for its favorite daughter.

Next Monday (August 5) is San Antonio, Texas, Day, in honor of Mrs. E. G. Phillips, the San Antonian who was sent to New York by KTSA, CBS station in that city. To advertise the Lone Star State, San Antonio is flying a 1,200 pound Longhorn steer to the broadcast, along with a cowboy nursemaid.

Monday's broadcast will be pretty much an all-Texas show. All four of the Cinderellas are to be made honor Texas Rangers, emcee Bob Dixon will get boots and a Stetson sombrero and enough Texas pink grapefruit is enroute from the Lone Star State to feed all the people attending the broadcast at Iceland Restaurant, where the series has been originating for the past two months. There'll also be enough Texas bluebonnets to decorate all the tables. And when the show is over, the steer will be flown back to Texas and slaughtered, with each of the four Cinderellas getting a quarter for her deep freeze locker.

Home town day has proved a popular feature of "Cinderella, Inc." since it was introduced last month. Not only the home town merchants get behind the idea, but the local papers give it a lot of space, too. In San Antonio, the "Evening News" carries daily stories, wired by CBS Press Information, on the doings of Mrs. E. G. Phillips. WWNC, Asheville, N. C., is feeding stories, also prepared by Press Info., to the Asheville paper on the New York life of Mrs. Jean McFee, and WBRY, Waterbury, Conn., is handling its own home-town housewife, Mrs. Freda Samson, for the Waterbury Democrat.

WQXR Children's Records

A children's album for Horizon Records, a new recording company, is to be directed by WQXR announcer Malcolm Child and will be narrated by another WQXR staffer, Richard Janaver. The album, the first of its kind, will explain music to children. This, the first in a series, will deal with music by Beethoven. The music on the recordings done by Horizon will be conducted by Jascha Zayde, orchestral conductor at the station.

"Going Forward With Radio"

A 32-page brochure labeled "Going Forward with Radio," containing over 100 photographs of WHBC station personalities, facilities, television, radar, FM and the future of radio in the midwest, is now being distributed throughout Canton, Ohio's listening area. Fifty-two thousand copies are available and are being sent free to more than 400 business houses.

Civic Betterment

WCAU, which last year spearheaded a city-wide campaign to obtain better drinking water for Philadelphia will broaden its civic crusading activities this fall by joining forces with the Chamber of Commerce and Board of Trade in the presentation of a series of 13 documentary broadcasts designed to focus the spotlight of public opinion on all of Philadelphia's needs so that the municipality can take the action necessary to insure retention of its place among the great cities of the world. Broadcast series will be titled "Philadelphia Looks To The Future" and it will explore such ticklish problems as port improvements, traffic system revision, transit and host of other topics which require attention if Philadelphia is to keep pace with the march of progress. All of the material used on the programs will be based on data gathered by the Research and Planning division of the Chamber of Commerce and Board of Trade.

Fan Mail Innovation

Jumbo 9x7-inch post cards, emblazoned with that currently fashionable color "Ebbets Field green" have been designed by WHN's promotion director, Robert Patt, for Red Barber and Connie Desmond in answering fan mail. The face of the card bears a layout, drawn to scale in green, black and white, of Ebbets Field, depicting the complete baseball diamond, the Dodgers' bull-pen and dugout, visiting teams and dugout, scoreboard, grandstand, the streets bordering the field and the field's dimensions. Also included are cartoon drawings of Gladys Gooding playing the organ, the Brooklyn Symphony Orchestra in action, a peanut vendor peddling his wares, and even that most fannish of fans, Eddie Betan, caroling "How's the Old Golds?" In the upper left hand corner, is a photo of Red and Connie in action at the mike, and on the bottom of the card is the legend "Play-by-Play-All-the-Way. Every day the Dodgers play—WHN—Dial 1050—Broadcast presented by Old Gold Cigarettes."

Radio Facilities Finished At Flushing Meadows

Broadcasting facilities of the U.N. assembly chamber at Flushing Meadows and council chambers at the Sperry Gyroscope plant in Lake Success, L. I., have been considerably improved over those at Hunter College. It has been announced by Stanley Richardson, chairman of the radio correspondents committee accredited to U.N. Richardson, assistant to NBC's vice-president in charge of news and international relations, reports that the booths will be larger than those at Hunter and more space will be given to the radio commentators' workroom.

WWDC, If Denied FM, May Go To High Court

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R. Denny whether, in the event of an appeal by WWDC, the eight grants already made would be tied up, counsel for the company answered a categorical "No."

Capital's counsel, however, said that it was the position of WWDC that it should be granted a station on the same basis as the other standard stations.

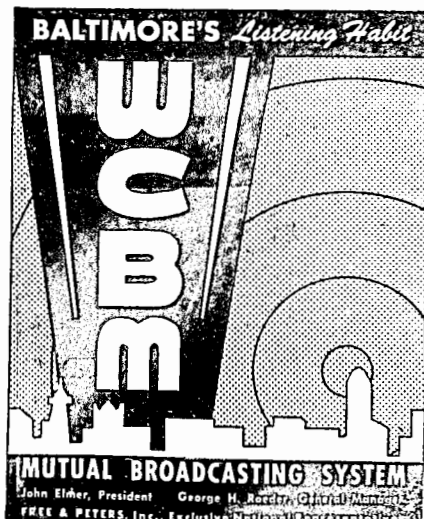
"The Commission," Denny said, "would like to get FM going in Washington. We would like to know if any court appeal would tie up the other stations and thus delay FM broadcasting in Washington."

Under the proposed decision made by the Commission, FM grants were made to Theodore Granik, WINX, Evening Star-Broadcasting Company, WMAL, Potomac Broadcasting Co-operative, Metropolitan Broadcasting Company, NBC (WRC), Cowles Broadcasting Company, (WOL) and Commercial Radio Equipment Company. Applications of Capital and Chesapeake were turned down.

Under the FCC's reservation plan, a total of nine channels would be available in Washington, with two reserved. With eight grants made under the proposed decision, Capital and Chesapeake thus would be in the running for only one channel. Another applicant, Mid-Coast Broadcasting Company, requested permission to withdraw.

"Children Of Tragedy" On WNBT-Tele Aug. 8

The motion picture, "Children of Tragedy," documentary film of the "Save the Children Federation," will be presented over NBC's television station WNBT August 8 at 9 p.m., EDT. Among those appearing in film, which shows plights of youngsters in Norway, Holland, Belgium and France where no UNRRA is available, are Charles Boyer, former president Herbert Hoover and Dr. H. E. Kershner, chairman of the federation.



COAST-TO-COAST

—ALABAMA—

MONTGOMERY—Bob Hope is the new WSFA program director, succeeding Caldwell Stuart, who switched over to WMGY, a new station. . . . David E. Dunn, former mayor here, is WSFA's new general manager, replacing John B. DeMotte, also new to WMGY. . . . Noble Richardson, new addition to the WSFA mike staff. . . . ANDALUSIA—August 5 has been tentatively set as opening date for WCTA, new Mutual affiliate owned by Andalusia Broadcasting Company, headed by James T. Ownby.

—OHIO—

MANSFIELD—WMAN was on hand to describe events when Mansfield dedicated its new two-million-dollar airport. . . . Mark Lucas has re-joined the announcing staff of WMAN after five years' Army service. . . . COLUMBUS—Hazel M. Hankison, formerly associated with Anchor-Hocking Glass Corporation, has joined R. B. Howard & Associates, Public Relations Consultants. . . . Miss Hankison also formerly was connected with radio programs on Ohio radio stations. . . . CINCINNATI—Thomas Bockert has joined the talent booking division of WLW and will act as assistant to William McCluskey, talent exploitation dept. head.

—INDIANA—

SOUTH BEND—Robert H. Swintz, commercial manager of WSBT for the past ten years, has recently been named as station manager succeeding Franklin D. Schurz, who has been elected secretary-treasurer of The South Bend Tribune, owner of the outlet. . . . Plans are underway for the celebration of WSBT's twenty-fifth anniversary and the installation of its 5,000 watt transmitter this fall. . . . FORT WAYNE—Luther Brand, recently discharged from the Navy, has returned to the WOWO announcing staff.

—OKLAHOMA—

OKLAHOMA CITY—Ben Morris, veteran WKY announcer-producer, has been named to head up the public interest department as director of the outlet's expanded public interest unit. . . . Ex-serviceman Bill Fountain, formerly with KTOK and KVSQ, has landed a job on WKY's announcing staff. . . . Tommy Allen, lend-leased by NBC to WKY in first application of its talent farm-out plan, has made such a hit his sponsor is planning to pen him for another thirteen weeks. . . . Kenyon Brown, KOMA general manager, was installed in the president's chair of the Ad Club here, at the first meeting since May election.

VEV
get Cashman
in Hollywood

Plans Future Of WHOM As Language Station

(Continued from Page 1)

Federal Communications Commission in Washington.

Purchase price for the station, now owned by Cowles Broadcasting Co., is \$450,000.

Sale would be made to Il Progresso Italo Americano Publishing Co., owned by Pope and members of his family. Pope owns 70,200 shares or 83.7 per cent of the stock.

Pope said a "substantial portion" of broadcasts on the station will be in Italian, Polish and Jewish. The Italian-American publisher assured the commission the station would avoid practices of some foreign language station frowned on by the FCC. He pledged:

- 1. No periods of time will be sold in bulk to "brokers" for resale;
2. All religious programs will be on a sustaining basis;
3. In the limited number of participating programs, spot announcements will be restricted to 3 in a 15-minute program and to 5 in a 30-minute program.

Cowles, in giving its reason for selling the station, told the commission that the future of the station lies in its foreign language audience and Cowles' "own most effective operation in radio is in connection with stations which attract predominately English-language audiences."

The application was filed with the commission by Marcus Cohn and Leonard Marks, two Washington radio attorneys.

Veterans' Housing Show Set By WOR For Sunday

(Continued from Page 1)

over WOR Sunday 8:45-9 p.m., EDT. Program has been readied after two months of research and investigation under the direction of station's news room manager Bob Wood; Paul Killiam did the interviewing in the field with portable equipment and Fred Vandeventer will be the narrator.

Program will seek to show just why veterans have been unable to build homes under existing conditions and highlights will include an interview with a typical builder on Long Island in which he explains why he has been unable to complete a 24-hour project. Mrs. Joseph Ennis, Jr., wife of a Purple Heart veteran, will represent the typical house-hunting vet's wife; a banker will tell why bankers are advising would-be home owners not to buy or build; and from Washington, D. C., a spokesman for the National Housing Administration, will answer five pertinent questions on housing put to him by WOR's news and special features division.

Stork News

Los Angeles—Mr. and Mrs. Hank Caldwell are the parents of a baby daughter weighing 7 lbs. 15 oz., born July 22nd. She has been named Karen. Mr. Caldwell is featured on KMPC's "Pappy Cheshire" program.

Listener Stock Ownership Proposed By CFCN Counsel

(Continued from Page 1)

committee as an alternative to the taking over of the station's frequency by the CBC.

The CBC has announced intention of taking over wave lengths of the Calgary station and stations CFRB, Toronto, and CKY, Winnipeg, and using them for highpowered links in the national network.

M. M. Porter, counsel for the station and spokesman for half a dozen agricultural and municipal groups, put forward the suggestion which he said would see the buying out of the present owner—H. G. Love—and place control of the station in the hands of a governing board representing perhaps 50 geographical divisions of Alberta. He discussed the possibility of 15,000 stockholders who would be allowed to hold only a limited amount of stock.

Would Jump to 50 Kw.

Under the plan CFCN would retain its 1010 frequency and increase its power to 50,000 watts. The CBC would go to the southeast border of the province and operate a station on the 1060 wavelength offered CFCN as an alternative. The CBC would operate a high powered station by remote control which would have a shielded antenna to protect American and Mexican stations using the same channel.

In this manner CFCN would retain its channel and its local coverage under legal control rather than remote control and without the need of moving its location.

It thus would be able to cater to local tastes through the employment of local talent available in the Calgary center.

This local public ownership as distinct from CBC remote government ownership would ensure local programs for local satisfaction—an aim which could not be encompassed by the CBC.

"It would enable the people of Alberta to speak at the time of their choice on the subject of their choice," Mr. Porter declared.

Earlier Mr. Love claimed that if CFCN continued to be located at Calgary and operated on the NEZ 1060 alternative channel it would have to erect a shield which would prevent its radiation reaching important listening groups in the south of the province.

Two New Affiliates Signed NBC Network

Two new affiliates will join NBC on or about October 1, giving the network a total of 159 stations. WEEK, Peoria, Ill., joins around October 1, depending on how soon its facilities are installed. It will operate with 1,000 watts on 1350 kc. Station is owned by the West Central Broadcasting Co.

WJBO, Baton Rouge, joins on October 1. Outlet has 5000 watts on 1150 kc. and is owned by the Baton Rouge Broadcasting Co. Both the above outlets have full-time licenses.

AGENCIES

EDWARD FISCHER, formerly director at Benton & Bowles, has joined Sullivan, Stauffer, Colwell Bayles, Inc., as vice-president and art director. . . . GEORGE ANDREW, formerly head of traffic and production at J. M. Mathes, has also joined SSC&B.

DONALD COOKE, INC., national station representatives, have been engaged by CHOK, Sarnia, Ont., for station on the border opposite Port Huron, Mich. The manager of the station is Claude Irvine.

LESLIE V. SPENCER, McCann Erickson account executive, has resigned to become vice-president and account executive of Birmingham Castleman & Pierce, Inc., New York.

ARRCO PLAYING CARD CO., Chicago, has appointed the H. M. Gro Co., Chicago, to handle its advertising for Duratone and Club Re playing cards.

DONAHUE & COE, INC., has been appointed the agency for Pipes & Lee, Inc.

COMMERCIAL RADIO PRODUCTIONS, Inc., has appointed P. Melvickland, vice-president and West Coast manager. Vickland was formerly with MBS in New York and Hollywood.

Press Wireless Continues Services For Government

(Continued from Page 1)

continue to handle radio traffic not only for the U. S. government, but for number of other governments throughout the world, just as it is doing during the war. This service, it stated by PW, is in addition to press service for the governments and performed in the public interest.

In asking for the extension, PW pointed out that its radio telegraph radiophoto and other such radio services for governments had proved definite value to them during the war and elimination of the services would deprive the governments of concentrating on peacetime readjustment of a necessary channel of communications.

Press Wireless circuits now link with 14 American countries.

Send Birthday Greetings To

July 31

Taylor Branson H. E. Hendrick
Dick Dickerson William Hillport
Jerry Mann